FALCON.IO

Product Overview.

The integrated platform for every kind of social media manager.

Why are we here?

Digital marketers use Falcon for:

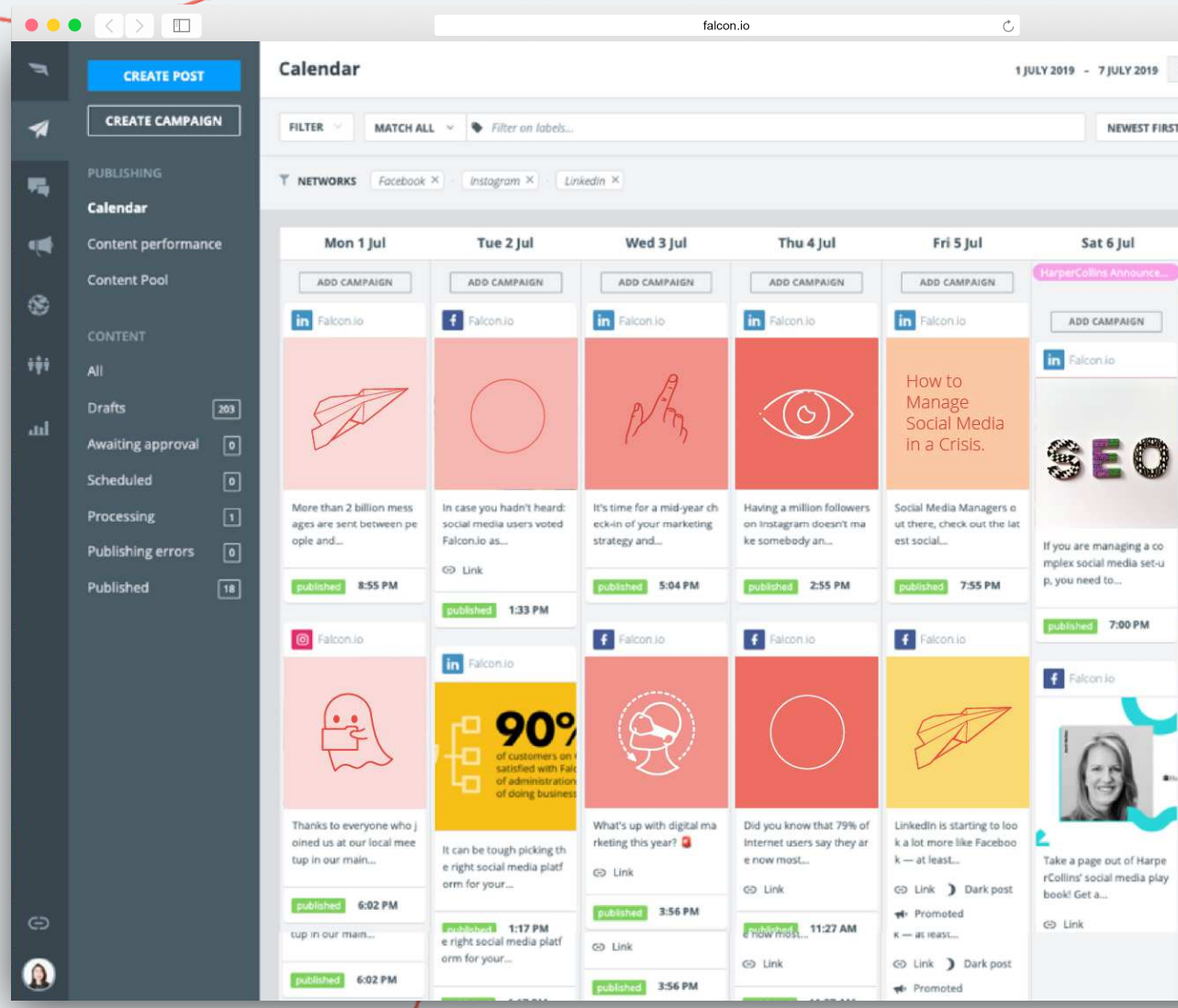
- Content Planning & Collaboration
- Digital advertising
- Customer Service & Community Management
- Analytics & Insights
- Social Listening
- Competitor Benchmarking

Publish.

Publish.

Schedule, edit, preview and publish all your social media posts and campaigns.

The Approval Flows ensure quality while the Campaign Planner aligns everyone on your team. Save time and ensure brand consistency and quality with the shared Content Pool.



How We Can Help.

Publish

Schedule all your content in one calendar and align teams and channels.

Ensure quality & brand fidelity using approval flows.

Draft, preview & edit posts, choose networks and geo-targeting parameters.

Share & repurpose assets using the Content Pool.

Full Features.

Publish

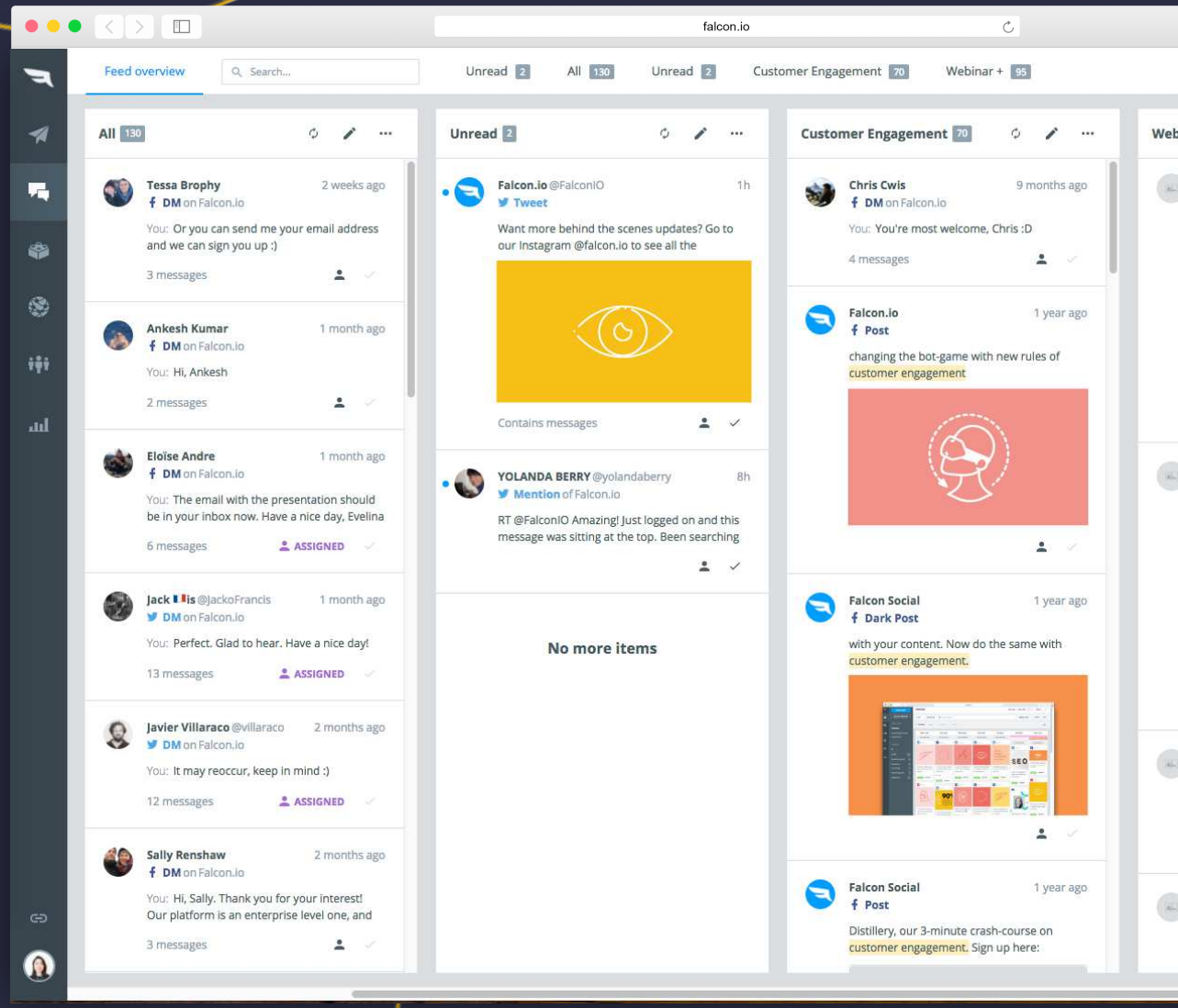
- Publish to Facebook, Instagram, LinkedIn & Twitter
- Create, schedule and draft posts
- Album publishing
- Pick stocks from the Content Pool
- Promote content on Facebook & Instagram
- Video publishing
- Content Preview
- Content Calendar
- Campaign Planner
- Target by location / language
- Newsfeed targeting
- Approval flows
- User roles
- Team notes
- Mobile app
- Connect to Cloud storage
- URL Shortener
- Campaign tracking
- Google Analytics auto-tagging
- In-app photo Editor
- Granular filters
- Share content for external review

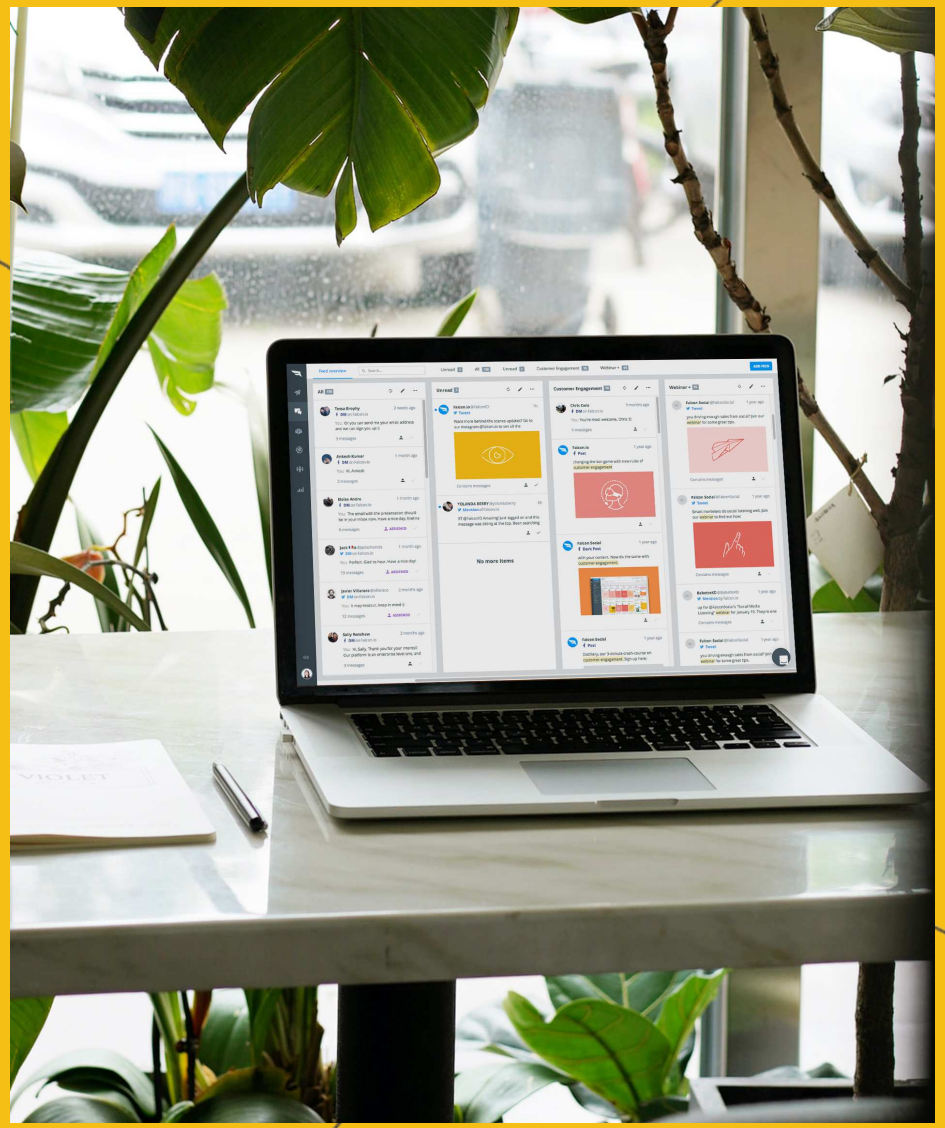
Engage.

Engage.

All your social media channels' messages and comments come to your customizable inbox - with multiple feeds, labels and filtering.

A variety of features ensure your team can moderate and rapidly respond to them all. Custom response templates and bulk actions save you time and maximize customer satisfaction.





How We Can Help.

Engage

Don't miss a single comment and keep real-time conversation flowing with editable templates.

Receive real-time alerts if a specified topic has an unusual increase in mentions.

Engage directly with your audience to boost satisfaction and reputation.

Resolve customer complaints in real-time before they snowball.

Full Features.

Engage

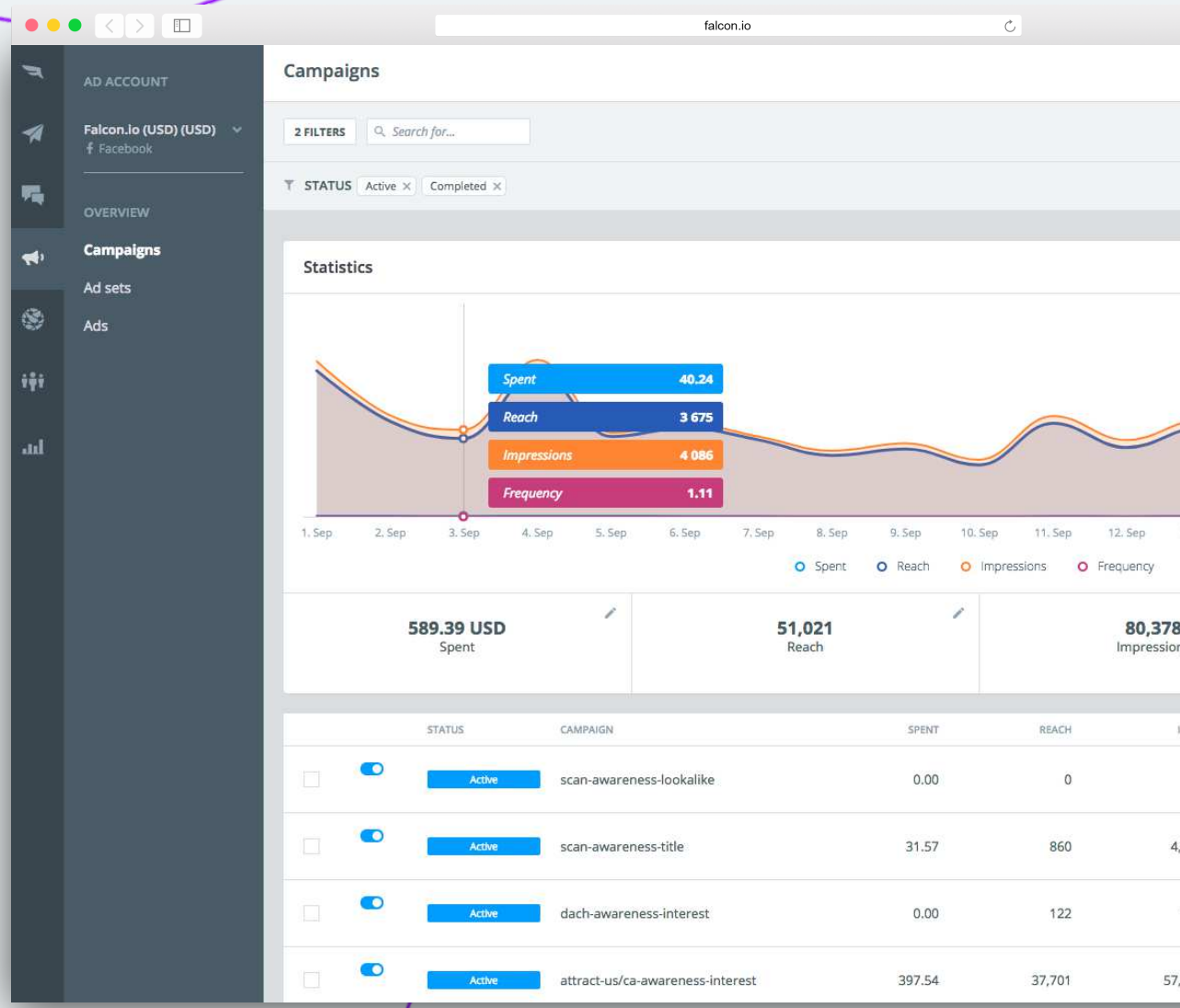
- Respond to comments & direct messages
- Live message feed
- Priority inbox
- Custom inbox view
- Profile cards showing all previous interactions with users
- Sentiment indicator
- Like, favourite and reply
- Respond to Facebook recommendations
- Assign and archive
- Automation rules
- Forward to email
- Create message templates
- Bulk edit
- Deep search
- Real-time activity log
- Audit trail
- Team notes Notifications
- User roles
- Export conversations
- CRM integration
- Google Translate

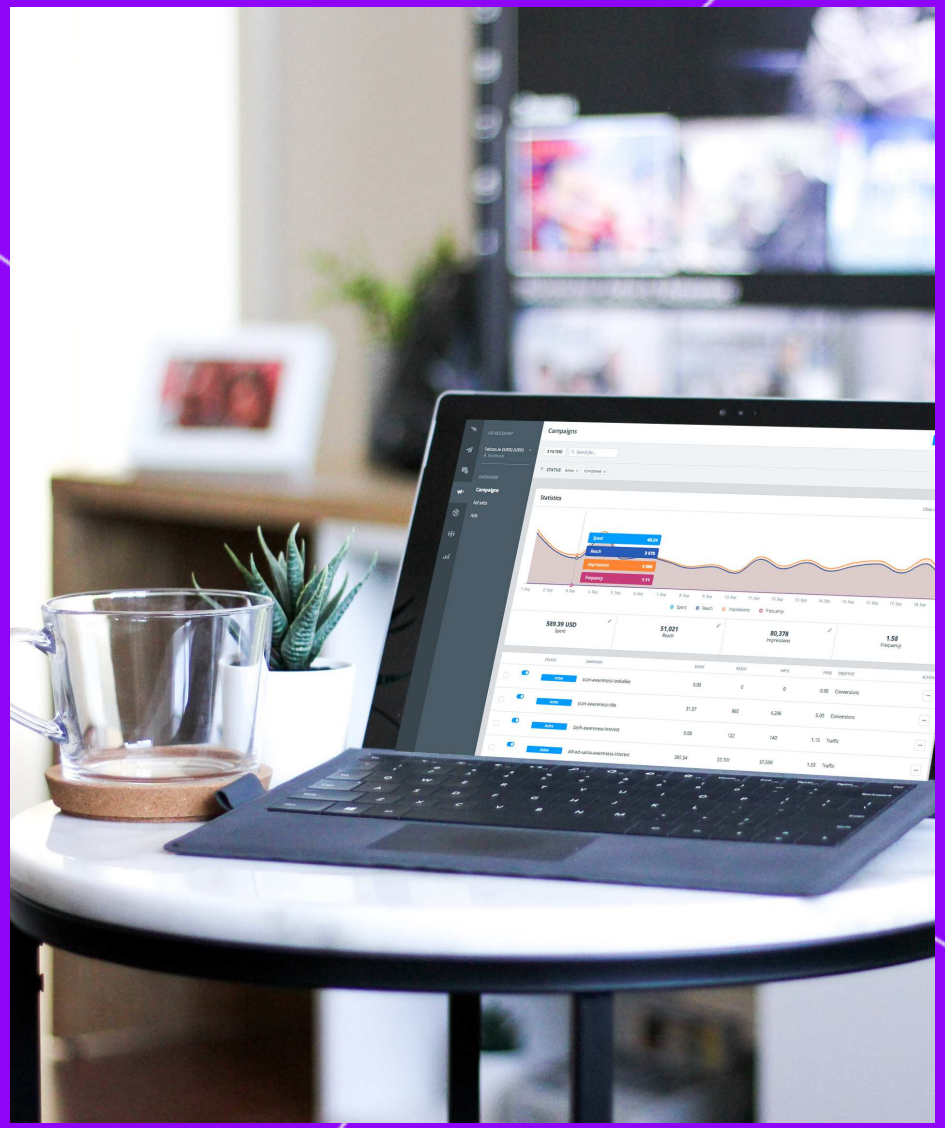
Advertise.

Advertise.

With Advertise, your team can save time while simplifying ad management and reporting for all your channels and audiences.

With Smart Labels, you can activate advanced, automatic advertising parameters for any organic post with just a few clicks.





How We Can Help.

Advertise

- Create, manage and optimize ad campaigns and ad sets that fit your business objectives.
- Streamline all campaign components with our platform-wide labelling structure.
- Slice and dice real-time performance metrics across placements, audiences, and objectives.
- Save time and optimize results with automated ads booking via Smart Labels!

Full Features.

Advertise

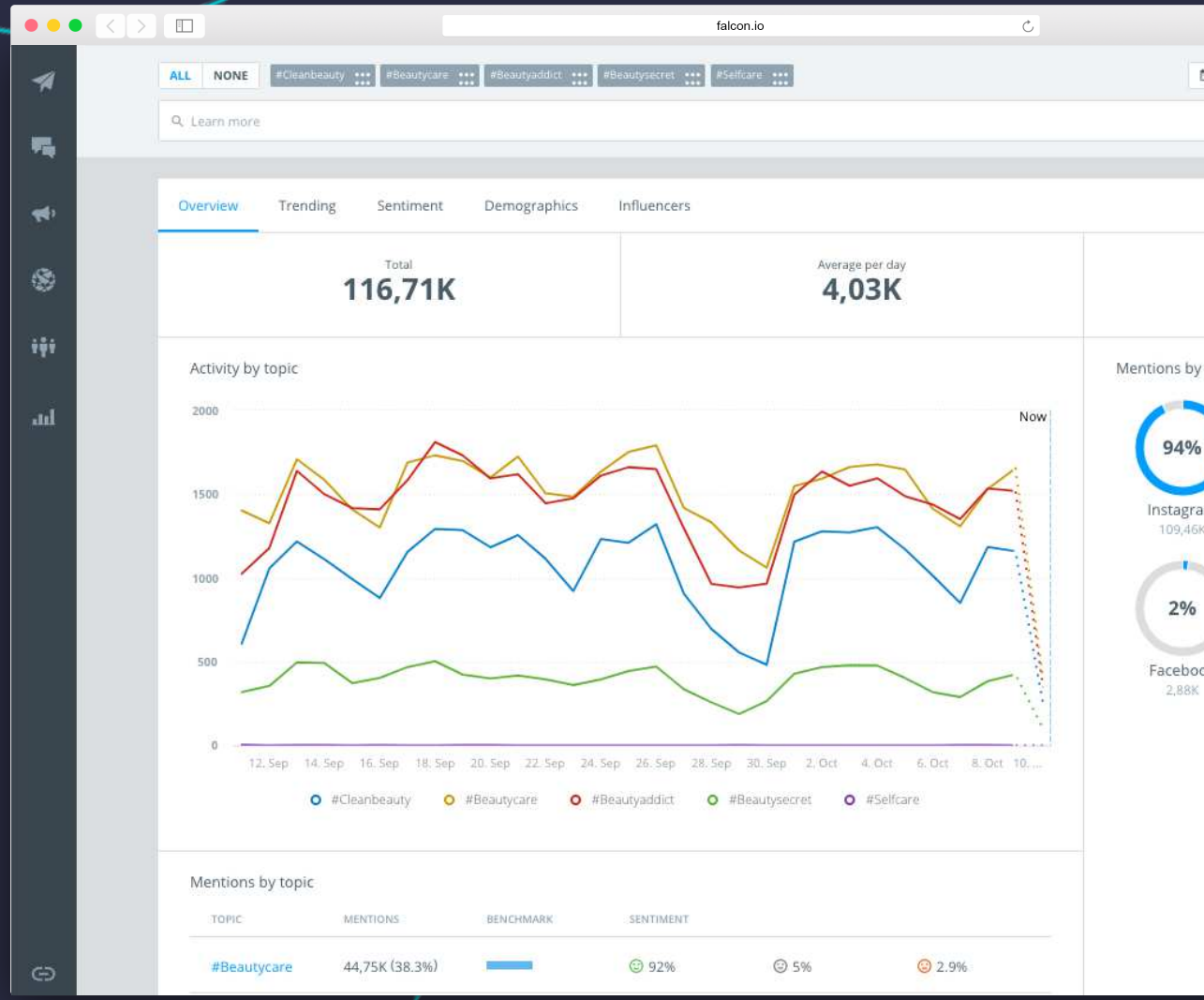
- Advertise on Facebook, Instagram, Messenger, and Audience Network
- Create campaigns, ad sets, and ads
- Create dark posts
- Smart campaign objectives
- Campaign-level budget optimization
- Advanced bidding strategies
- Saved target groups
- Facebook Pixel tracking
- Real-time insights
- Over 100 paid metrics
- Syncs with other ads tools
- Custom ad duration
- Granular user permissions
- Collaborate within teams
- Automated URL tracking
- Advanced filters
- Syncs Custom Audiences
- Easy automation with Smart Labels
- 2X faster than Facebook native
- All Facebook, Messenger & Instagram ad placements
- Video ads with CTA
- Custom Audience creation
- Lead generation ads

Listen.

Listen.

Monitor social media and the internet to discover a goldmine of information:

From trending topics and hashtags to how your campaigns are doing. You can see the results broken down by demographics, sentiment and influencers.



How We Can Help.

Listen

Monitor brand mentions across social networks.

Watch for emerging trends and join relevant conversations.

Find new conversations based on your unique keywords.

Engage with potential customers or react quickly to new ones.

Full Features.

Listen

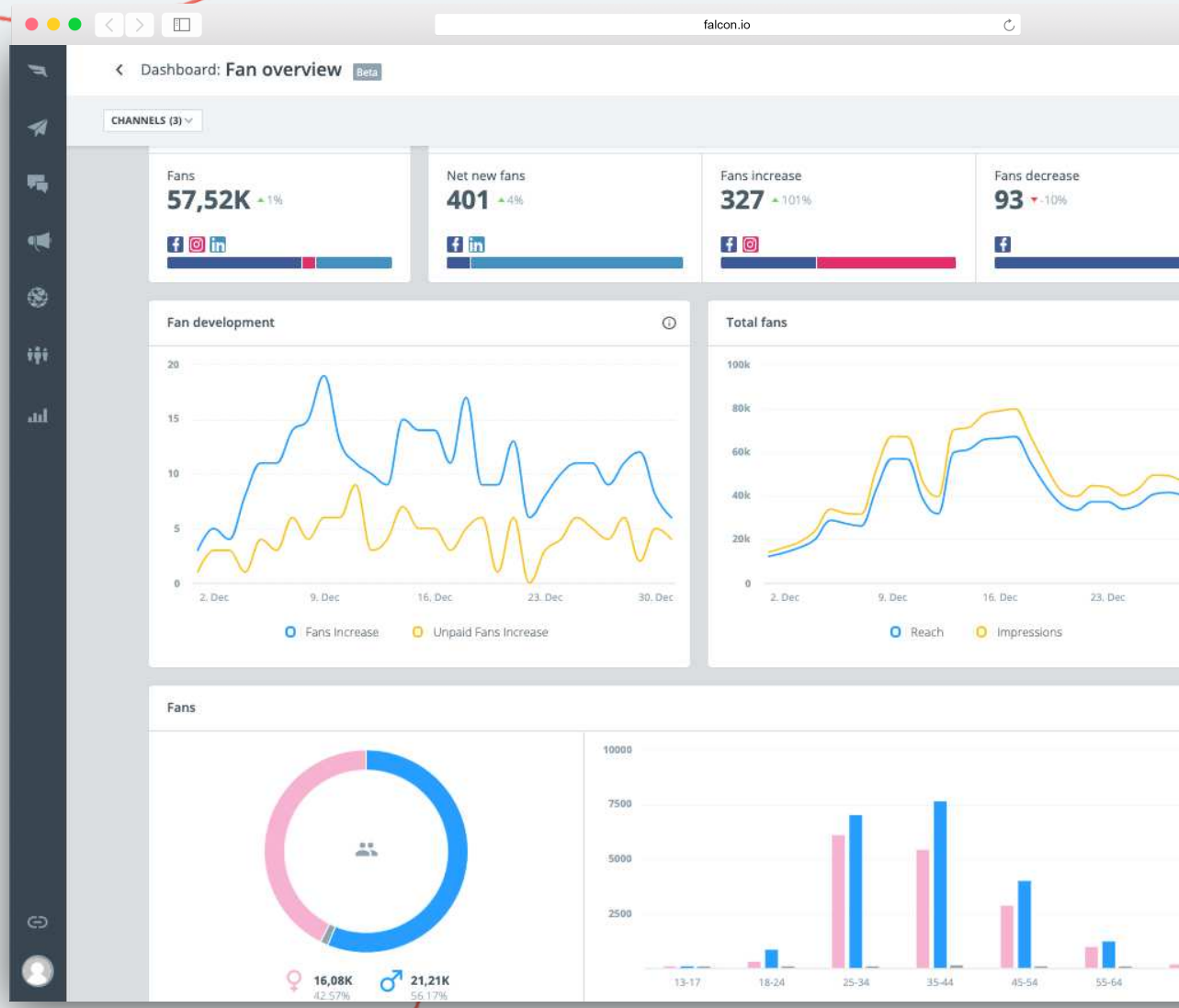
- 2.6 million sources
- Live mentions stream
- Demographic insights
- Trending topics
- Reply to and share mentions
- Create advanced queries
- Deep dive into trends
- Side-by-side comparison
- Share of voice
- Filter by post type
- Breakdown by source
- Project overview
- Interactive graphs
- Location filter
- Language filter
- Custom date range
- Unlimited projects
- Permission levels
- Audit trail
- Export as .pdf, .csv and .jpg
- Firehose access
- Create Audiences
- Report Generator
- Sentiment analysis
- Gender detection
- Influencer insights
- Alerts

Measure.

Measure.

Analyse how your business channels are performing including engagement and team performance metrics.

Showcase your efforts and social ROI in easy-to-build, unlimited reports. Plus, Falcon is one of the few platforms to support Instagram Stories.



How We Can Help.

Measure

Make informed decisions with global social media analytics reporting.

Observe how your paid, owned and earned content is performing.

Track traffic from social channels to your website.

Share insights easily - generate reports in a just a few clicks.

Full Features.

Measure

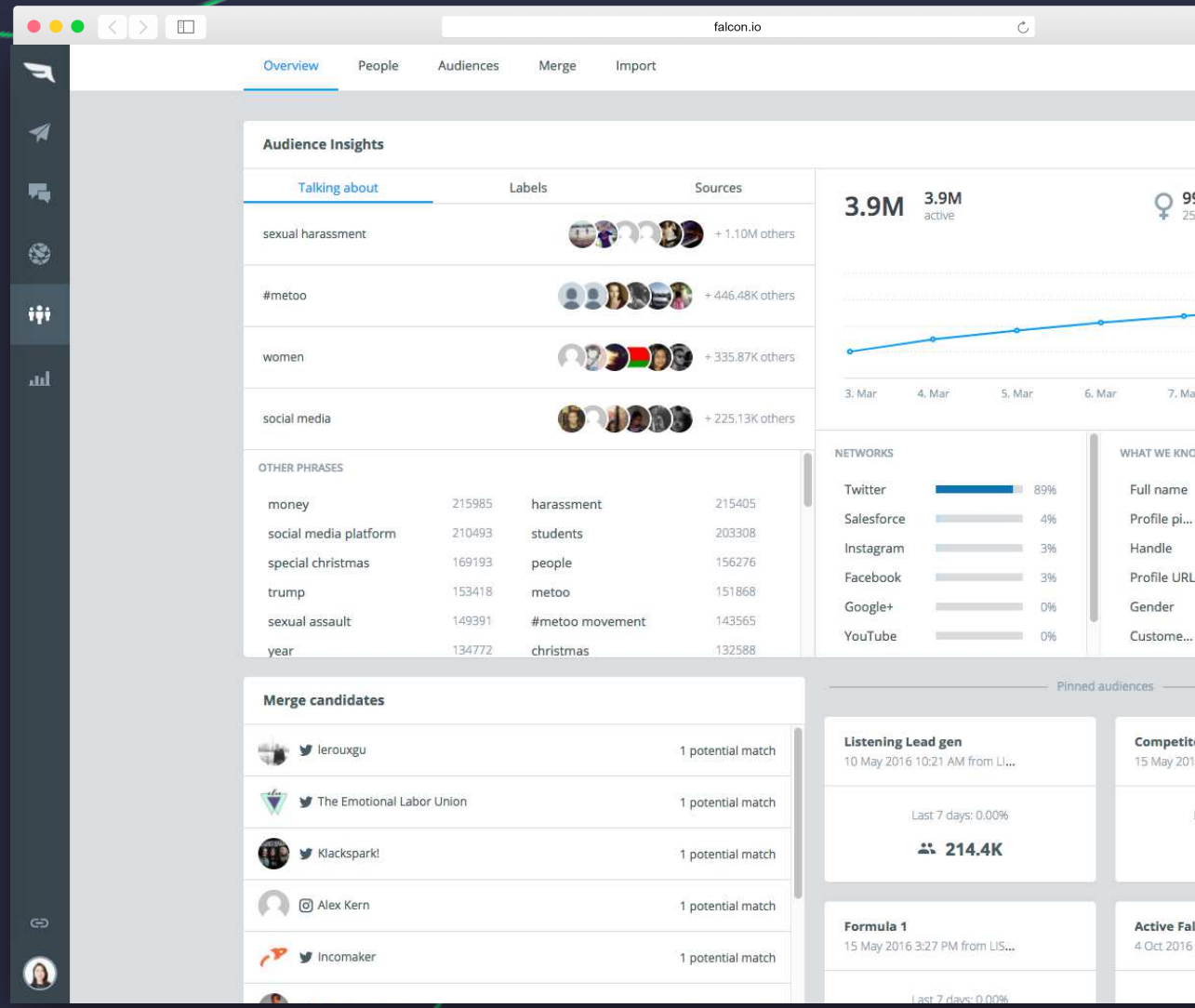
- Report on Facebook, Instagram, LinkedIn & Twitter
- Aggregated metrics across networks
- Pick and adjust hundreds of metrics
- Engagement metrics
- Content Performance Widgets
- Team Performance Widgets
- Customize & clone reports
- Organic and paid reach comparison
- Unlimited reports
- Real-time performance
- Historical data
- Intuitive & presentable graphs
- Report templates
- Export as .pdf, .csv and .jpg
- Schedule reports
- Drag-and-drop Dashboards

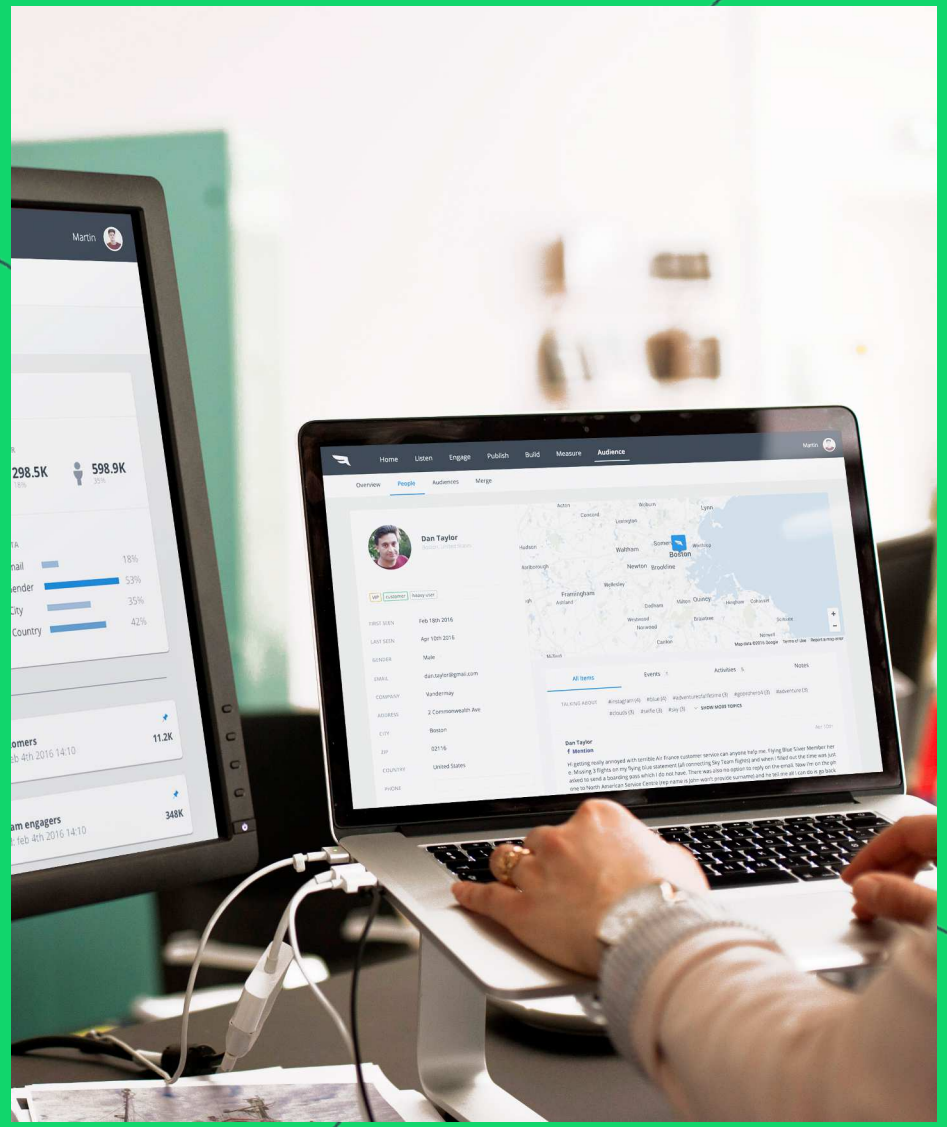
Audience.

Audience.

Leave fragmented marketing behind.

Audience profile cards give you a handy 360° view of your customers and prospects at an individual and aggregated level.





How We Can Help.

Audience

Aggregate records from any system and enrich with social data.

Merge social profiles across networks and data sources to get a full view of your customers.

Deliver more personalized messaging using Audience data.

Identify new customers and insights by analysing your social audience demographics and preferences.

Full Features.

Audience

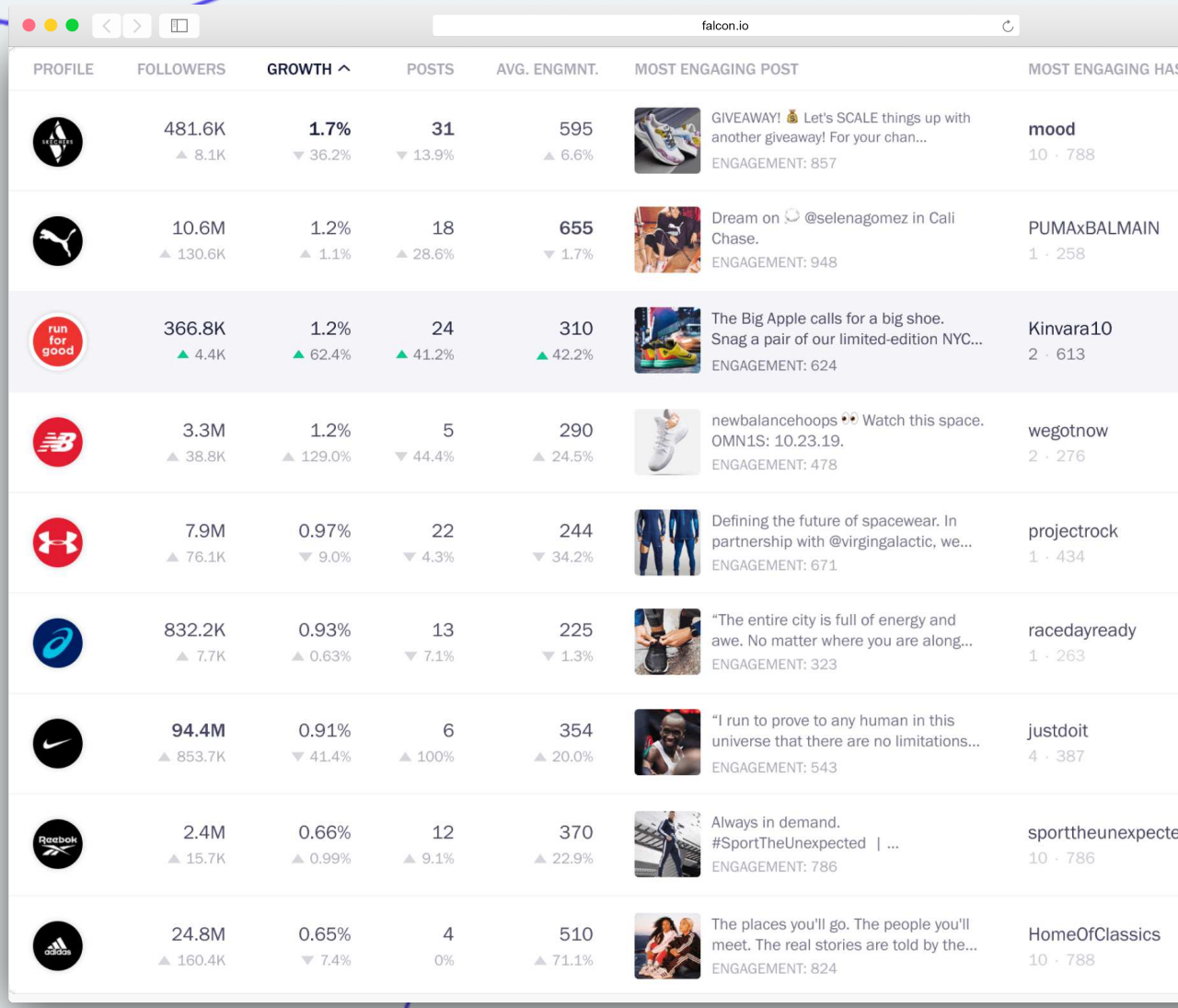
- Profile merging
- Merge detection
- Notes
- Interaction history
- Profile labels
- Phrase extraction
- Advanced filtering
- Import .csv files
- Export to .csv
- Profile explorer
- Topic overview
- Facebook custom audience
- Lookalike audiences
- E-mail audiences
- Link, video and image ads

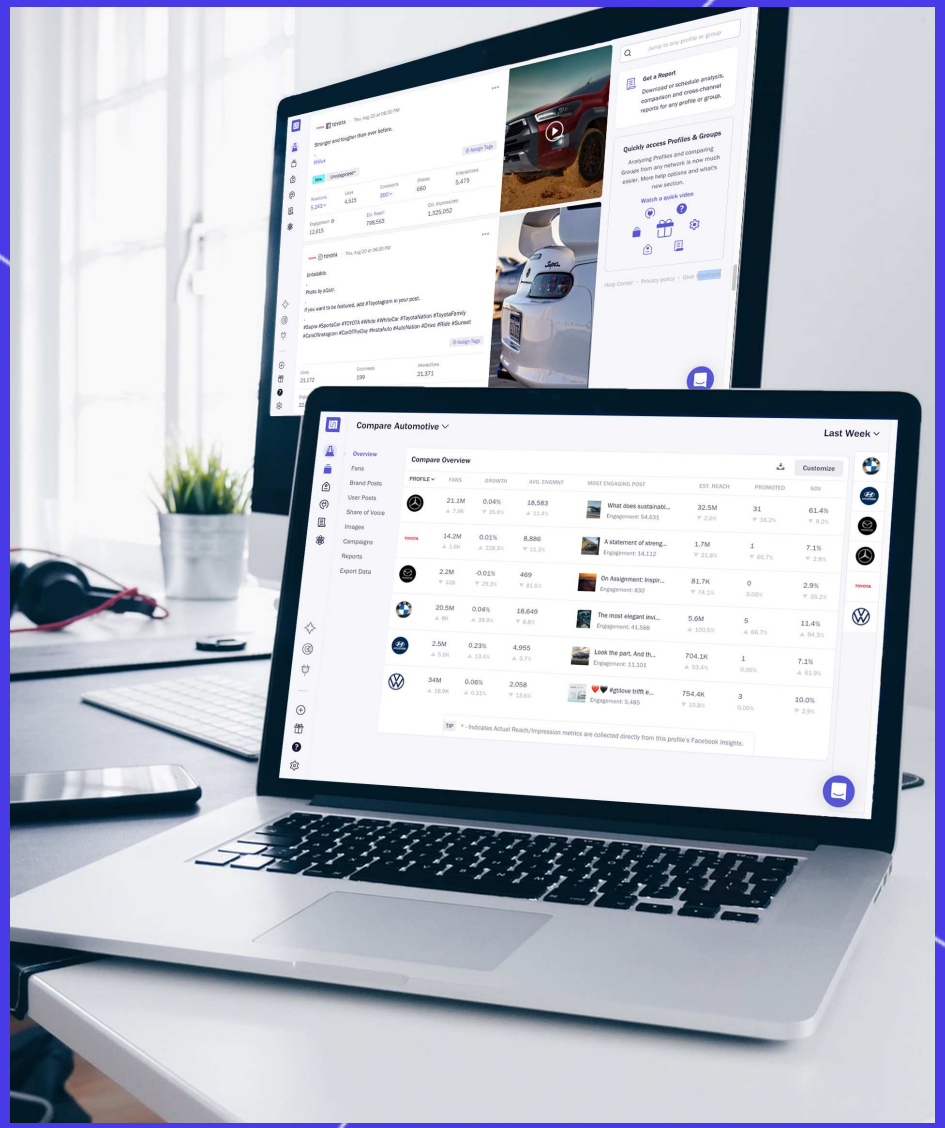
Benchmark.

Benchmark.

With Unmetric, a social media benchmarking platform now a part of Falcon.io, you can analyze your own social performance and see how it stacks up against competitors and industry leaders.

Use Unmetric to create better content, mine relevant whitespaces and to benchmark performance.





How We Can Help.

Benchmark

Analyze your own social performance and see how it stacks up against competitors

Improve your strategy by understanding what's working and what's not.

Explore creative content ideas and campaigns to power your own content strategy.

Make data-driven decisions to improve your social strategy.

Full Features.

Benchmark

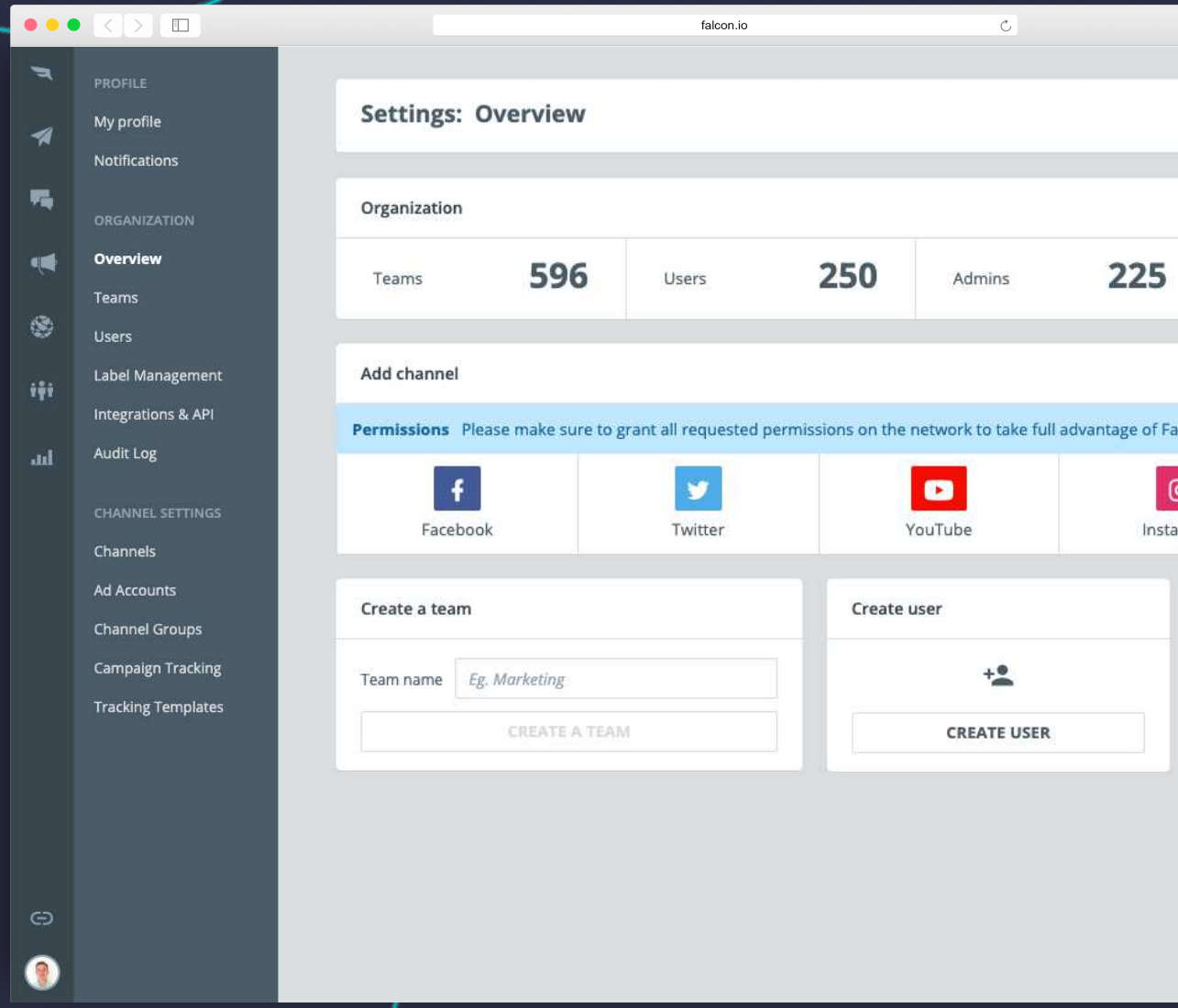
- Benchmark on Facebook, Instagram, Twitter & YouTube
- Audience size metrics
- Analyze content performance
- Understand content performance using post types
- Share of voice
- Word cloud on main themes
- Detect Facebook Promoted Posts
- Access competitors' Facebook and
- Instagram Reach and Impressions
- Plan a better strategy with campaign intelligence
- Downloadable cross-channel reports
- Alerts on important happenings
- Custom content tagging
- Content Discovery and Ideation
- Explore whitespaces
- Benchmark performance with your industry
- Understand hashtag usage at granular level
- Company reply analysis

Manage.

Manage.

Falcon's management features reflect and support the diversity of your organization.

Administrators and team leaders can assign roles that define individual and team access to features.



Full Features.

Manage

- User roles and teams
- Channel permissions
- User expiration
- Geo-fencing
- Activity dashboard
- Task overview
- Performance overview
- Team response rates
- Notifications
- Team notes
- Approval flow
- Audit log
- CRM integration
- HTTPS secure
- API access
- Export reports
- Label management
- Campaign tracking

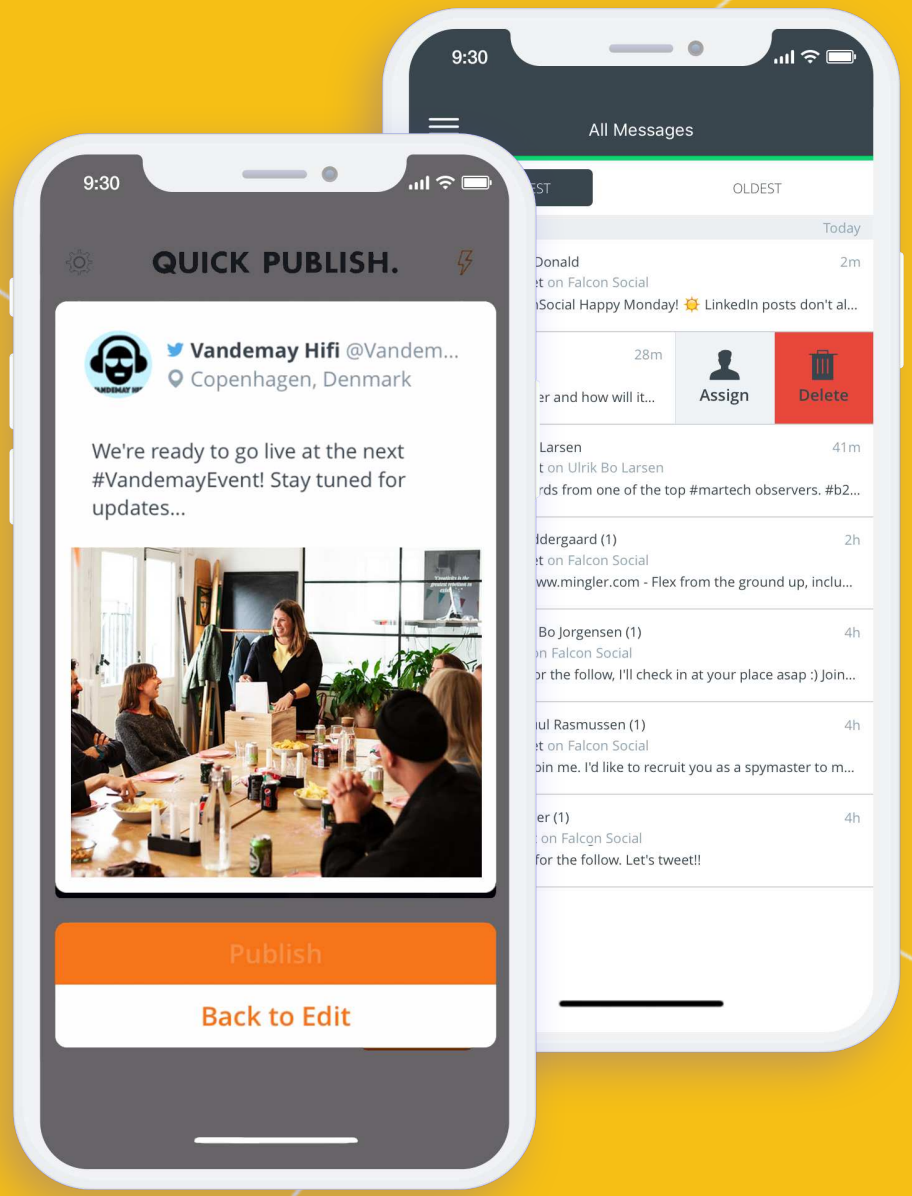
Falcon On The Go.

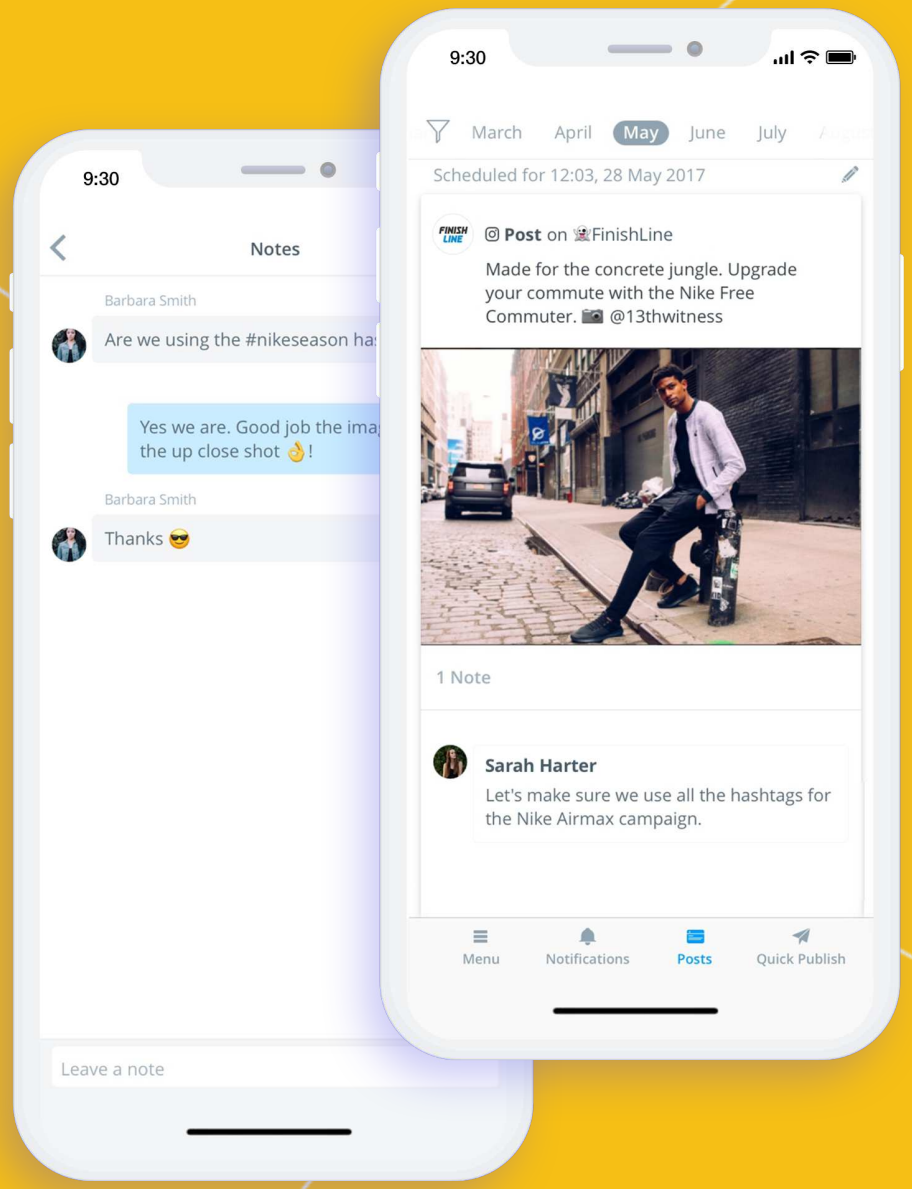
The Quick Publish mobile app allows you to do rapid, high-volume posting with just a few taps.

The Engage mobile app is your social inbox in the pocket for message and comment moderation.

Available on the App Store

GET IT ON Google Play





Content On The Go.

Available on iOS and Android, the Hub app gives Falcon users the full overview of all scheduled and published content.

Use Hub to review your planned posts and collaborate with your team on scheduled content.

Available on the App Store

GET IT ON Google Play

Networks.

We integrate with the most popular social networks.

@falconIO @falcon.io welcome@falcon.io