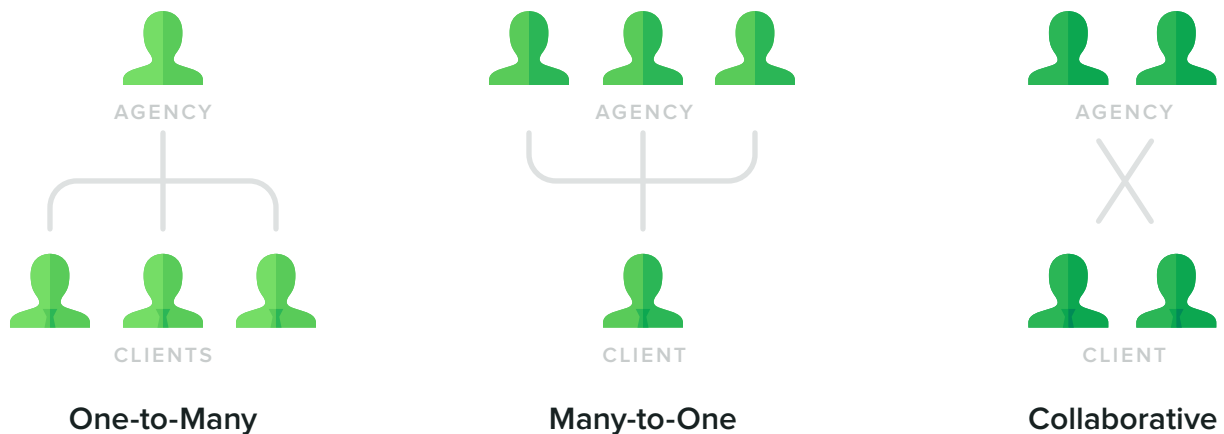




# Agencies of All Sizes

Today's agency landscape is as varied as the brands and client engagements they represent. From advertising and PR to dedicated content production or community management teams, agencies of all types are brought on to handle a multitude of responsibilities within a business' social program.

Whether providing full service social solutions or stepping in for a specific campaign or project, agencies understand how to deliver results. And within a single agency, each client engagement can call for a distinct setup—whether that's one-to-many, many-to-one or collaborative.



When agency teams need tools to implement these social initiatives for their clients, they use Sprout Social. With Sprout's publishing, engagement and reporting toolsets, agencies can utilize one or combine all to meet their needs. In addition, as client portfolios grow and objectives change, Sprout's flexible account structure and custom permissioning make scalable client management a reality.

# Getting Set Up in Sprout

Getting your agency up and running in Sprout is quick and easy. It's important to set parameters from the beginning so everyone understands their roles and responsibilities, and how they work together as a unit.

To add social representatives:



Invite users.



Group these users based on profile access.



Configure permission settings for the user.

PROFILE ACCESS	Access Level	Approval Status
Sprout Social (@SproutSocial)	No Access	Needs Approval
Sprout Support (@SproutSupport)	No Access	Needs Approval
SproutChat (@SproutChat)	Full Publishing	Approved
Sprout Social Company Page	No Access	Needs Approval
Sprout Social Google+ Page	No Access	Needs Approval
Sprout Social (@SproutSocial)	Read Only	Needs Approval



Additional administrative options:

- GRANT MANAGER ACCESS
- ALLOW TO INVITE OTHERS
- ALLOW TO MANAGE MESSAGE STATUS
- ALLOW TO MANAGE TAGS

Everybody gets access to the Smart Inbox, Tasks and the Publishing calendar. Choose from these other features to share with your new team member.

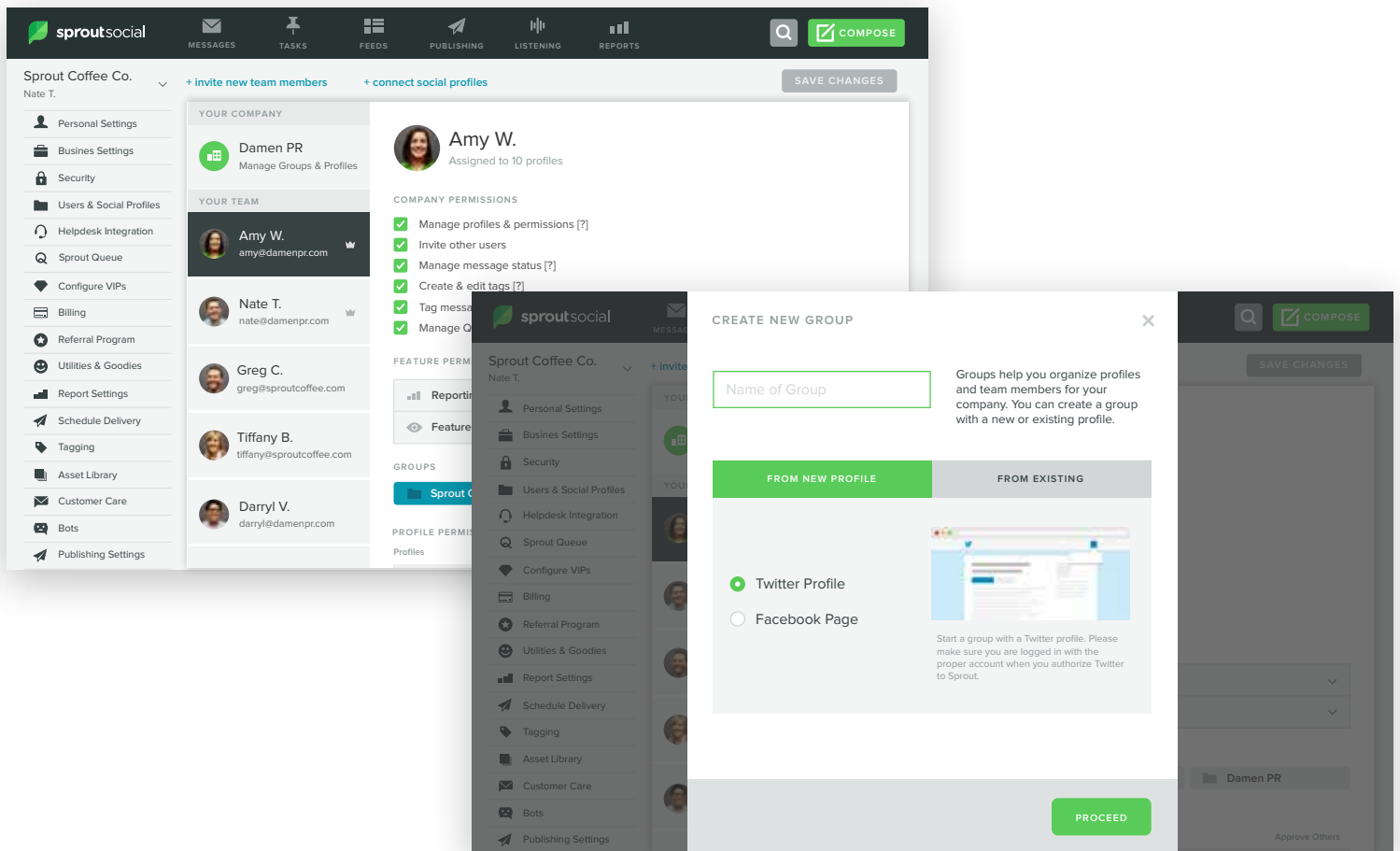
- BASIC REPORTS
- ENGAGEMENT REPORT
- TEAM REPORT

# Users

Each Sprout user has a designated role and different responsibilities on social. You can provide administrative and Asset Library access, assign to certain profiles and Groups, and limit functionality in terms of publishing and reporting.

# Groups





You can grant team members and client-side contacts access to specific profiles, depending on their responsibilities, then organize those profiles into Groups. Using the flexible Group structure to set up separate, secure client environments makes managing a large client portfolio in Sprout safe and easy. Groups ensure publishing security and align individual users to applicable reporting insights.






# User Settings & Permissions

Setting permissions at the user level ensures the right person is handling the right message and assets. You have two opportunities to configure permissions: when inviting a new user or by going to individual settings screens for **Users & Social Profiles** and **Asset Library**. You can configure permissions based on publishing, reporting and administrative access to align with your agency's and client's responsibilities.



## Admin:

-  Grant Manager Access
-  Allow to Invite Others
-  Create & Edit Tags
-  Manage Queue Settings






## Reporting:

-  Basic Reports
-  Engagement Report
-  Team Report






## Inbox:

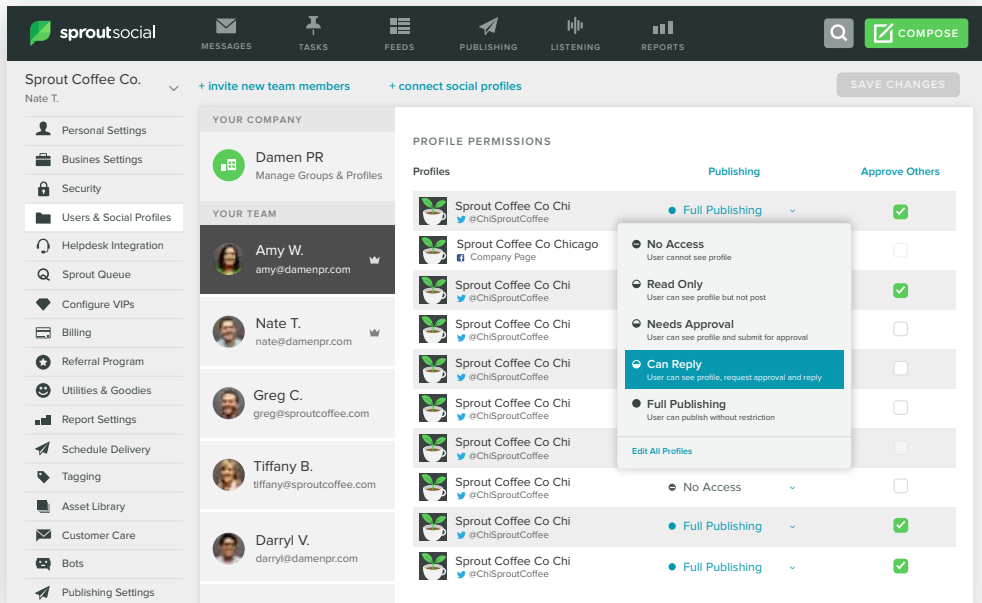
-  Manage Message Status
-  Tag Messages

## Publishing:

-  No Access
-  Read Only
-  Needs Approval
-  Publish
-  Approve

## Asset Library:

-  No Access
-  Viewer
-  Contributor
-  Collaborator
-  Admin





# Full-Service Solutions

## Agency type:

Full service social media marketing



## Client engagement:

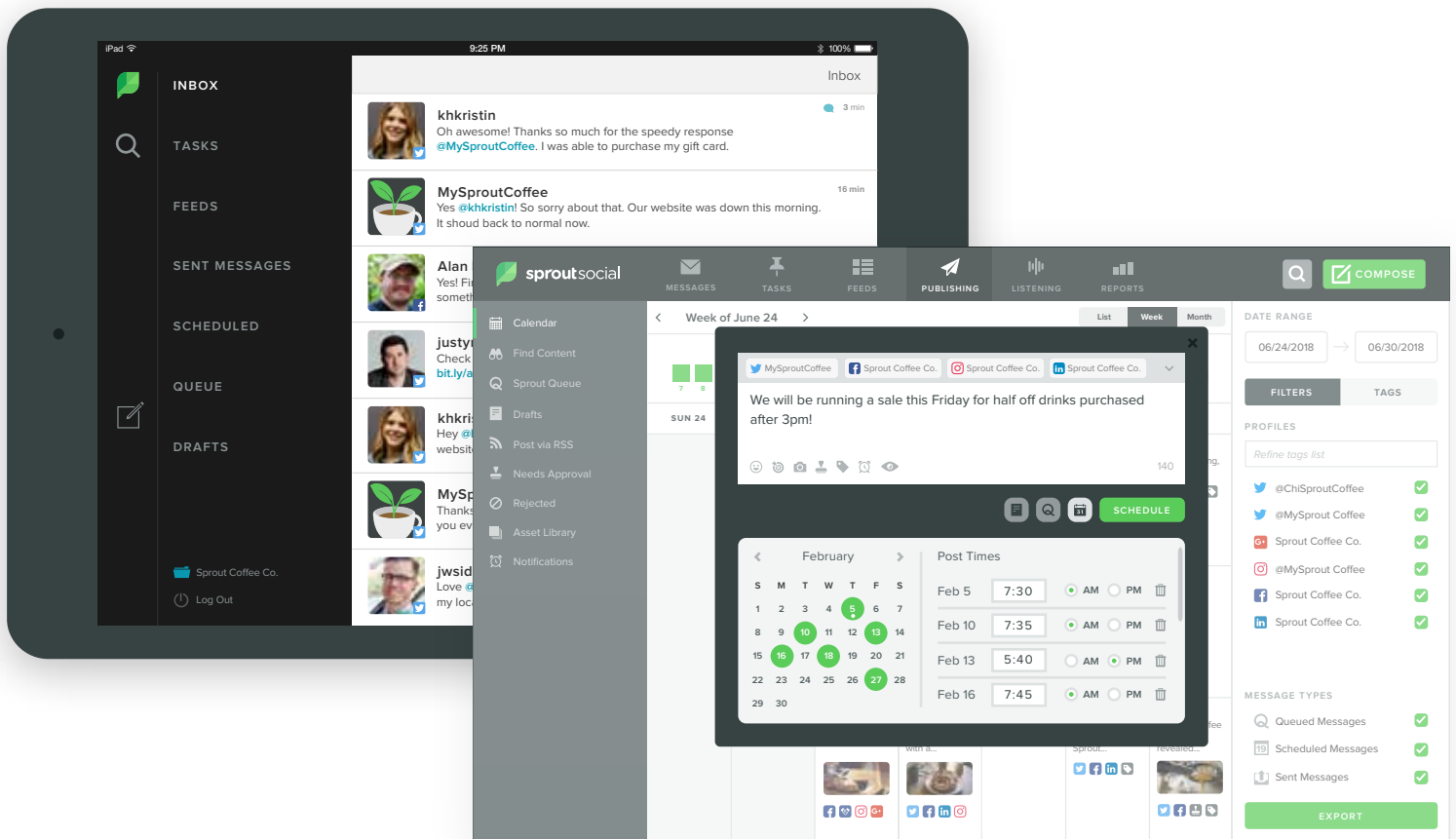
One-to-many

## Agency set up:

A mid-sized agency with a client portfolio of local and regional brands works in teams of social strategists and Community Managers. Each Community Manager is responsible for fully managing social programs on behalf of four client brands each.

## How Sprout powers the agency:

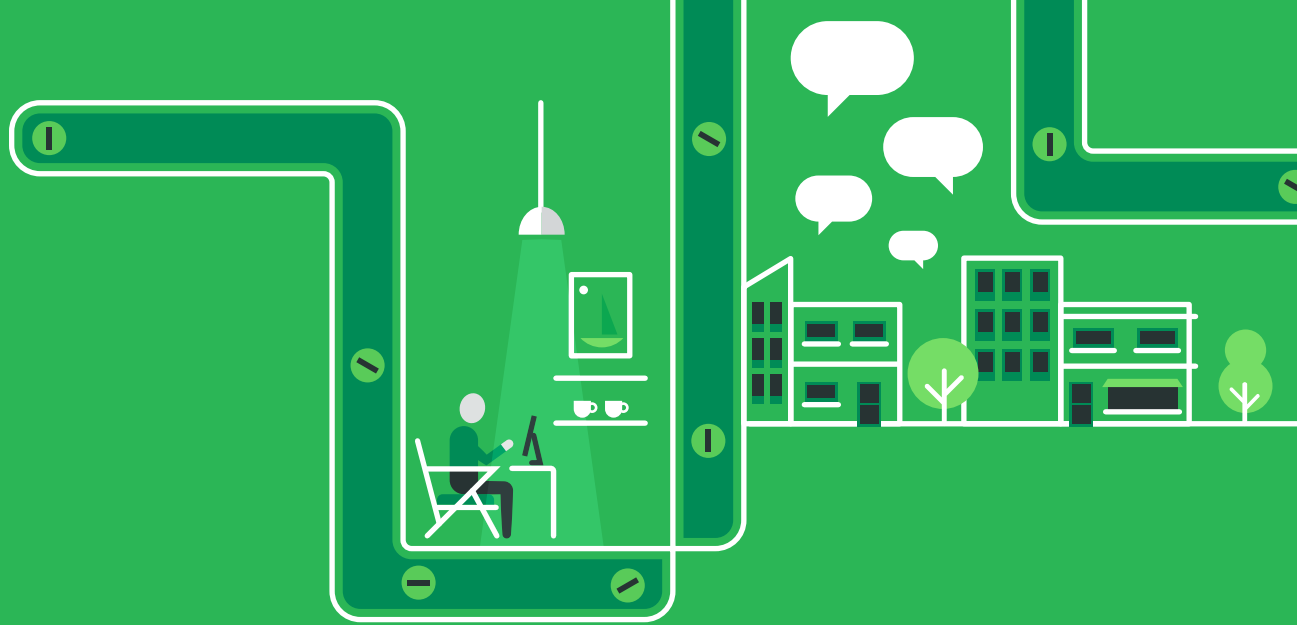
Managing social media for all your clients is easy using Sprout. Your team can publish, engage and analyze all from one platform.



To get the most out of published content, Community Managers use the **Scheduler** to publish time sensitive messages at a specific time; or use **ViralPost®** to ensure your client's audience sees content at the optimal time for engagement.

Monitor and engage with incoming messages across all client profiles and networks using the **Smart Inbox**. Filter the inbox to concentrate on certain profiles, networks or message types, and mark messages as complete as you work towards inbox zero.

The mobile apps enable each Community Manager to stay connected even while on the go; team members can publish and engage right from their phone.



# Campaign Solutions

**Agency type:**

Campaign marketing/Campaign management



**Client engagement:**

Many-to-one

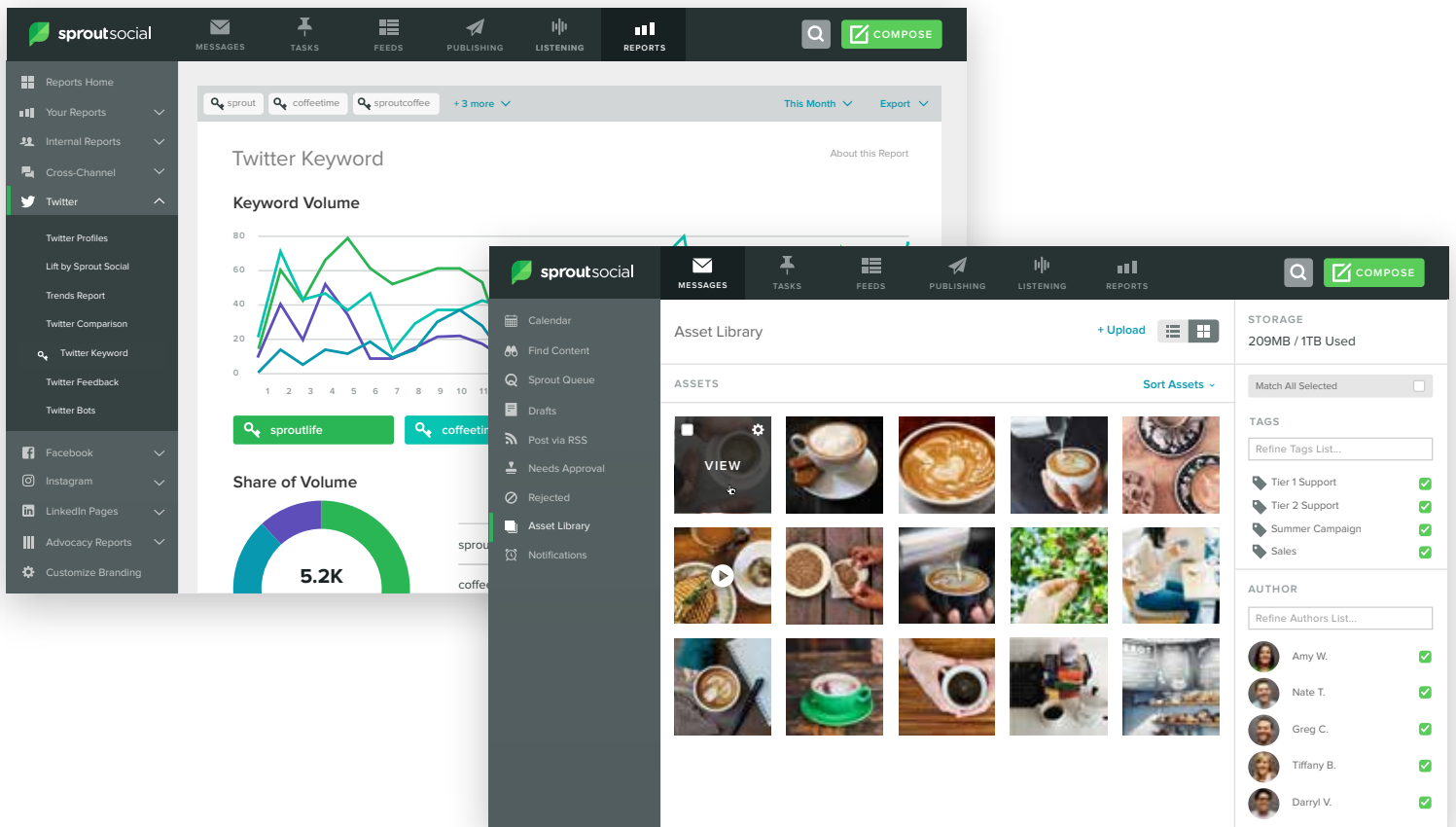
**Agency set up:**

A large global agency with a portfolio of international brands works in teams that are responsible for the creation and execution of through-the-line campaigns, including social, on behalf of each brand.

**How Sprout powers the agency:**

Social-driven campaigns are, by nature, high-touch from strategic planning through execution. Sprout enables teams to gather strategic insights during the planning phase, manage customer engagements during execution and analyze results post-campaign.





Before your team starts ideation for a client campaign, the analyst uses the **Twitter Keyword Report** to measure keyword volume in order to inform the campaign's hashtag and creative strategy. Client approvals are streamlined using the **Message Approval** workflow, where stakeholders can approve or reject with feedback.

When executing the campaign, the team uses the **Asset Library**, **Message Tagging** and **Content Calendar** to plan and organize outgoing social posts. Throughout the lifecycle of the campaign, the team also uses **Message Tagging** to categorize incoming messages, like those using the dedicated hashtag.

Once the campaign wraps, the analyst uses the **Tag Report** to track volume, determine sentiment and analyze overall campaign performance to report back to the client.



# Content Strategy Solutions

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## Agency type:

Content marketing



## Client engagement:

Collaborative

## Agency set up:

An agency with a portfolio of national brands appoints a content marketing team to each client project. Each content team is responsible for planning, creating and executing content marketing strategies on behalf of each client.

## How Sprout powers the agency:

Content, context and audience are the keys to a successful content strategy. Sprout's publishing toolset enables agency teams to create and publish content tailored to specific platforms and audiences.

The image displays three overlapping screenshots of the Sprout Social interface. The top-left screenshot shows the 'Sent Messages' report for the period March 30-April 5. It features a table with columns for 'Date Sent', 'Reach', 'Responses', and 'Impressions'. A tweet from MySproutCoffee is highlighted, showing 5k reach, 250 responses, and 1m impressions. An 'Export' dropdown menu is open, offering options to 'EXPORT REPORT AS...', 'Export PDF', and 'Export CSV'. The top-right screenshot shows a 'Message Approval' workflow. A tweet draft is visible: 'Light coffee actually has more caffeine than dark coffee! #themoreyouknow'. Below the draft is a 'MESSAGE APPROVAL' section with a 'SUBMIT FOR APPROVAL' button and a list of approvers: Arnita Hayden, Brian Cordonnier, Eric Cecchi, and Jordan Balkin. The bottom screenshot shows the 'Content Calendar' for the week of June 24. It includes a bar chart showing publishing activity across the week and a list of profiles on the right, including @ChiSproutCoffee, @MySproutCoffee, and Sprout Coffee Co., each with a green checkmark indicating approval.

As your content team starts to create content, they use **Compose** to draft messages, including imagery from the **Asset Library**, then apply audience targeting to ensure the client’s messages reach the right audience.

Client approvals are streamlined using the **Message Approval** workflow, where stakeholders can approve or reject with feedback. Once the messages are approved and scheduled, the team can identify publishing gaps using the **Content Calendar**, and repeat the process to fill those holes.

The **Sent Messages Report** enables the team to analyze the content’s performance and adjust the content strategy as needed. Export the report to PDF for a presentation-ready version for your client or select the CSV file to further analyze specific KPIs and data points.



# Community Management Solutions

## Agency type:

Community management and engagement



## Client engagement:

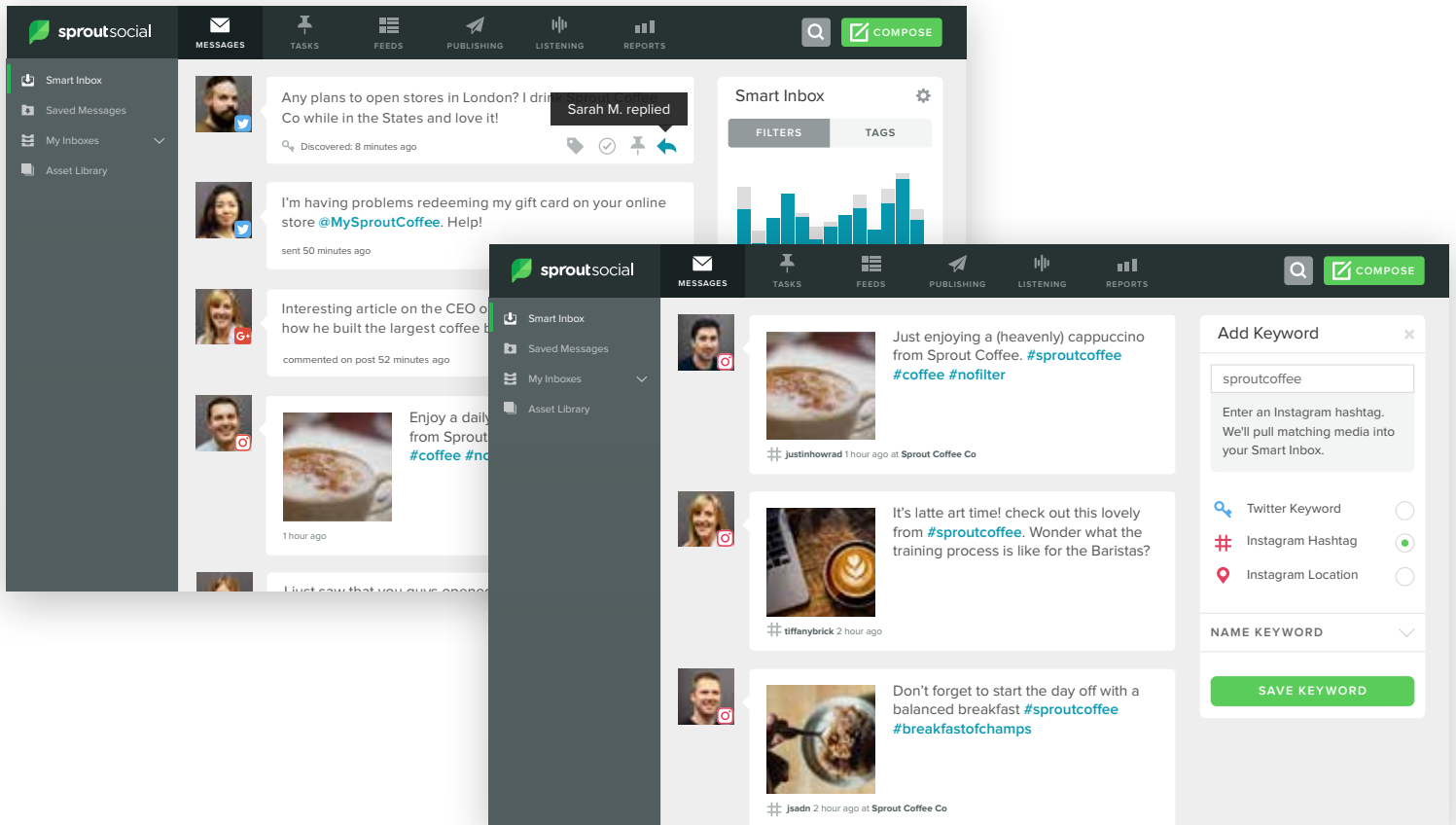
One-to-many/Collaborative

## Agency set up:

A niche agency focuses on multi-location businesses and manages a portfolio of 25 franchise brands which maintain hundreds of local, regional and national social profiles. Each project team is responsible for managing customer care on behalf of the client's entire portfolio of social properties.

## How Sprout powers the agency:

Reactive communication and customer care is vital to building and maintaining social relationships. Agencies use Sprout's engagement toolset to discover, manage and address incoming messages on behalf of their clients.



The **Smart Inbox** is where your account team will monitor and engage with incoming messages across profiles and networks. Set up **Brand Keywords** to expand monitoring beyond direct mentions so Community Managers can find and engage in conversations that are important to their client's social strategy. Brand keywords can include campaign hashtags, location check-ins or even competitor names.

As messages stream into the inbox, Community Managers collaborate with each other, or with the client, by assigning **Tasks** to ensure the right person is responding to each messages. Community Managers mark messages as complete as the account team works toward inbox zero.

Analysts use the **Engagement Report** to track response rates and times to meet the client's engagement KPIs, as well as report on those efforts.



# Analytics Solutions

## Agency type:

Social analytics



## Client engagement:

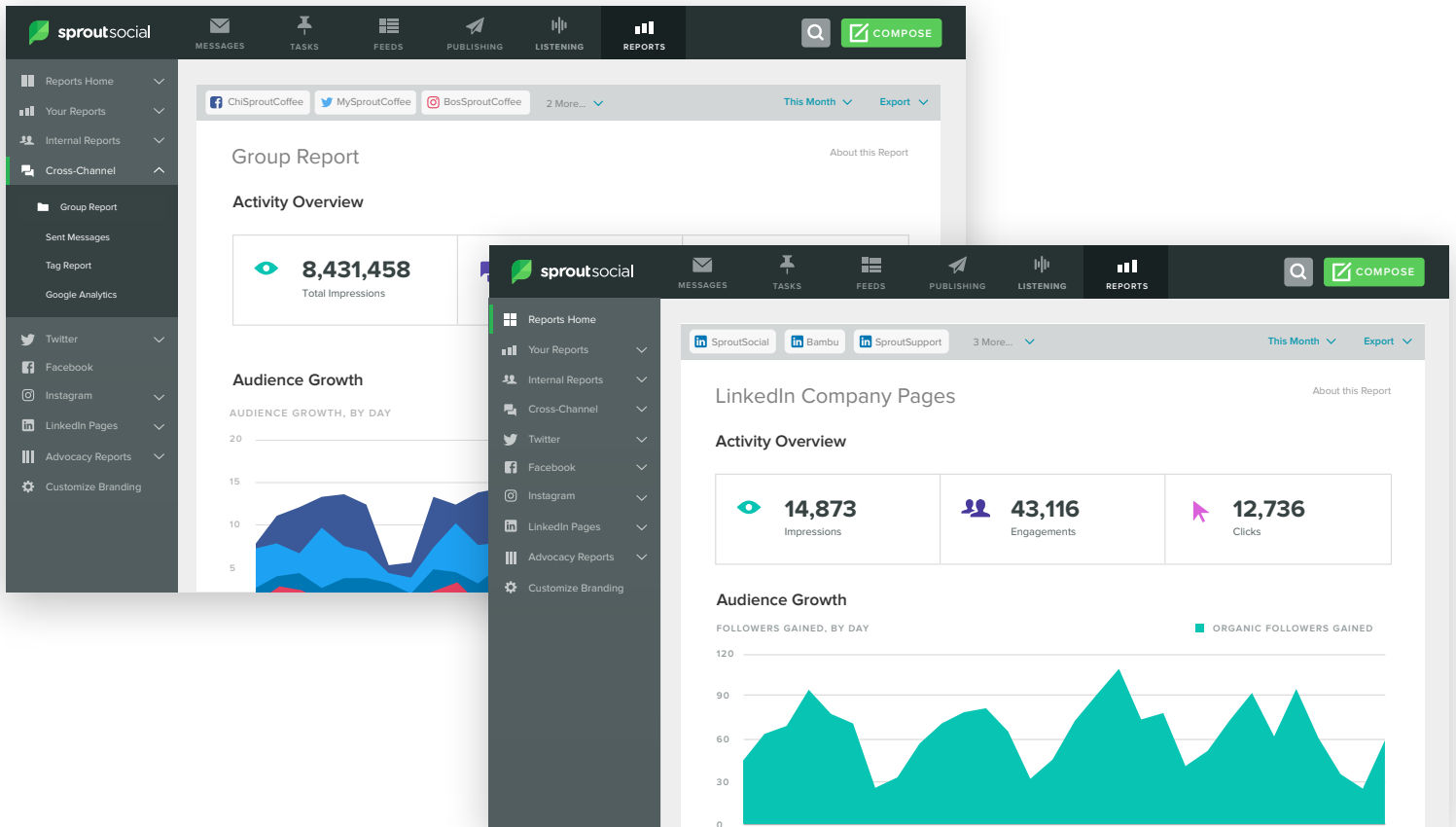
Many-to-one

## Agency set up:

An agency with a client portfolio of national brands appoints one team of analysts per client account, which is responsible for setting and analyzing social strategy on behalf of each client.

## How Sprout powers the agency:

If your agency drives social strategy and execution for your clients, you need data to enforce its effectiveness. Sprout's suite of reports enables your agency to prove its worth and use insights to tweak your strategy.

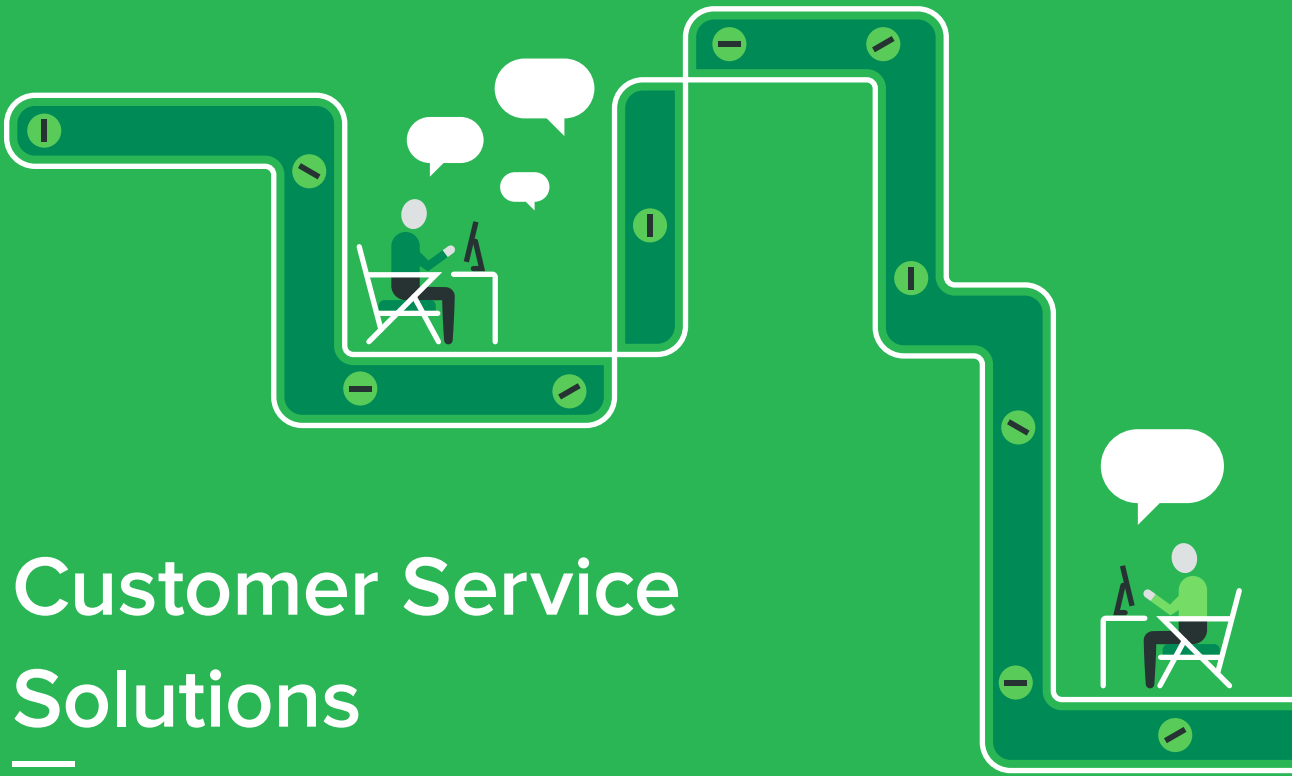


The **Group Report** is a high-level overview that provides aggregate data across social networks so your client has a better understanding of social efforts as a whole.

Pair the Group Report with the network profile reports—**Twitter Profiles**, **Facebook Pages**, **Instagram Profiles** and **LinkedIn Company Pages**—for an in-depth look at specific social channels. Use these reports to demonstrate growth and audience behaviors across all channels and profiles.

Export the reports to PDF for a presentation-ready version for your client or select the CSV file to further analyze specific KPIs and data points.

# Customer Service Solutions



## Agency type:

Customer service



## Client engagement:

One-to-many

## Agency set up:

A mid-sized customer service agency with a client portfolio of national brands appoints Customer Advocate teams to manage customer care around the clock for each client.

## How Sprout powers the agency:

Creating a wonderful customer experience is important for agencies focusing on customer service. Sprout's customer service toolset enables you to execute and analyze your efforts.



The screenshot displays the Sprout Social interface. At the top, there's a navigation bar with icons for Messages, Tasks, Feeds, Publishing, Discovery, and Reports, along with a search icon and a 'COMPOSE' button. Below this, a 'CREATE NEW TASK' modal is open, showing a task for 'Arnita Hayden' with a task type of 'General Task' or 'Sales Lead'. To the left, a 'TASK ACTIVITY' list shows a task assigned to Peter S. by Amy W. Below that, there's a 'LEAVE AN 'INTERNAL' COMMENT' section. On the right, a 'Task Performance' report is shown for 'All Users in Your Account' for 'This Month'. The report includes a line chart titled 'Assigned vs. Completed' showing tasks by day in September. Below the chart is a table of task metrics and a summary of a 2.4% increase in assigned tasks since last month.

TASKS METRICS	TOTALS
Total Tasks Assigned	922
Total Tasks Completed	864

The number of tasks assigned increased by **▲ 2.4%** Since Last Month

The **Smart Inbox** is where advocacy teams monitor and engage with incoming messages across profiles and networks. As messages stream into the inbox, the Customer Advocate Lead collaborates with the Customer Advocates or the client by assigning messages as **Tasks** to ensure the right person is responding to the message.

Account Directors use the **Task Performance Report** to analyze Tasks usage and completion between teams and advocates. Account Directors use the **Team Report** in conjunction to track their team's social performance with reply metrics by individual, across all profiles and across specific profiles.

Export the reports to PDF for a presentation-ready version for your client or select the CSV file to further analyze specific KPIs and data points.

# The Solution for Agencies

In today's world, social campaigns and client engagements vary greatly; Sprout thrives in all types of agency environments. Agencies use Sprout to work on behalf of—and collaborate with—their clients. Sprout enables agencies and teams to plan and publish campaigns, manage social communities and conversations, and measure performance to demonstrate real results so they can win new business.



## Social Media Engagement, Advocacy & Analytics Solutions

Sprout Social offers social media management, analytics and advocacy solutions for leading agencies and brands, including Hyatt, GrubHub, Microsoft, Uber and Zendesk. Available via web browser, iOS and Android apps, Sprout's engagement platform enables brands to more effectively communicate on social channels, collaborate across teams and provide an exceptional customer experience.

Bambu by Sprout Social, a platform for advocacy, empowers employees to share curated content across their social networks to further amplify a brand's reach and engagement.

Headquartered in Chicago, Sprout is a Twitter Official Partner, Facebook Marketing Partner, Instagram Partner Program Member and LinkedIn Company Page Partner.

Implement your agency's social initiatives with **Sprout Social**.