

Socially Moo - Wireframes

Summary

To build an intuitive system that acts like a social media hub where people that power a brand or a community can easily build interest and get feedback [about the brand/community].

Contents

Wireframes for the project Socially Moo.

Version history

March 1, 2011 – Version 1.0

Definitions

Account (A)

Socially Moo account. A user can create this account by signing up on Socially Moo website and then proceed to manage his brand(s). Each account can then further have multiple users which can be created by the first or the root user.

Brand (B)

In Socially Moo we treat even an individual user as a brand. So each account can have / manage multiple brands at a time. In case of individuals the brand would be that same individual and we will reaffirm this to the user by visual / textual communication, as well as having the entire interaction of the software revolve around the brand.

Campaign (C)

A campaign is a targeted social communication exercise which a brand executes in order to achieve favorable brand recognition and community building around itself. In Socially Moo, campaigns will always belong to a particular brand and have access to a subset of a brands social media services. A brand can run multiple campaigns simultabously or have them scheduled for a later stage.

Services (S)

A service is a social media platform that Socially Moo supports. Users can enable these services for their account and then use Socially Moo to push content, see statistics and analysis for the same. Further, users can assign services and even specific service features to campaigns. Examples of services would be – Facebook, Twitter, RSS Feed of website, Google analytics accounts, etc...

Services Feature (F)

A service feature could be a poll, wall posting, Q&A, etc. as exposed by a service like Facebook or Twitter. Each of these features can be individually assigned to individual campaigns and / or users.

User (U)

Text to be added...

Target Audience

- Social Marketters
- Agencies / Consultants
- Small Businesses
- General Public

Know more & Do more

Here are some of the major goals that we assume an average user would like to fulfill using Socially Moo. We can fulfill these needs we believe we'd have done our job pretty well. Feel free to offer corrections / additions / modifications.

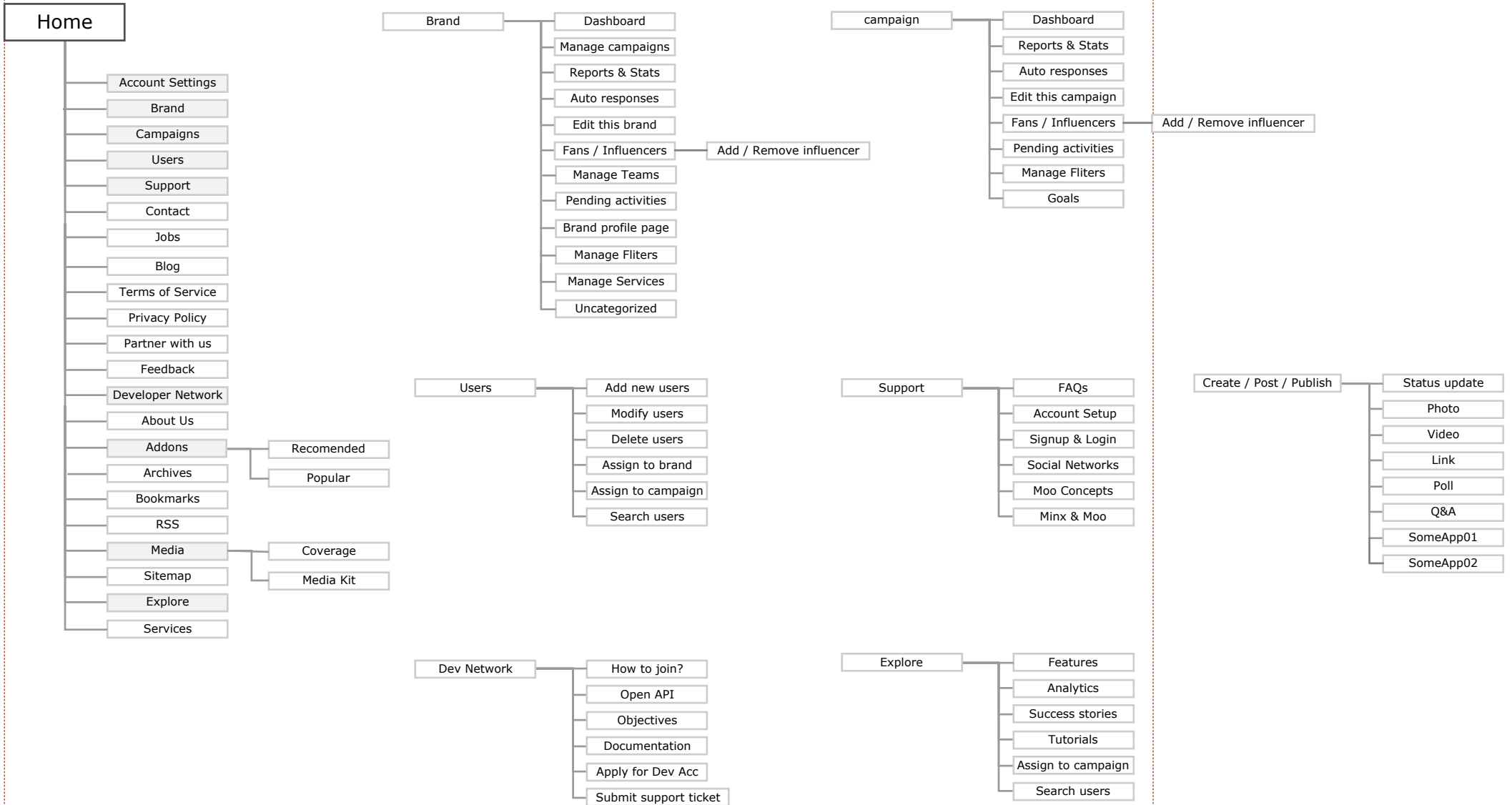
Know more

- About people sentiments
- demographics
- Buzz around a brand
- Buzz creators
- Latest buzz trends
- How to harness social media
- Upcoming opportunities
- People feedback
- About a brand (can be different from user's brand)
- Comparison with another brand

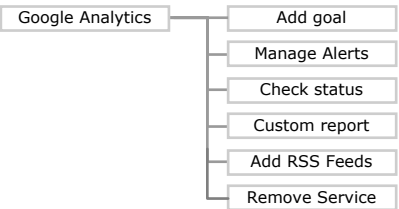
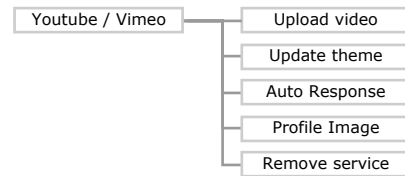
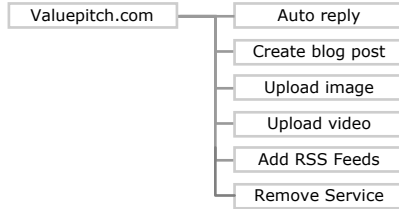
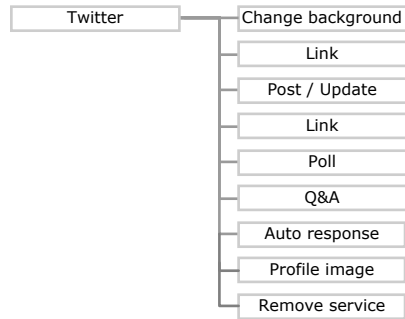
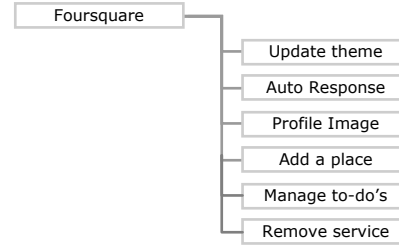
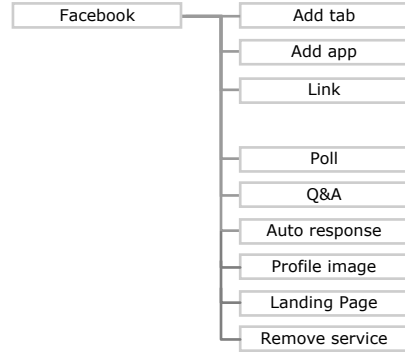
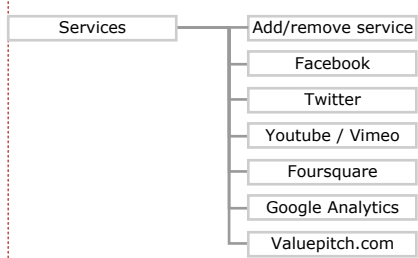
Do more

- Communicate more with people
- Communicate brand objectives
- Create positive buzz about a brand
- Convert people to loyalists
- Act of user feedback
- Educate people about the brand
- Create / manage user communities
- Influence the influencers

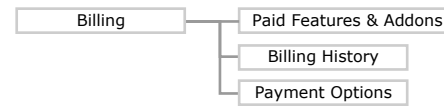
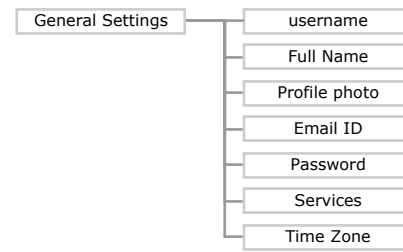
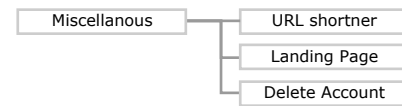
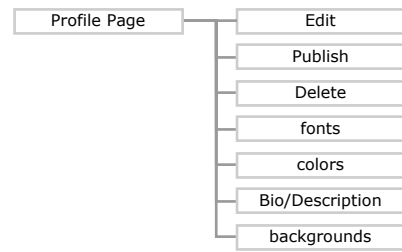
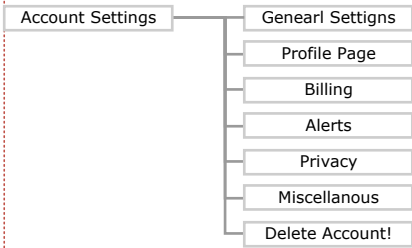
Sitemap



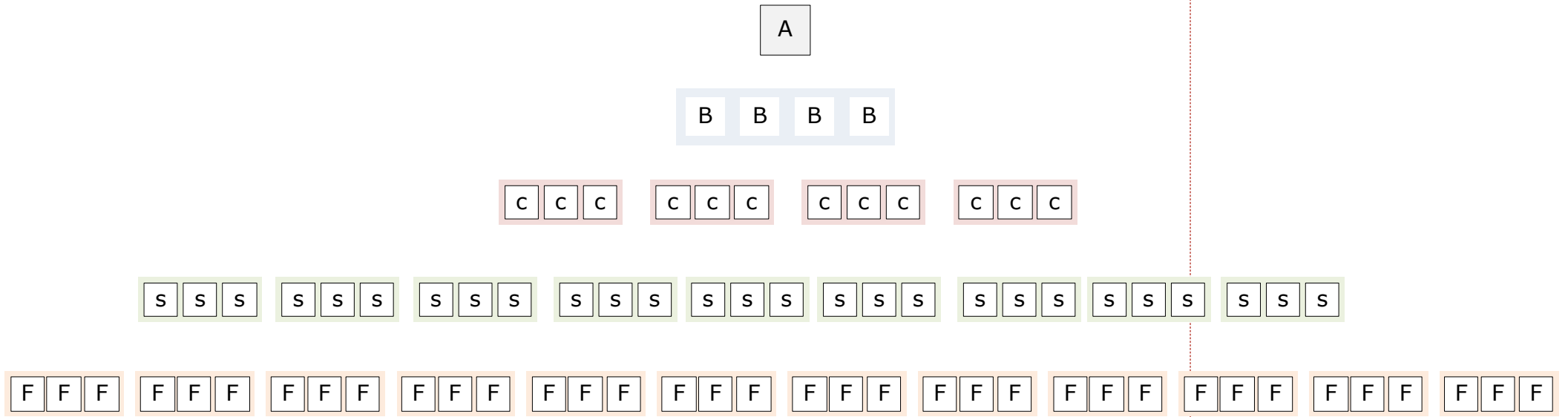
Sitemap - Services



Sitemap – Account Settings



Hierarchy



Home Page

Logo **Are you socially moo?**

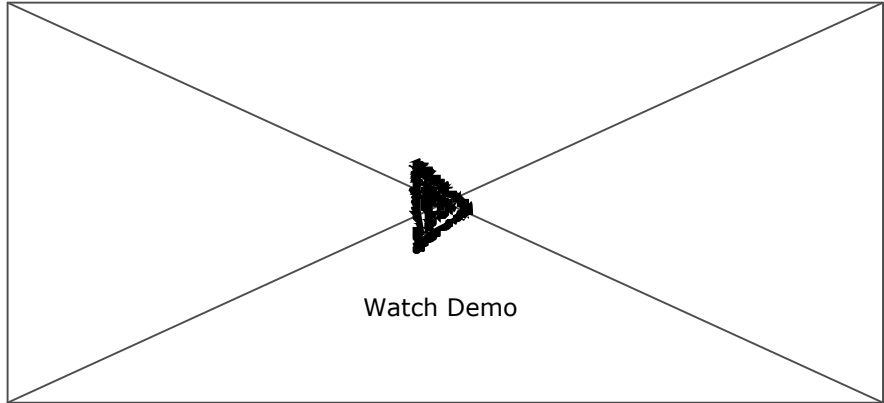
[Blog](#) [Support](#) [Developer Network](#) [Contact](#)

[Login](#)

We help you connect, engage & make smarter descisions...

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

[Register now!!!](#)



Features

- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list

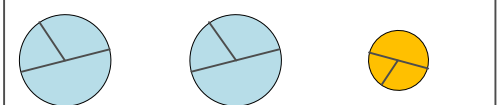
[more](#)

Testimonials

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

Socially Moo Stats



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

What is Social Report

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

Who is it for?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

How does it work?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)



Home Page

Logo **Are you socially moo?** [Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Login/Register](#)

We help you connect, engage & make smarter descisions...
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

[Register now!!!](#)

[Watch Demo](#)

My email address is: X

I am a new user.
 I am a returning user and my password is:

[Login](#)
[Forgot your password?](#)

Features

- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list
- Bulleted list

[more](#)

What is Social Report

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

Who is it for?

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

How does it work?

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

Socially Moo Stats

...m ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[more](#)

[About](#) [Blog](#) [Help](#) [Jobs](#) [Contact](#) [Facebook](#) [Twitter](#) [4SQ](#) [Terms of Service](#) [Privacy Policy](#) [Partner](#)

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Registration Process

Logo Are you socially moo?

[Blog](#) [Support](#) [Developer Network](#) [Contact](#)

[Login](#)

1 Register

2 Add Services

3 Review & Finish

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Username *

This can't be changed later.

Name already taken

Suggestions:
- some_vikram
- one_vikram
- vikram12s

First Name

Last Name

Email *

Password

Lorem ipsum onsectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore



Strong password

Repeat Password

Password matches.

[I accept the Terms of Service.](#)

Proceed

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Registration Process

- 1 Register
- 2 Add Services**
- 3 Review & Finish

Hello Vikram,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Default Brand name?

coolbrand

Choose a brand name for yourself. In Socially moo every one is a brand! So you can name your brand "college dude", "pepsi cola", etc... if you are not sure go ahead with the name we've chosen for you and change it later.

Add services

A grid of social media icons for adding services. The icons are: Facebook (F), Twitter (T), LinkedIn (Ln), YouTube (Y), Vimeo (V), Google Analytics (GA), WordPress (W), and Facebook Pixel (Fbp). The Twitter icon has a yellow circle with the number 5 and a right-pointing arrow. The Vimeo icon has a yellow circle with the number 2 and a right-pointing arrow. Each icon has a small '+' sign below it.

You have added 5 twitter and 2 Vimeo accounts to your brand!

[previous](#)

Proceed



Registration Process

- 1 Register
- 2 Add Services**
- 3 Review & Finish

Hello Vikram,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Default Brand name?

Choose a brand name for yourself. In Socially moo every one is a brand! So you can name your brand "college dude", "pepsi cola", etc... if you are not sure go ahead with the name we've chosen for you and change it later.

Add services

5

Add a Facebook page

- Manku
- Test Page
- Maya Studios
- Coolbrand Page

[Cancel](#)

Y

Fbp

You have added 5 twitter and 2 Vimeo accounts to your brand!

[previous](#)



Registration Process

Logo Are you socially moo?

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[Login](#)

- 1 Register
- 2 Add Services
- 3 **Review & Finish**

Congrats Vikram!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



- Personal account [Remove](#)



- Personal account [Remove](#)
- Company account [Remove](#)
- Rant account 1 [Remove](#)
- Rant account 2 [Remove](#)
- Blah account 3 [Remove](#)



- Personal account [Remove](#)
- Company account [Remove](#)



- Coolbrand Page [Remove](#)

Your first brand profile is ready!

<http://sociallymoo.com/brand/coolbrand>

Make this private

[previous](#)

Visit Brand Profile

Finish

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Brand Overview

Logo

Welcome Vikram, working with

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[Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Logout](#)

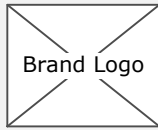
ADD

Coolbrand

Dashboard

- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

Summary



Your brand has 3 campaigns with 8 services since March 1, 2011. Most active social service is Facebook. T.....

Proactive

Reactive

Reach

Demographic

Moo meter

Moo meter

Moo meter

98% ▼

Moo meter

Moo meter

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Brand Overview

Logo

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ADD

Coolbrand

Dashboard
Manage campaigns
Reports & Stats
Auto Responses
Manage Services
Fans / Influencers
Manage Teams
Pending Activities
Brand Profile Page
Edit brand

Summary

Your brand has 3 campaigns with 8 services since March 1, 2011. Most active social service is Facebook. T.....

Trends

All Streams

Facebook	1
Twitter	1
Uncategorized	1

Fans / Influencers

Pending Activities

Recommended Addons

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ADD

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

Pepsi campaign

Coke campaign

Delhi Event

Summary All Streams Facebook ¹ Twitter ¹ Uncategorized ¹

Show everything

Comments

Comment posted on [<facebook page / profile>](#):



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago

[Delete](#) | [Share as blogpost](#) | [share as status update](#) | [Bookmark](#)

Post a reply

[cancel](#)

Comment posted on [<twitter profile>](#):



[<twitter profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2/28/2011 - 09:20 AM



[<twitter profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2/28/2011 - 09:20 AM



[<twitter profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2/28/2011 - 09:20 AM

Posts

Comment posted on [<facebook page / profile>](#):



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago



[<facebook page / profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 days ago

[Delete](#) | [Share as blogpost](#) | [share as status update](#)

Comment posted on [<twitter profile>](#):



[<twitter profile>](#) said:

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2/28/2011 - 09:20 AM



[<twitter profile>](#) said:

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2/28/2011 - 09:20 AM



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Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

2/28/2011 - 09:20 AM



Edit brand

Logo

Welcome Vikram, working with

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ADD

Coolbrand

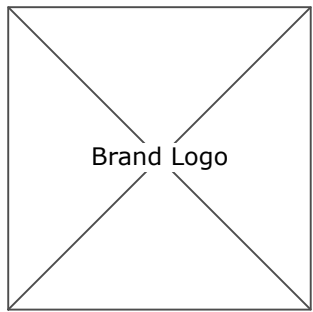
- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand**

brand name?

description

add services *3 services selected*

[Add new service](#)



[Change brand logo](#)

[Delete logo](#)

<input checked="" type="checkbox"/> Manku Page <input checked="" type="checkbox"/> Post <input checked="" type="checkbox"/> Polls <input checked="" type="checkbox"/> Q&A <input checked="" type="checkbox"/> Flickr App	<input checked="" type="checkbox"/> Manku Profile	<input checked="" type="checkbox"/> Company Account <input type="checkbox"/> Post <input type="checkbox"/> Polls <input type="checkbox"/> Q&A <input type="checkbox"/> Flickr App
<input type="checkbox"/> Vikram Account	<input type="checkbox"/> Ln Manku Profile	<input type="checkbox"/> Manku Profile
<input type="checkbox"/> Vim Manku Profile	<input type="checkbox"/> Ga Website analytics	<input type="checkbox"/> W My website

add users *4 users selected*

<input checked="" type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>
<input type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>
<input checked="" type="checkbox"/> photo Vikram <i>Role:admin</i>	<input checked="" type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>
<input type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>	<input type="checkbox"/> photo Vikram <i>Role:admin</i>

[Delete this brand!](#)

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Manage Services

Logo

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ADD

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services**
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

- Pepsi campaign
- Coke campaign
- Delhi Event

Manage services of this brand [Add new service](#)

Social Networks

[friendhpk](#) [manage](#) [remove from brand](#)

[friendhpk](#) [manage](#) [remove from brand](#)

Video Sites

Youtube [friendhpk](#) [manage](#) [remove from brand](#)

Vimeo [friendhpk](#) [manage](#) [remove from brand](#)

Blogs

hpk.co.in [friendhpk](#) [manage](#) [remove from brand](#)

maya.com [friendhpk](#) [manage](#) [remove from brand](#)

Facebook [friendhpk](#) [manage](#) [remove from brand](#)

Move your services from other brand to this brand

- manku
- kumarj
- manku
- manku
- manku
- manku
- manku
- admin
- mayaios.in (admin)
- hpk.co.in (hpk)

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Manage Services - Facebook

Logo

[Post now!](#)

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ADD Post IMG VIDEO Poll Q&A Coupon

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services**
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

- Pepsi campaign
- Coke campaign
- Delhi Event

[friendhpk](#) [Download CRM data](#)

Vikram Singh (*profile*) [remove](#) [add new page](#)
Manku (*page*) [remove](#) [Change profile image](#)
maya (*page*) [remove](#) [Setup landing page/tab](#)

Installed Addons

<input type="checkbox"/> Feedback Tab <i>free</i> edit remove	<input type="checkbox"/> Sign up Tab <i>free</i> edit remove	<input type="checkbox"/> Youtube <i>free</i> edit remove
--	---	---

Addons

<input type="checkbox"/> Flickr <i>free</i> install	<input type="checkbox"/> Slides Tab <i>free</i> install	<input type="checkbox"/> PDF2Facebook <i>free</i> install
<input type="checkbox"/> Poll app <i>free</i> install	<input type="checkbox"/> Cupons <i>free</i> install	<input type="checkbox"/> RSS Feed <i>free</i> install
<input type="checkbox"/> Badges! <i>free</i> install	<input type="checkbox"/> Ratings <i>free</i> install	<input type="checkbox"/> Trivia / Quiz <i>free</i> install

[Get more](#)

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Manage Campaigns

Logo

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ADD

Coolbrand

- Dashboard
- Manage campaigns**
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

- Pepsi campaign
- Coke campaign
- Delhi Event

[Create a new campaign](#)

Pepsi campaign [\(edit\)](#) Date-time info Users Assigned: *(none)*

- [Facebook: Vikram Singh](#) ▼
 - Post comments
 - Create Polls
 - Reply to comments
- [Twitter: friendhpk](#) ▶
- [YouTube: friendhpk](#) ▶

- [Facebook: manku](#) ▶
- [RSS: hpk.co.in](#) ▶
- [Search: vikram hpk](#) ▶

Coke Campaign [\(edit\)](#) Date-time info Users Assigned: [vikram, rohit](#)

- [Facebook: Vikram Singh](#) ▶
- [Twitter: friendhpk](#) ▶
- [YouTube: friendhpk](#)

Delhi Event [\(edit\)](#) Date-time info Users Assigned: *(none)*

- [Facebook: Vikram Singh](#) ▶
- [Twitter: friendhpk](#) ▶
- [YouTube: friendhpk](#)

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Create a campaign

Logo

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ADD Post IMG VIDEO Poll Q&A Coupon

- Coolbrand
- Dashboard
- Manage campaigns**
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

Pepsi campaign

Coke campaign

Delhi Event

campaign name?

[Mange all campaigns](#)

description

add services 3 services selected

<input checked="" type="checkbox"/> Post <input checked="" type="checkbox"/> Polls <input checked="" type="checkbox"/> Q&A <input checked="" type="checkbox"/> Flickr App	<input checked="" type="checkbox"/> Post <input type="checkbox"/> Polls <input type="checkbox"/> Q&A <input type="checkbox"/> Flickr App	
<input type="checkbox"/> Vikram Account	<input type="checkbox"/> Manku Profile	<input type="checkbox"/> Manku Profile
<input type="checkbox"/> Manku Profile	<input type="checkbox"/> Website analytics	<input type="checkbox"/> My website

add users 4 users selected

<input checked="" type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>	<input checked="" type="checkbox"/> Vikram <small>Role:admin</small>
<input type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>
<input checked="" type="checkbox"/> Vikram <small>Role:admin</small>	<input checked="" type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>
<input type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>	<input type="checkbox"/> Vikram <small>Role:admin</small>

Campaign Goals*

- Fan Acquisition
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
- Buzz Creation
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
- Increase Positive Sentiment
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
- Lead generation
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

* Choose at least one

If the campaign is starting now then Finish should change to add your first post now or we should give the user option to post immediately.

- create a post now!

Schedule this campaign

Start Date at Or Start now

End Date at

Don't end (You can stop a campaign from the campaign settings anytime.)

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Auto Response

Logo

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ADD

- Coolbrand
 - Dashboard
 - Manage campaigns
 - Reports & Stats
 - Auto Responses**
 - Manage Services
 - Fans / Influencers
 - Manage Teams
 - Pending Activities
 - Brand Profile Page
 - Edit brand
-
- Pepsi campaign
 - Coke campaign
 - Delhi Event

[Facebook: Vikram Singh](#)

Wall post

Post a reply (140 characters remain for twitter)

Reply in minutes [cancel](#)

Comment

Post a reply (140 characters remain for twitter)

Reply in minutes [cancel](#)

Note: Add filter too!

[Twitter: friendhpk](#)

Tweet

Post a reply (140 characters remain for twitter)

Reply in minutes [cancel](#)

Retweet

Post a reply (140 characters remain for twitter)

Reply in minutes [cancel](#)

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Fans & Influencers

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ADD

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers**
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

Pepsi campaign

Coke campaign

Delhi Event

All

Filter by: [Hello all influencers](#) [Add user](#) [Less details](#)

[Male](#) [Female](#)

[<facebook page / profile> said:](#) [Recent activity](#)

5 minutes ago [Delete](#) | [Share as blogpost](#) | [share as status update](#) | [Bookmark](#)

Hi there! How do?

Thanks for retweeting!

Coolness man!

Say that again! ☺

Sigh!

Yippee!

What's up?

[<facebook page / profile> said:](#)

5 minutes ago

[<facebook page / profile> said:](#)

5 minutes ago

[<facebook page / profile> said:](#)

5 minutes ago

[<facebook page / profile> said:](#)

5 minutes ago

[<facebook page / profile> said:](#)

5 minutes ago

[<facebook page / profile> said:](#)

5 minutes ago

Pagination

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Fans & Influencers

Logo

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ADD

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers**
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

Pepsi campaign


Coke campaign

Delhi Event

All

Filter by: [Hello all influencers](#) [Add user](#) [Less details](#)

[Male](#) [Female](#)

 [<facebook page / profile> said:](#) [Recent activity](#)

5 minutes ago

5 minutes ago

 **Send hello to all influencers** (140 characters remain for twitter)

[schedule](#) [cancel](#)

5 minutes ago

 [<facebook page / profile> said:](#)

5 minutes ago

 [<facebook page / profile> said:](#)

5 minutes ago

 [<facebook page / profile> said:](#)

5 minutes ago [Delete](#) | [Share as blogpost](#) | [share as status update](#) | [Bookmark](#)

 [<facebook page / profile> said:](#)

5 minutes ago

 [<facebook page / profile> said:](#)

5 minutes ago

Pagination

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Pending Activities

Logo

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ADD

Coolbrand

- Dashboard
- Manage campaigns
- Reports & Stats
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities**
- Brand Profile Page
- Edit brand

Pepsi campaign

Coke campaign

Delhi Event

Priority Tasks

Wall posts

[<facebook page / profile> said:](#) [Say hello](#) [Recent activity](#)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 minutes ago [Delete](#) | [Share as blogpost](#) | [share as status update](#) | [Bookmark](#)

Post a reply

(140 characters remain for twitter)

Approval tasks

Wall posts

[User: Vikram replied:](#)

Image placeholder

Image placeholder

Image placeholder

[To the following post / thread:](#) [Disapprove](#) [Disapprove with comment](#)

[<facebook page / profile> said:](#) [Say hi](#) [Recent activity](#)

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

5 minutes ago [Delete](#) | [Share as blogpost](#) | [share as status update](#) | [Bookmark](#)

[About](#) [Blog](#) [Help](#) [Jobs](#) [Contact](#)



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Reports & Stats

Logo

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[Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Logout](#)

ADD	<input type="button" value="Post"/>	<input type="button" value="IMG"/>	<input type="button" value="VIDEO"/>	<input type="button" value="Poll"/>	<input type="button" value="Q&A"/>	<input type="button" value="Coupon"/>
-----	-------------------------------------	------------------------------------	--------------------------------------	-------------------------------------	--	---------------------------------------

Coolbrand -

- Dashboard
- Manage campaigns
- Reports & Stats**
- Auto Responses
- Manage Services
- Fans / Influencers
- Manage Teams
- Pending Activities
- Brand Profile Page
- Edit brand

- Pepsi campaign
- Coke campaign
- Delhi Event

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coolbrand

Brand tagline

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta

This profile is private

Backgrounds Colors Fonts Services

Image Image Image Image Image Image

[Upload your own](#) (1024x768 / 5MB max)

Centre image Tile Image

Back

Moo Meter
(sparkel graph showing activiy)



[Mail Us](#)

[Add a site](#)

Chart1 Chart1 Chart1 Chart1 Chart1

ADD



Status Update

Logo

Welcome Vikram, working with

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ADD

Coolbrand

Summary

Facebook

Twitter

Twitter

Twitter

Some Campaign

Pepsi campaign

Coke campaign

Delhi Event

Update status

use bitly.in url shortner.

(140 characters remain for twitter)

Post to:

[Add thumbnail for Facebook accounts](#)

[cancel](#)

Publish at

at

Or

[About](#) [Blog](#) [Help](#) [Jobs](#) [Contact](#)



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Status update with thumbnail

Logo **Are you socially moo?** Welcome Vikram, working with coolbrand

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ADD

Coolbrand

Some Campaign

Pepsi campaign

Coke campaign

Delhi Event

Update status close

use bitly.in url shortner. (140 characters remain for twitter)

Post title [Add thumbnail for Facebook accounts](#)

>Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

No thumbnail

Post to:

Publish at at

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On mouseover I should see the actual link of the tinyed url.

Photo

Logo Are you socially moo?

Post now!

Welcome Vikram, working with coolbrand

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ADD Post IMG VIDEO Poll Q&A Coupon Campa

Coolbrand

Summary Facebook Twitter Twitter Twitter

Some Campaign

- Pepsi campaign
- Coke campaign
- Delhi Event

Upload an image

Choose an image file

Or

Enter a url

[Add title \(optional\)](#)

[Add description \(optional\)](#)

Post to:

F T Y V

Posting a picture to youtube or vimeo will result in a mute 10 sec video clip of the image

Publish at at Or



ADD



Coolbrand



Summary

Facebook

Twitter

Twitter

Twitter

Some Campaign

Pepsi campaign

Coke campaign

Delhi Event

Create a Facebook event

[Add Event Photo](#)

When? at [Add end time](#)

What are you planning?

Where?

[Add Street address](#)

More info?

Who's Invited?

Show the guest list on event page

Non-admins can write on wall

[Publish at](#) at

Or



Manage Users

Logo

Welcome Vikram, working with






[Account Settings](#) [Users](#) [Services](#)

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ADD

Manage Users

[Add new user](#)

User Name	Posts	Campaigns	brands		
 Vikram Singh Role: admin vikram@mayastudios.in	100	6	1	Edit	Remove
 Vikram Singh vikram@mayastudios.in	100	6	1	Edit	Remove
 Vikram Singh vikram@mayastudios.in	100	6	1	Edit	Remove
 Vikram Singh vikram@mayastudios.in	100	6	1	Edit	Remove
 Vikram Singh vikram@mayastudios.in	100	6	1	Edit	Remove

Pagination

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Add / Edit Users

Logo

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ADD

Add User

[Manage Users](#)

Basic Information

User name

Email address

Overrides

- Can manage users
- Can manage brands
- Can manage campaigns
- Can reply to comments
- Can delete comments

[more](#)


[Delete this user](#) 

Role


- Admin Editor Team Member


Allowed brands

3 services selected


Manku Page 


- Post
- Polls
- Q&A
- Flickr App


Manku Profile 

Company Account 

- Post
- Polls
- Q&A
- Flickr App

Vikram Account 

Manku Profile 

Manku Profile 

Add campaign layer also.

Reset password

Add timezone.

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Account & Settings

Logo

[Post now!](#)

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ADD

Account Settings

General [Profile Page](#) [Billing](#) [Alerts](#) [Privacy](#) [Miscellaneous](#) [Delete account](#)

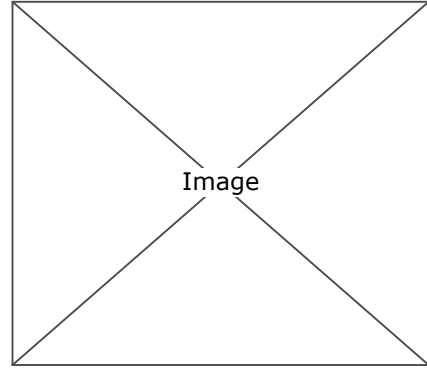
Basic Information

User name

First name

Last name

[change](#)

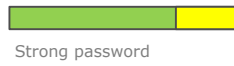


[Remove photo](#) [Change](#)

Change Password

Old password

New Password



Retype new password

Passwords match!

[Change now!](#)

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Services

[Add a service](#)

<input type="button" value="F"/> Facebook: vikram Edit remove	<input type="button" value="F"/> Facebook: vikram Edit remove
<input type="button" value="F"/> Facebook: vikram Edit remove	<input type="button" value="F"/> Facebook: vikram Edit remove
<input type="button" value="F"/> Facebook: vikram Edit remove	<input type="button" value="F"/> Facebook: vikram Edit remove
<input type="button" value="F"/> Facebook: vikram Edit remove	<input type="button" value="F"/> Facebook: vikram Edit remove

Timezone

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[Save Settings](#)

[About](#) [Blog](#) [Help](#) [Jobs](#) [Contact](#)



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Account & Settings - Billings

Logo

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ADD

Account Settings

[General](#) [Profile Page](#) **[Billing](#)** [Alerts](#) [Privacy](#) [Miscellaneous](#) [Delete account](#)

Features & Addons

Name	Type	Rate	Renew		
 Post of FB <i>Star ratings</i> By Value Pictch	Feature	\$1/mo	auto	Edit	Remove
 Post of FB By infi meida	Feature	\$1/mo	auto	Edit	Remove
 Post of FB <i>Star ratings</i> By Value Pictch	Feature	\$1/mo	auto	Edit	Remove
 Post of FB By infi meida	Feature	\$1/mo	auto	Edit	Remove


Payment Options

[Change billing information](#)

Billing name:

Address:

Phone:

Credit Card: 

Card Expiration date:

Billing History

[Next billing date 02/03/2011](#)

Date	Charge	Amount	
02/02/2011	Facebook Addon, mail addon...	\$10	Receipt

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Logo

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[Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Logout](#)

ADD

Account Settings

[General](#) [Profile Page](#) [Billings](#) **Alerts** [Privacy](#) [Miscellaneous](#) [Delete account](#)

Alerts

Name	Email	SMS <small>Buy</small>	Instant Messenger <small>Buy</small>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Account & Settings - Billings

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ADD

Account Settings

[General](#) [Profile Page](#) [Billings](#) **Privacy** [Alerts](#) [Miscellaneous](#) [Delete account](#)

Privacy Settings

Name	Every one	Apps	Addons
Brand Profile	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tweet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FB Comment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This page will be finalized at a later stage, once we have figured out the private and public items.

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Services

Logo

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ADD

Services

Here is a list of services you have already added to this account. You can manage per service feature from here. Just select a service and edit it. Ex. You can select a Facebook service and add a new tab to it!

Coolbrand0 [Add service](#)

<input type="button" value="F"/> Edit Remove	<input type="button" value="T"/> Edit Remove	<input type="button" value="Y"/> Edit Remove	<input type="button" value="Rss"/> Edit Remove	<input type="button" value="GA"/> Edit Remove	<input type="button" value="Search"/> Edit Remove
---	---	---	---	--	--

mayastudios.in [Add service](#)

<input type="button" value="F"/> Edit Remove	<input type="button" value="T"/> Edit Remove	<input type="button" value="Y"/> Edit Remove	<input type="button" value="Rss"/> Edit Remove	<input type="button" value="GA"/> Edit Remove	<input type="button" value="Search"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove
<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove	<input type="button" value="F"/> Edit Remove

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Overview

Logo **Are you socially moo?**

Post now!

Welcome Vikram, working with coolbrand

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[Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Logout](#)

ADD      

Coolbrand

Summary Facebook Twitter Twitter Twitter

Some Campaign

- Dashboard**
- Reports & Stats
- Auto Responses
- Edit this campaign
- Fans & Influencers
- Pending Activities
- Manage Filters
- Goals

Pepsi campaign

Coke campaign

Delhi Event

Goal Report - 1

Goal Report - 2

Goal Report

Proactive

Reactive

Reach

Demographic

[About](#) [Blog](#) [Help](#) [Jobs](#) [Contact](#)



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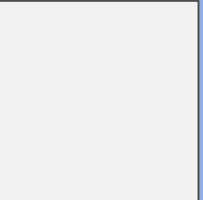
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Manage Services – Facebook Landing page

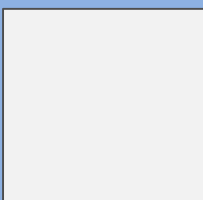
ADD Post IMG VIDEO Poll Q&A Coupon [Edit current page layout](#)

Current layout

Layout Name



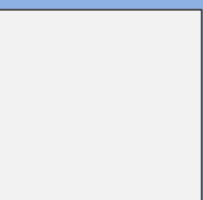
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Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat commodo consequat.

Layout Name

Layout Name



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Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat commodo consequat.

[cancel](#)

Manage Services – Facebook landing page

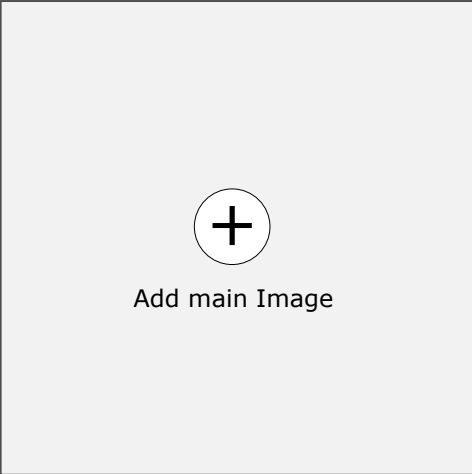
ADD

Add text and images

Co
Da
Ma
Re
Au
Ma
Fat
Ma
Pe
Br
Edi

Pe
Cok
Dell

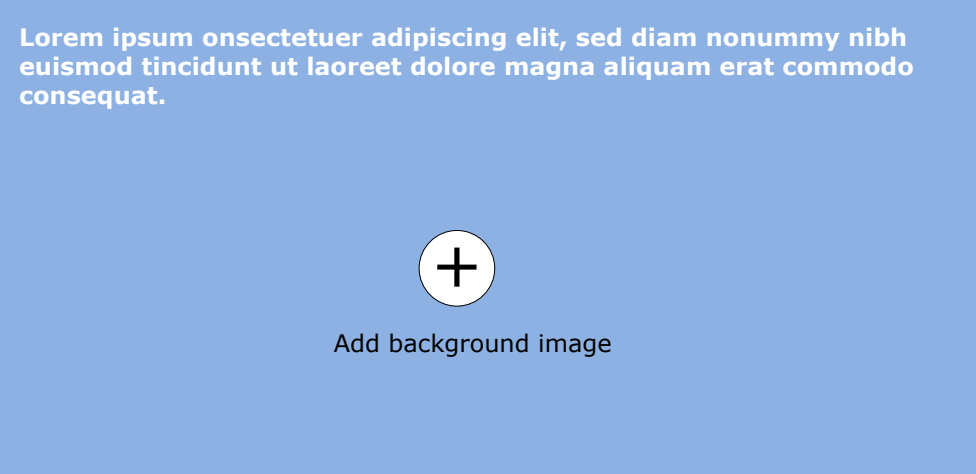
data



+

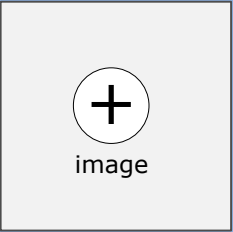
Add main Image

Lorem ipsum onsectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat commodo consequat.



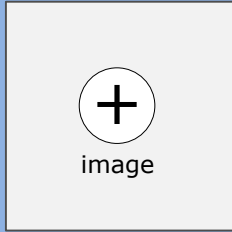
+

Add background image




+

image



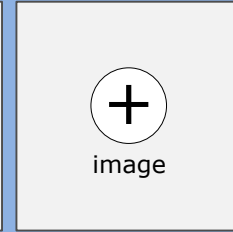
+

image



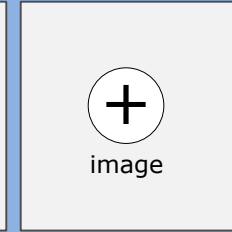
+

image



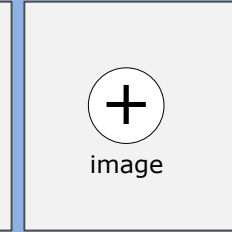
+

image



+

image



+

image

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Manage Services – Facebook landing page history

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Landing page history

Page changed on: Feb 20, 2011 – 11:20 AM [Download CRM data](#)

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Vikram Singh (profile) [remove](#)
Manku (page) [remove](#)
maya (page) [remove](#)

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[Setup landing page/tab](#)

Page changed on: Feb 20, 2011 – 11:20 AM

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Installed Addons

<input checked="" type="checkbox"/> Feedback Tab <small>free</small> edit remove	<input checked="" type="checkbox"/> Sign up Tab <small>free</small> edit remove	<input checked="" type="checkbox"/> Youtube <small>free</small> edit remove
---	--	--

Add background image

Page changed on: Feb 20, 2011 – 11:20 AM

Pepsi

[Screenshot](#)

<input checked="" type="checkbox"/> Flickr <small>free</small> install	<input checked="" type="checkbox"/> Slides Tab <small>free</small> install	<input checked="" type="checkbox"/> PDF2Facebook <small>free</small> install
---	---	---

Page changed on: Feb 20, 2011 – 11:20 AM

<input checked="" type="checkbox"/> Poll app <small>free</small> install	<input checked="" type="checkbox"/> Cupons <small>free</small> install	<input checked="" type="checkbox"/> RSS Feed <small>free</small> install
---	---	---

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Manage Services – Facebook Feedback Form

Logo **Are you socially moo?**

Post now!

Welcome Vikram, working with **coolbrand**

Facebook Feedback Tab

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ADD



Enter feedback form title

Enable 5 point rating

Enter ratings lable (optional)

Awesome Very good Good Fair Poor [\(Edit lables\)](#)

Enable description field

Enter description field title

Make this a facebook landing page

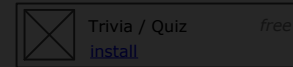
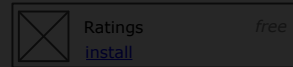
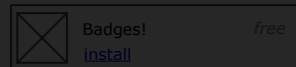
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Manage Services – Facebook Signup Tab

Logo Are you socially moo?

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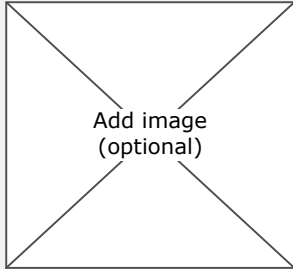
Facebook Signup Tab

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ADD Post IMG VIDEO Poll Q&A Coupon

Signup form title

[Basic](#) / [Advanced](#)



Description (optional)

Email ID field lable

Enter your email id for signup

Make this a facebook landing page

Add on 03/08/2011 05:30 AM IST

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Preview

Publish

Grid of service cards including: Coke campaign, Delhi Event, image, Poll app, Badges!, Ratings, Cupons, RSS Feed, Trivia / Quiz, and a [Get more](#) link.

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Manage Services – Facebook Signup Tab

Logo Are you socially moo?

Post now!

Welcome Vikram, working with coolbrand

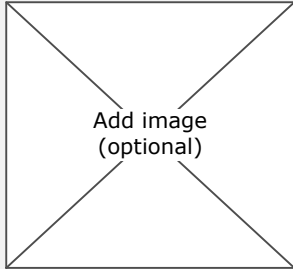
Facebook Signup Tab

[Blog](#) [Support](#) [Developer Network](#) [Contact](#) [Logout](#)

ADD Post IMG VIDEO Poll Q&A Coupon

Enter signup form title

[Basic](#) / [Advanced](#) [Add text field](#) [Add checkbox](#) [Add radio selection](#)



Description (optional)

Email ID filed lable

Enter your email id for signup

textfield_01

Lable

Enter textfield description text.

Machine readable – no special characters except _, alpha numeric name starting with an alphabet with no spaces.

This is what user will see

This is what user will see below the text field.

radiofield_01

Lable

Enter description text.

This is what user will see

This is what user will see below the text field.

- [Mark as selected](#)
- [Mark as selected](#)
- [Mark as selected](#)

[Add more choice](#)

Make this a facebook landing page

Add on AM

[cancel](#)

Manage Services – Facebook Rating / Review Tab

Logo

Welcome Vikram, working with

Facebook Ratings / Review Tab

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ADD

-
-
-
-
-
-

Choose rating style

- 5 star rating
- 5 point rating (eg. 3 in 5)

Enable review field

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Manage Services – Facebook RSS Tab

ADD

Web URL

Web URL (optional)

Web URL (optional)

Web URL (optional)

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Same interaction for Youtube, twitter etc...

Coke campaign

Delhi Event

image

image

image

image

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Manage Services – Facebook PDF2Facebook Tab

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Facebook PDF2Facebook Tab Blog Support Developer Network Contact Logout

ADD Post IMG VIDEO Poll Q&A Coupon

close

form title

PDF URL or

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

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Same interaction for Youtube, twitter etc...

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Manage Services – Facebook Quiz Tab

Logo

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ADD

Quiz to be completed in minutes max

Q1.

Selected option/choice will be considered correct answer.

To be answered in seconds

[Add another question](#)

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Manage Services – Facebook Leader Board Tab

Logo

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ADD



close

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Publish fans/influencers from:



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image

image



Poll app
[install](#)

image

free

image

at

Cupons
[install](#)

image

free



RSS Feed
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free



Badges!
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free



Ratings
[install](#)

free



Trivia / Quiz
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Manage Services – Facebook Leader Board Tab

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ADD

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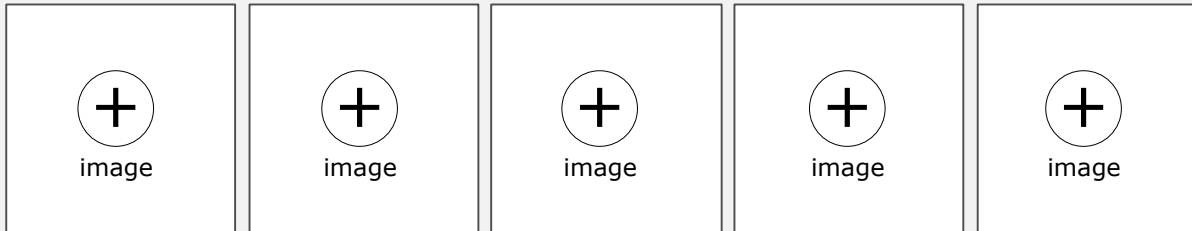
close

Edit your facebook profile page image banner



Lorem ipsum onsectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Multi-image upload

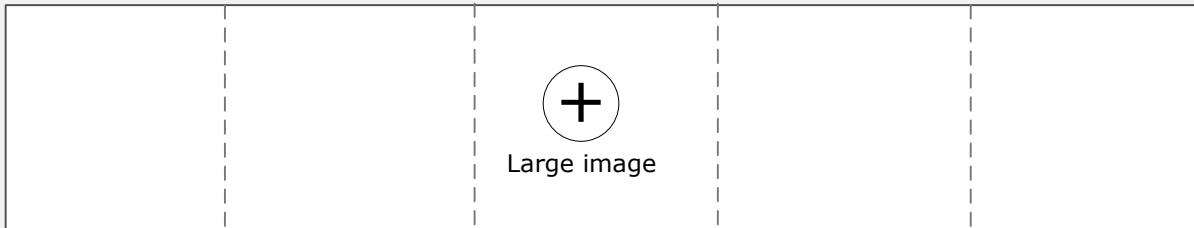


Single image upload

Upload one image and we'll cut it up for you.

at

[See examples](#)



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Preview

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Manage Services – Facebook Store Locator Tab

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ADD

Post

IMG

VIDEO

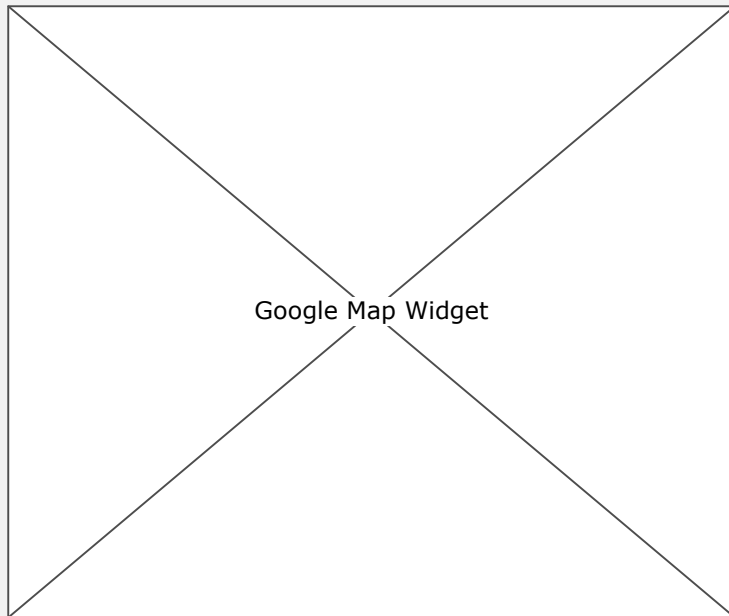
Poll

Q&A

Coupon

close

Find your store



Add this location to store list

List of stores

- Store Demilano [Edit](#) [Remove](#)
- Store Demilano [Edit](#) [Remove](#)

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