



Marketing Automation for Small Businesses

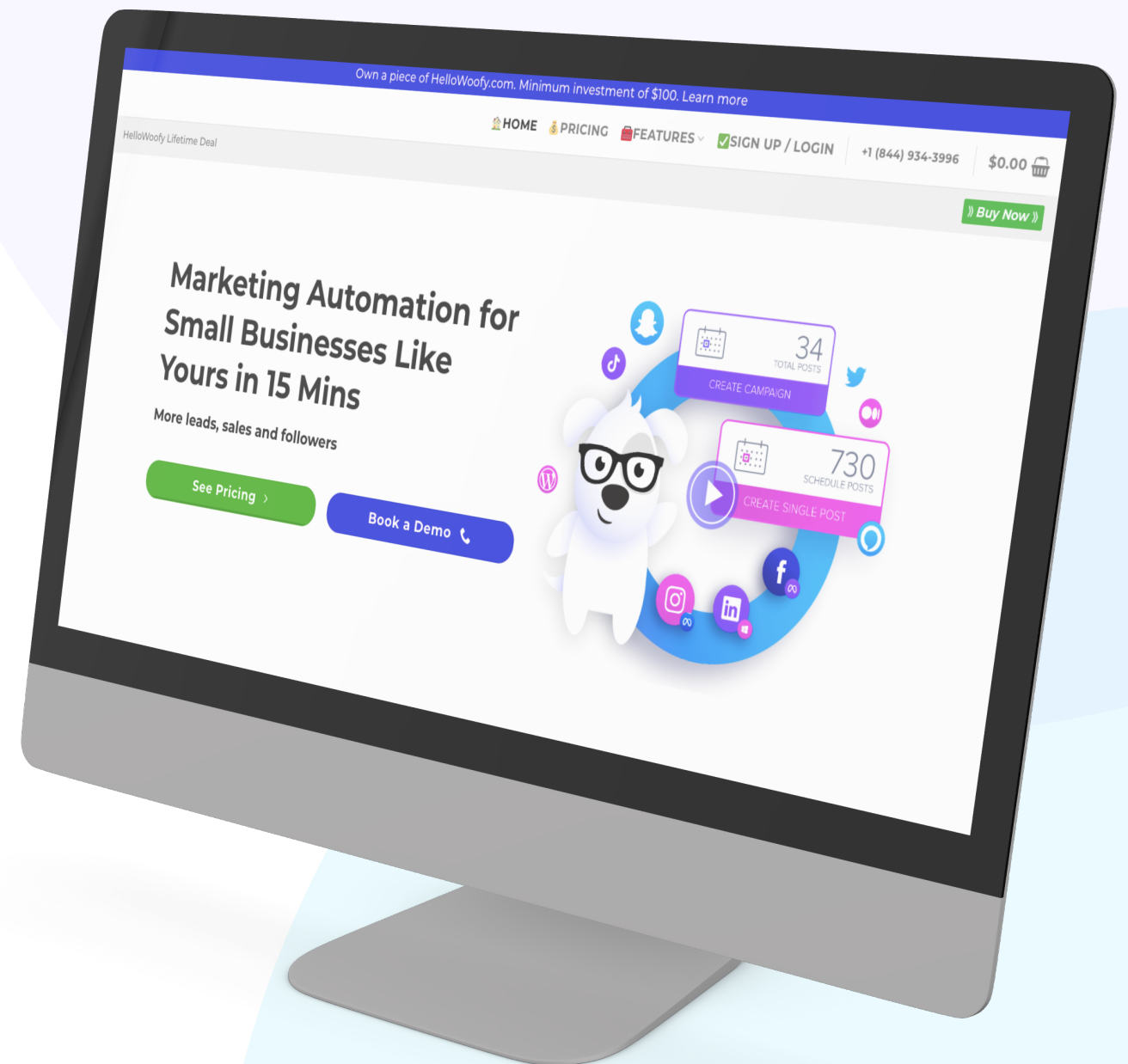
SaaS application with minimalist UI/UX designs. Using web app standards, backend technologies needed for scheduling social media posts, proficient front end knowledge for responsiveness and animations, social media integration (facebook, twitter, instagram, and linked in), MEAN Stack experience and Google APIs etc

Categories:

Online Marketing & Advertising

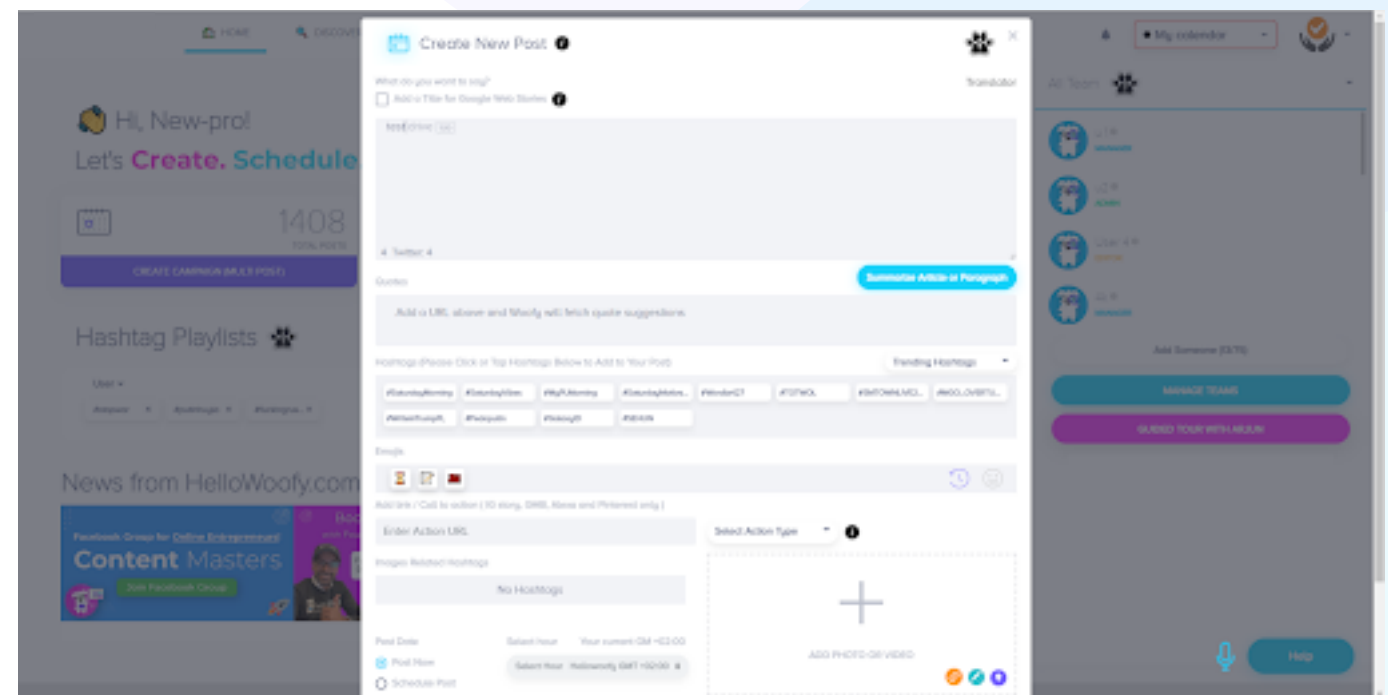
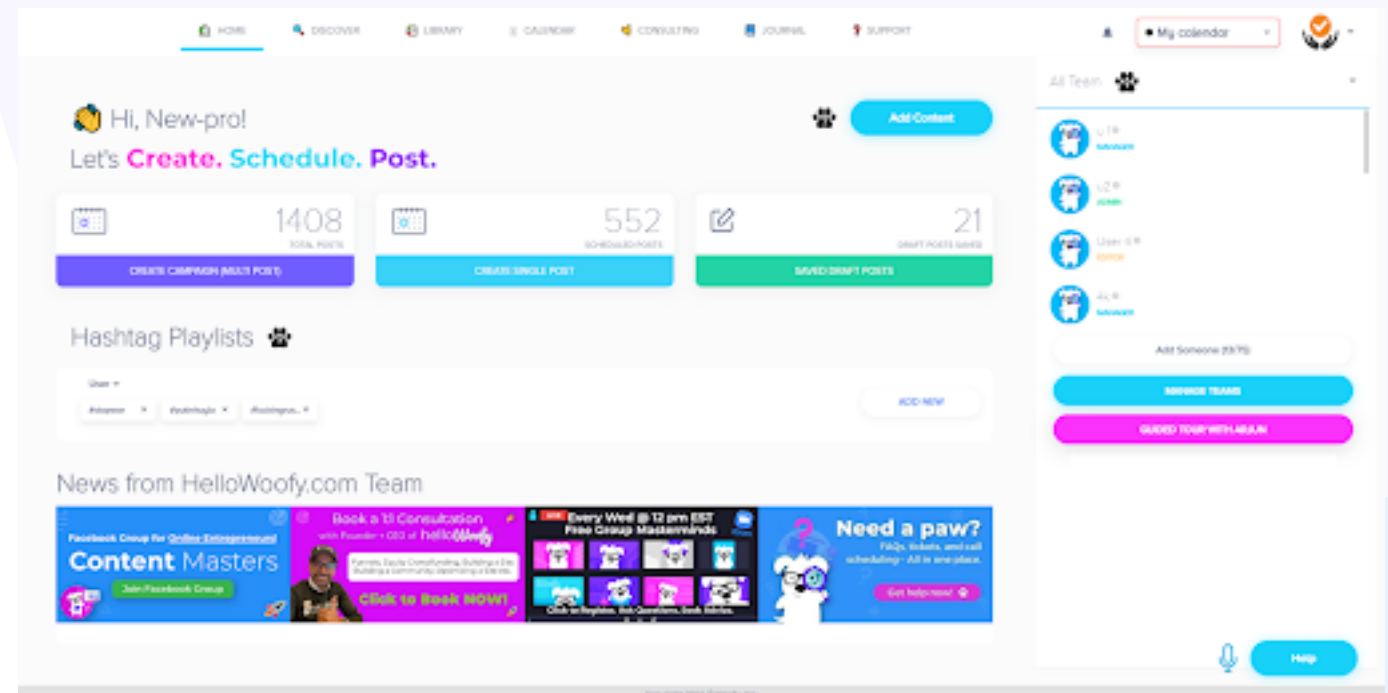
Client Country:  USA, New York

Years of Development:  2019 (present)



Client Background

The platform to create a seamless, smarter, and innovative social media marketing experience while maximizing efficiencies for businesses and professionals so they can spend more time doing what they do best. SaaS application with beautiful minimalist UI/UX designs for creating marketing campaigns. It is developed using web app standards, backend technologies needed for scheduling social media posts, proficient front end knowledge for responsiveness and animations, social media integration (facebook, twitter, instagram, and linked in), MEAN Stack experience and Google APIs etc.





Tech & libraries stack

WebApp Front-end: React.js, html, css, bootstrap

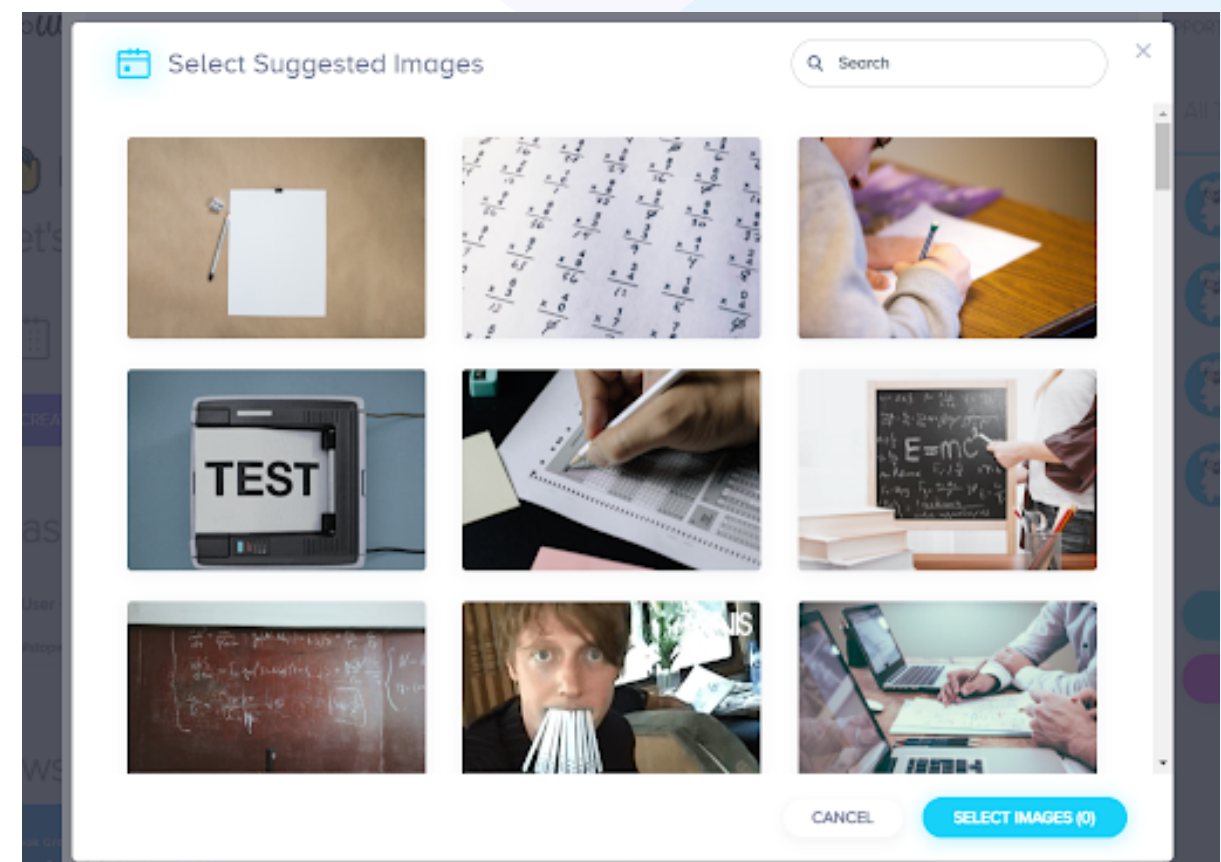
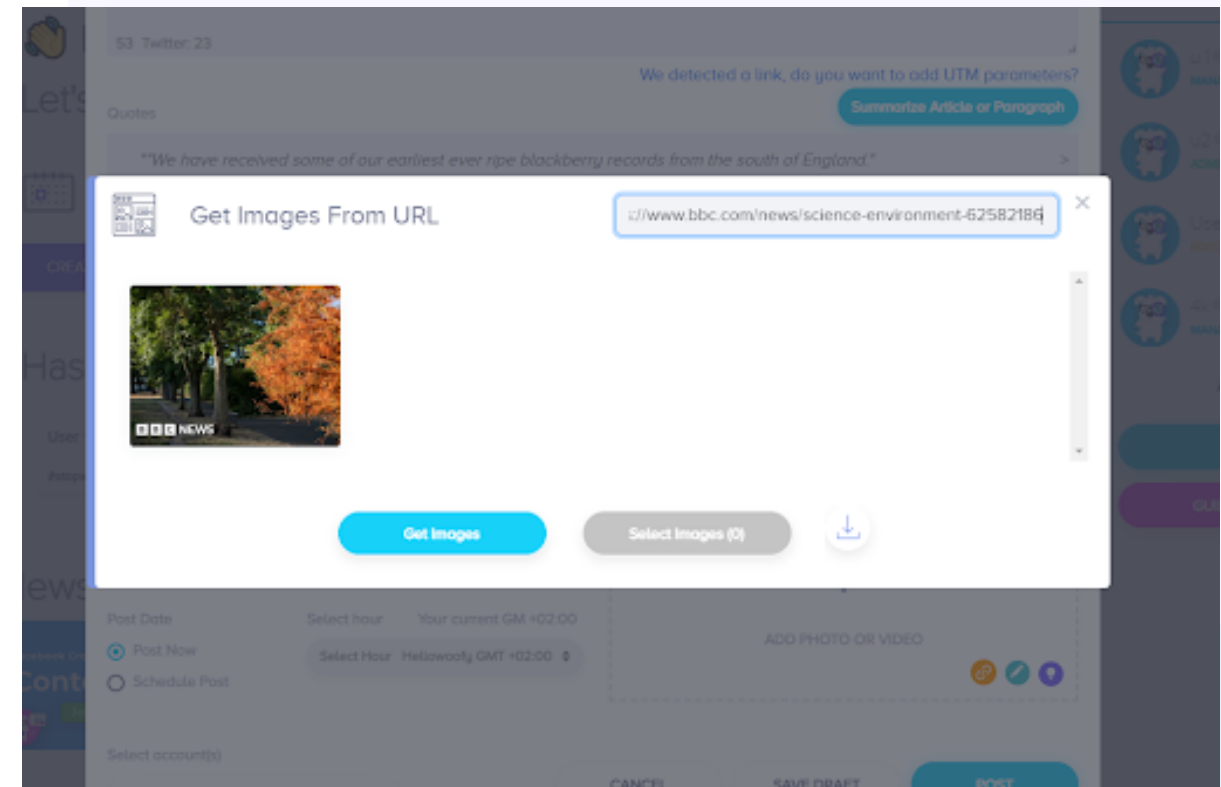
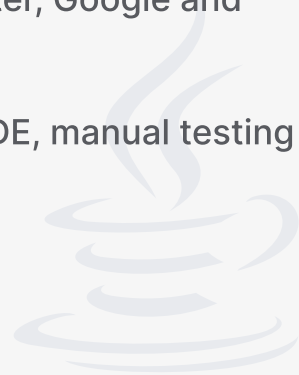
Back-end: Node.js DB: MongoDB

API Integrations: Stripe, Facebook, Twitter, Google and Youtube and others

QA: Java quality automation, Selenium IDE, manual testing using TestRail

DevOps: AWS

Project Management: JIRA, Bitbucket





Create and publish Posts (instant) to all possible Social networks and blogs in accordance with the requirements and restrictions



Ability to manage several companies at once and create a team with different access levels



Import content: from CSV; from website; via URL; from Images



Suggested Images according to content or by request



Content creation using Crello, Canvas, Wave, Headliner



Autocomplete when creating a post



Scheduling Post on any date and time



Mobile version of the application for iOS and Android



Getting content from a mass of news and other resources



Create Hashtags



Library and content management



Campaign planning up to 6 month



Autosuggest Hashtags and Emojis



Get Images From URL



Color blindness support



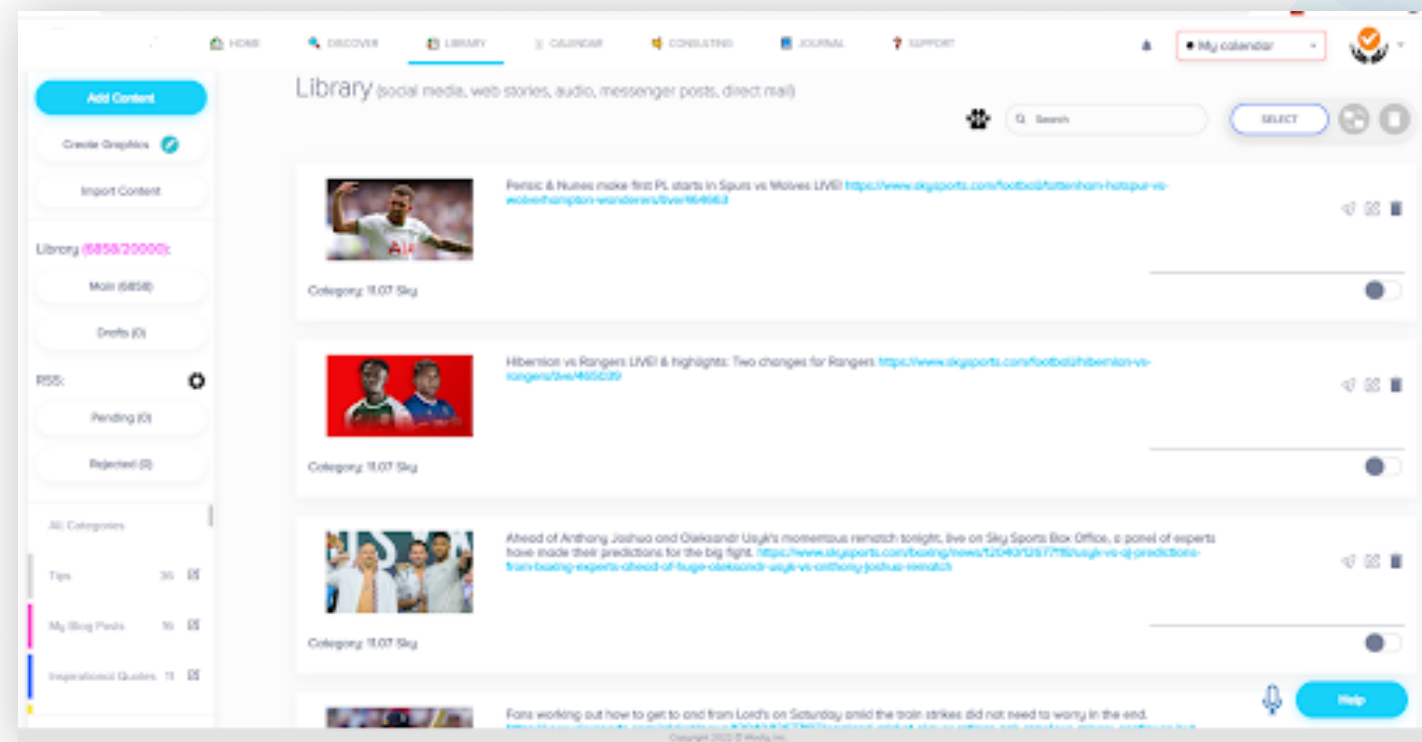
Predictive Linguistics



UTM detection



Generate Summaries



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