



Marketing Agencies

Case Study



AI-POWERED SOCIAL MEDIA SCREENING
FOR MARKETING AGENCIES

Marketing agencies operate at the intersection of creativity, strategy, and reputation management, often acting as trusted advisors to their clients. Whether managing influencer campaigns, crafting brand strategies, or optimizing digital presences, agencies are uniquely positioned to leverage social media insights. Ferretly's social media screening reports empower marketing agencies to deliver added value both internally and as part of their client offerings.

Agencies can use Ferretly to vet influencers for marketing campaigns, ensuring they align with the brand's image and values while avoiding potential PR issues from past online behaviors. Additionally, agencies can provide clients with actionable insights to analyze and optimize their social media profiles.

By integrating social media screening into their portfolio, agencies can differentiate themselves as forward-thinking and innovative.

We have seen major brands utilize social media screening for commercials, social media content, ads, influencing their message, trending events, gameshows, reality television, and so much more!

Ferretly's AI-powered platform analyzes public social media activity across major platforms, including Facebook, Instagram, Twitter, LinkedIn, TikTok, Reddit, and Pinterest, as well as web and news search on your subject. Our system flags potential risks, such as inappropriate content, unprofessional language, or controversial behavior, and provides comprehensive, privacy-compliant reports. These insights enable agencies to deliver unparalleled service and confidently guide clients in making informed decisions. In the world of brand awareness, the character of the subject matters, as they are a direct extension of the brand they represent.

By incorporating Ferretly's social media screening reports into your offerings, marketing agencies can expand their services, attract new clients, and create a measurable impact on client campaigns and digital strategies. Ferretly's intuitive cloud platform delivers fast, consistent, and actionable results, helping agencies elevate their value proposition and generate new revenue streams.

