



Communications Director Rashida Jones

Professional responsible for overseeing every department’s communications with the public, including social media, public statements, and media relations. Focused on ensuring her fast-growing city is prepared for the future.

“When I first started with the City, we had software in place, but it was too difficult, and no one made use of it.”

“Our city has been growing very fast, and we need the proper infrastructure for now and for the future.”

Age range	30 - 40
Title(s)	Director of Communications, Communications Manager
Education	BBA Marketing, Communications, Advertising
Reports to	Deputy City Manager
Role in buying process	Decision Maker
Preferred communication	Phone Call/Email

PROBLEMS TO SOLVE

- Each department schedules own social media posts with little/no oversight
- Focused on maintaining good relations with the public
- Her city is growing fast, and doesn’t have the infrastructure necessary to keep up right now

FEARS, CHALLENGES, OBJECTIONS

- Will be difficult to standardize CRM software across the city, making sure it is being used and used properly
- Poor post scheduling could create reputational risks for the city
- CRMs/Social Media Managers are expensive, and will be hard to propose

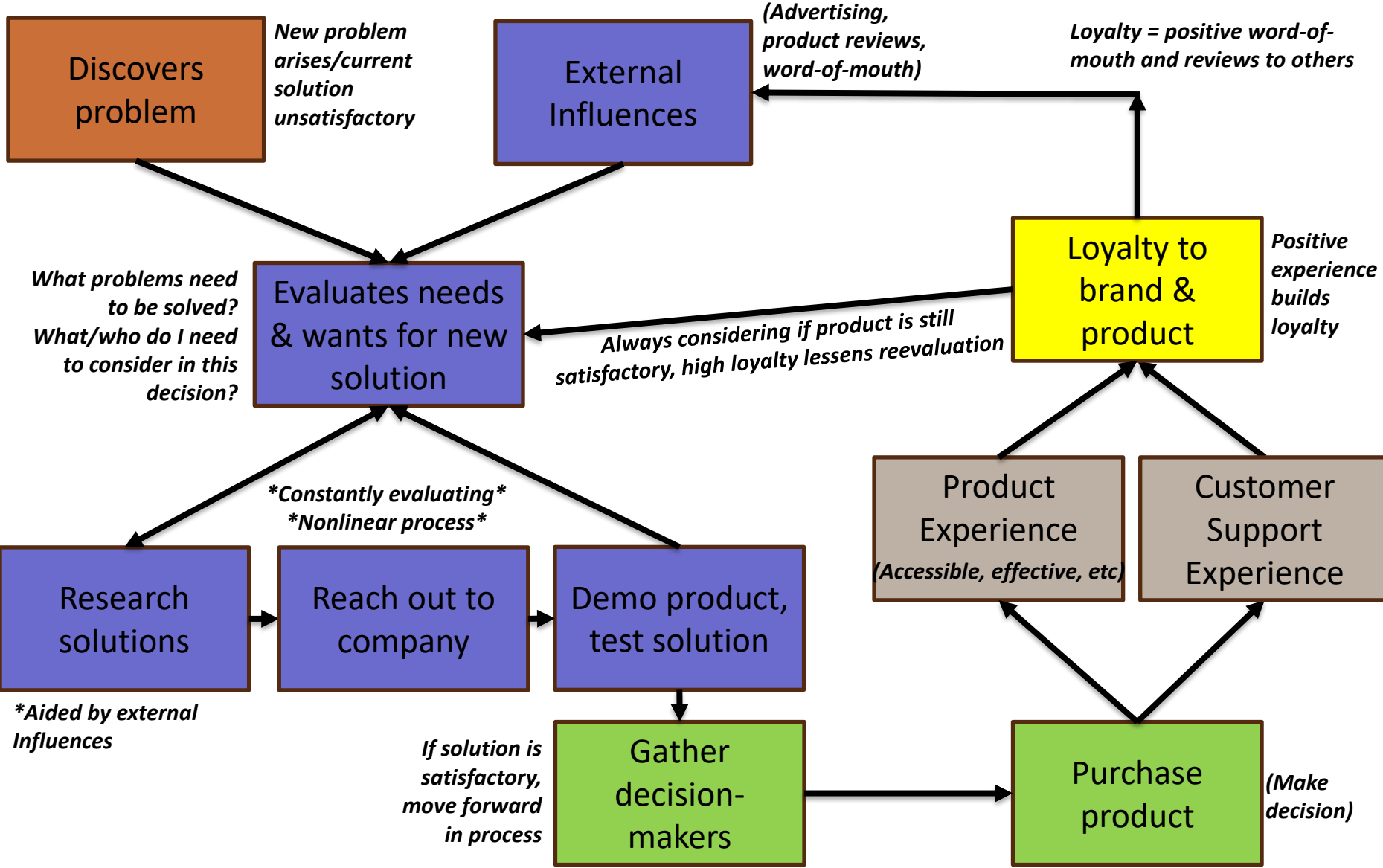
DECISION MAKING, COMMUNICATION

- Head decision-maker outside of City Manager and Purchasing
- Member of communication orgs, where they talk about the latest and best solutions in the communication-sphere
- Put off by overly-pushy salesmen

OUR SOLUTION

Sprout Social streamlines the social media experience for organizations by combining detailed analytics, an intuitive UI, and the latest technology to help maximize the benefits Rashida and her team can get from social media.

Customer Buying Process



Messaging Grid

Hook type: hook	Message	Medium	Measurement
Have: Sprout Social is an affordable, capable industry standard that can revolutionize any organization's social media presence.	Simply put, Sprout Social is an industry standard that provides an affordable option for any organization interested in revolutionizing their social media presence.	Email Template	Click-through Rate
Feel: Customers don't need to feel blind trying to keep track of their brand and can instead use Sprout Social's social listening tools.	Trying to keep track of everything being said about your organization is arduous and exhausting, but with Sprout's social listening tools, you don't have to feel blind when keeping track of your brand.	YouTube Video	Video Views
Average Day: Customers can feel productive and capable day-to-day knowing their social media puzzle has become a well-oiled machine	Social media can feel like a daily struggle to understand; instead, feel productive and capable knowing Sprout Social optimized this day-to-day puzzle into a well-oiled machine.	Marketing Slick	Response Rate
Status: Customers can feel pride knowing they have access to top-of-the-line software.	Feel competitive and qualified knowing Sprout Social's software is top-of-the-line, used by many in the space already.	Blog Post	Click-through Rate
Speed & Automation: See instant improvement with innate integration with the biggest social media platforms today.	Rather than wasting time juggling today's litany of social medias, Sprout Social integrates every platform locally in order to streamline a needlessly cluttered process.	Marketing Slick	Response Rate
Feel: Customers can transform social media chaos into their biggest advantage with Sprout Social's user interface.	Sprout Social streamlines all elements of the social media jungle into a digestible user interface, allowing you to cultivate a competitive advantage from all the chaos.	Infographic	Time Spent Reading

SMART INBOX

Consolidate incoming messages into a digestible feed!

SOCIAL LISTENING

Easily check brand sentiment and see what is being said about you!

CENTRALIZED SCHEDULING

Schedule across platforms quickly and conveniently!

INSTANT INSIGHTS

Instantly analyze post performance and follower engagement!

PLATFORM INTEGRATION

Connect your social media accounts for a seamless, unified experience!

OPTIMIZE ENNGAGEMENT

See what works and optimize your social media game like never before!

sproutsocial

Sprout Social streamlines all elements of the social media jungle into a digestible user interface, allowing you to cultivate a competitive advantage from all the chaos!

Start your Sprout Social journey today and unlock the full potential of social media!

[Request a Demo](#)