

Your buyer's guide to brandbastion

Everything you need to know about our
services and our platform in under 10 pages.



Contents

BrandBastion in numbers	3
BrandBastion’s clients	4
The results you can expect	5
The Solution	6
The available solutions vs BrandBastion	8
FAQs	9
Testimonials	10
Subscribe to our newsletter	11

Hey there!



Hey there! Thank you for considering BrandBastion as your partner in social media management.

Since starting the company in 2013, we’ve been on a mission to help brands grow through better conversations and meaningful relationships with their audiences.

We believe that actively listening to and engaging with your audience is not just important, but crucial for driving business growth.

Leading brands across many industries rely on BrandBastion to maintain active connections with their online communities and achieve greater business success.

Now, it’s your chance to take the next step. As you navigate this decision-making process, I hope our buyer’s guide will provide valuable insights to guide you towards the best outcome for your brand.

Jenny Wolfram
CEO and Founder

BrandBastion in Numbers



1 in every 5

Top advertiser uses BrandBastion

Top advertisers on Meta/TikTok spending \$ 500 M - \$100 M per year

100+

Custom proprietary
categories to categorize
content 24/7



2+ billion

Monthly ad spend where BrandBastion's
solutions are implemented



Our clients give us an average
recommendation score of

9.0

out of 10



10+ years

In the industry training our AI and
the best community managers

 mindvalley

NETFLIX

SEPHORA

NARS

Red Bull

Uber

 CIRQUE DU SOLEIL

THE
NORTH
FACE

OLAPLEX

Uber Eats

ARMYIA™

Talkiatry

 hopper

Calvin Klein

HOURLASS
CRUELTY FREE LUXURY BEAUTY

 betterhelp

 GRUBHUB

cred.ai

WILDGRAIN®

 PURDUE
UNIVERSITY

 Skullcandy.

 WorldRemit

 JOOM

 brandbastion

We work with some of
the world's top brands

*Over 10 years of experience
working with iconic brands*

The results you can expect with

A blue rectangular card with a background image of the Purdue University archway. The Purdue University logo is in the top left. A green pill-shaped badge contains the text '+ 31% Engagement Rate'. Below it, white text reads 'See how Purdue University boosted their engagement rate'. At the bottom left, a link 'Read case study >' is shown.

PURDUE UNIVERSITY

+ 31% Engagement Rate

See how Purdue University boosted their engagement rate

[Read case study >](#)

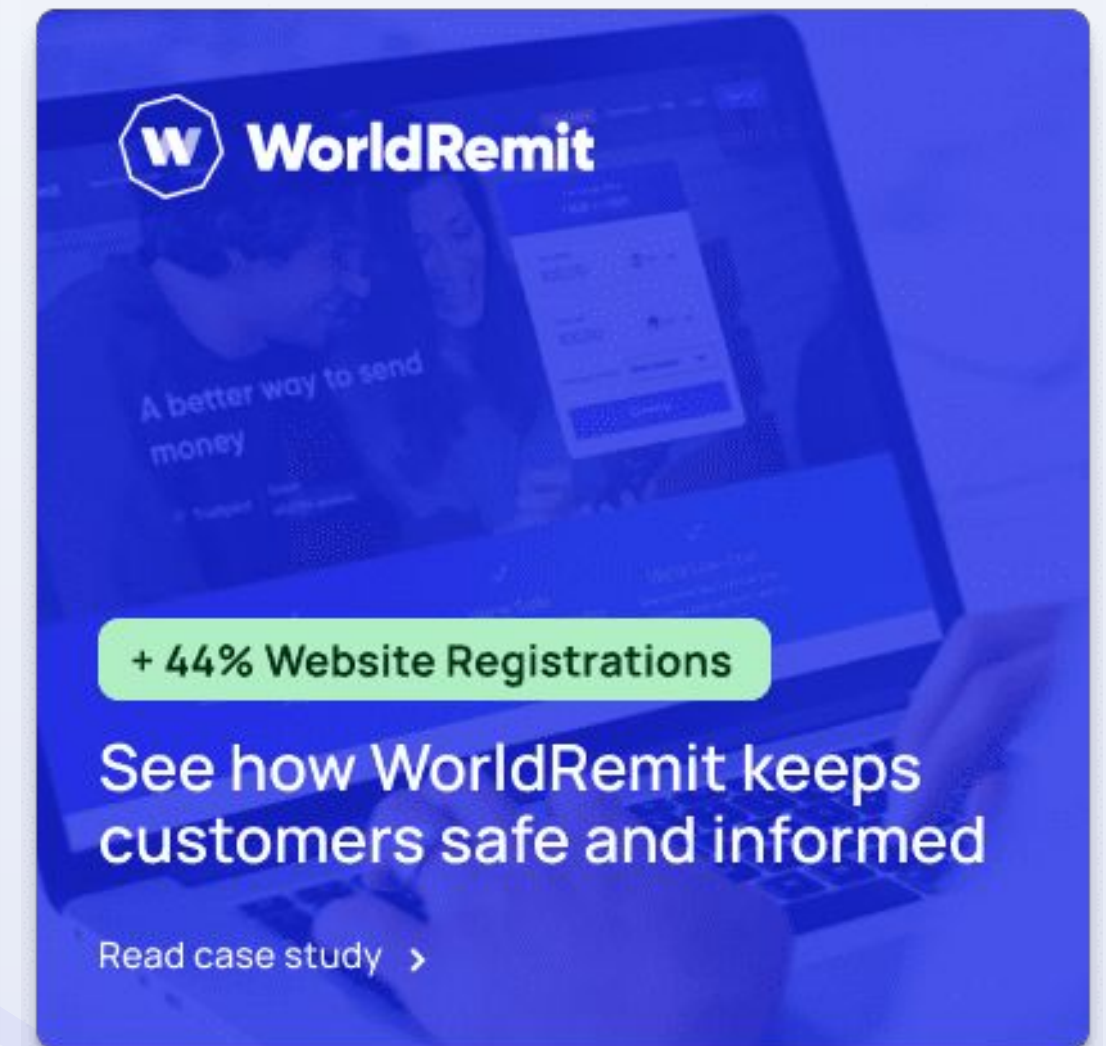
A blue rectangular card with a background image of a woman wearing a headscarf. The BetterHelp logo is in the top left. A green pill-shaped badge contains the text '+ 116% Positive Sentiment'. Below it, white text reads 'See how BetterHelp increased positive sentiment by +116%'. At the bottom left, a link 'Read case study >' is shown.

betterhelp

+ 116% Positive Sentiment

See how BetterHelp increased positive sentiment by +116%

[Read case study >](#)

A blue rectangular card with a background image of a person using a laptop. The WorldRemit logo is in the top left. A green pill-shaped badge contains the text '+ 44% Website Registrations'. Below it, white text reads 'See how WorldRemit keeps customers safe and informed'. At the bottom left, a link 'Read case study >' is shown.

WorldRemit

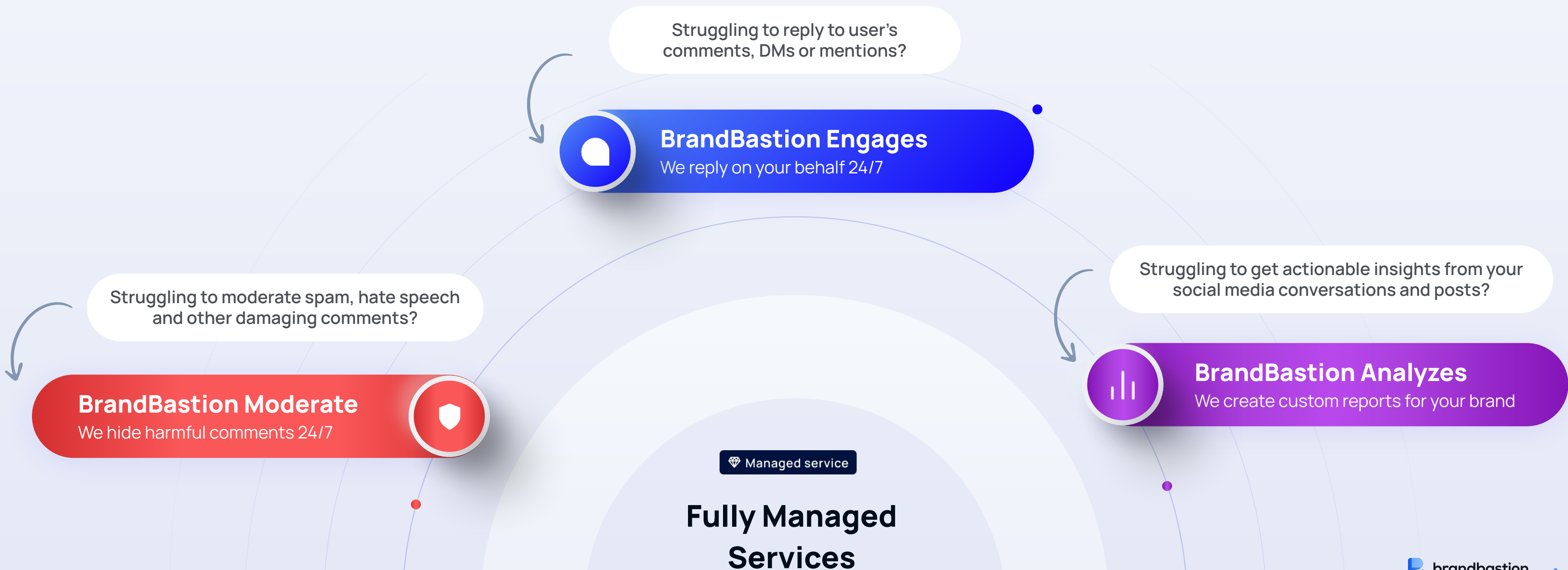
+ 44% Website Registrations

See how WorldRemit keeps customers safe and informed

[Read case study >](#)

The Solution

BrandBastion offers a fully managed solution that combines AI and community management experts to ensure seamless interactions, enhance response efficiency, monitor sentiment, and ensure brand and community safety across all social platforms.



Tech & Platform

Smart Inbox

Reply to social media conversations



Need a better way to manage all social conversations from one single inbox?

Sentiment analysis

Understand how your audience is feeling



Looking to get better insights from social engagement and inform your strategy?

Publish

Schedule posts and plan content



Need a better way to plan your organic social media calendar and cross-post?

Analytics

Access engagement KPIs



Need an easy way to keep track of your KPIs and understand what's working?



Workflows

Automate repetitive tasks

Looking to automate comment tagging, archiving and hiding easily?

Get the best of both worlds:
agency & platform

Agency and Tech combined

The available solutions vs BrandBastion

	brandbastion	Agencies	Other Social Media Management Platforms
Fully Managed Services			
Account Manager Dedicated engagement specialist for your brand	✓	✓	Depends on the plan
24/7 Managed Moderation Moderation against harmful content with human review	✓	✓	✗
24/7 Community Management Replies on your behalf 24/7/365	✓	✓	✗
Custom on-demand reports A team of specialists creates reports with insights	✓	✓	✗
Tech & Platform			
AI Classification Proprietary tech to classify social media conversations	✓	✗	✗
Transparency on actions taken See all actions (replies/moderation) taken in real-time	✓	✗	N/A (no actions taken)
Social Inbox Reply to comments/DMs/mentions from one inbox	✓	✗	✓
Publish Schedule posts and plan your content	✓	✗	✓
Unlimited users & social profiles No limits of how many users you can add	✓	N/A (no platform available)	Depends on the plan

FAQS

- **Is BrandBastion compatible with all social media platforms?**

Yes, BrandBastion supports major social media platforms including Facebook, Instagram, X/Twitter, YouTube, and LinkedIn. We can also cover other channels with custom projects.

- **Is BrandBastion a good fit for my brand?**

If you find yourself struggling with timely replies on social media, facing challenges in effectively moderating comments, or lacking comprehensive sentiment analysis and actionable data for making informed marketing decisions, then BrandBastion is likely an excellent fit for your brand. Our solution is specifically designed for brands who take social media engagement seriously and see the value communities can bring for growth.

- **What makes BrandBastion different from other agencies or social media platforms?**

BrandBastion offers a distinctive approach by combining agency expertise, advanced AI, and tech-driven solutions. On the agency side, we manage your social media conversations on your behalf, handling tasks such as community management, moderation, and report creation. Additionally, you have access to our comprehensive platform as part of the solution. This platform allows you to view all comments in one place, monitor our work with full transparency, publish or schedule content, automate processes, access detailed analytics, and much more

- **What is the best solution for my brand? Fully managed (Prime/Growth plan) or self-serve (Essential)?**

If you have the resources and expertise to manage everything internally, the self-serve (Essential) plan may be suitable. However, if you're seeking to elevate your results and strategy by leveraging the expertise of engagement professionals, the fully managed (Prime/Growth plan) could be the ideal choice. We can help you determine the most suitable plan based on your specific needs and goals

- **How do Fully Managed services work? Does your AI send replies and hide comments?**

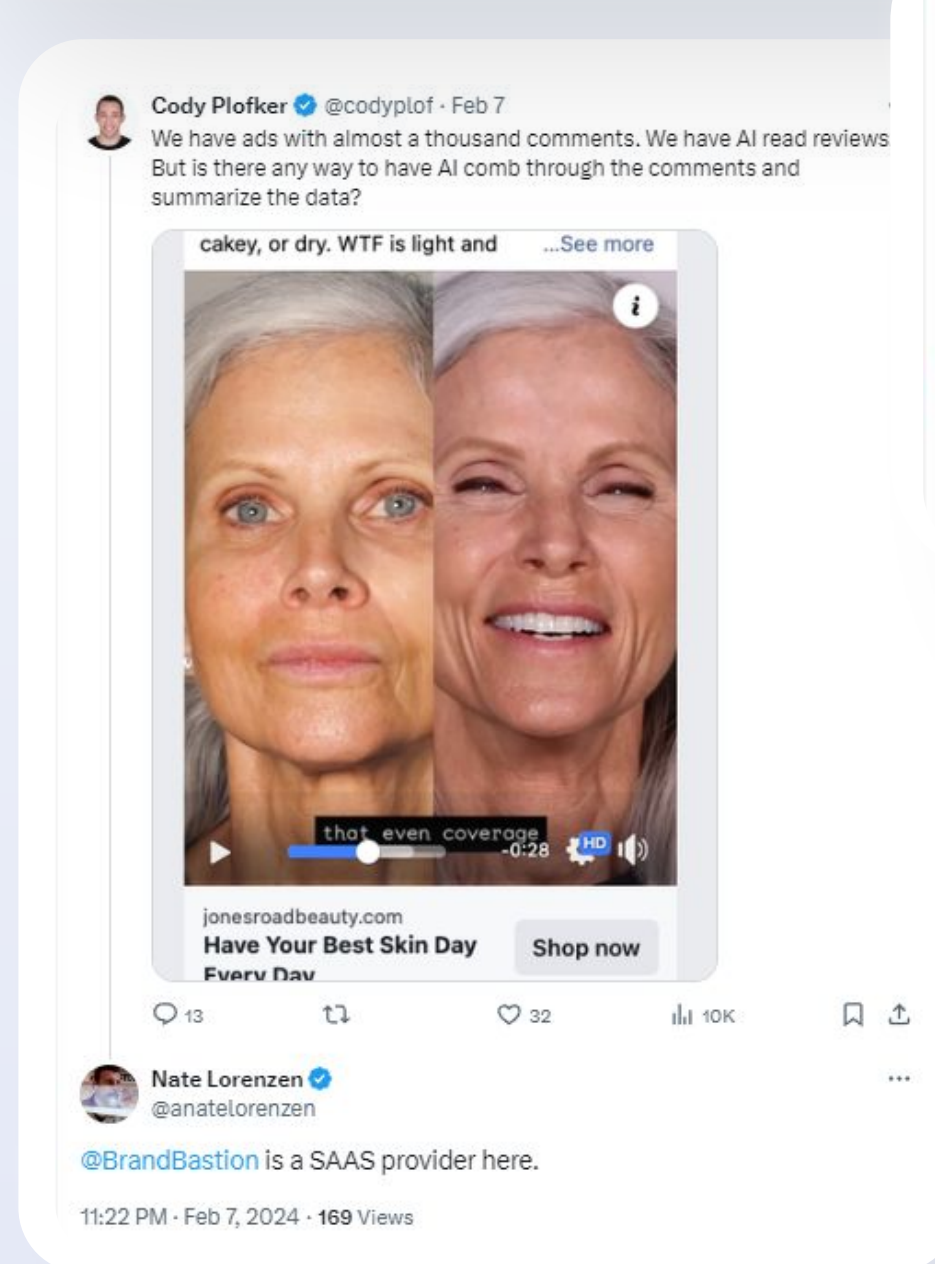
BrandBastion utilizes a combination of proprietary AI technology trained on billions of social media content pieces and human community managers who work around the clock. Our AI helps in identifying and categorizing comments, while our human team ensures accurate and contextually appropriate responses.

- **What happens on a discovery call?**

During a discovery call, we delve into your specific needs, challenges, and goals. We discuss how BrandBastion can address these issues and tailor our solutions to suit your requirements. It's an opportunity for us to understand your brand better and provide personalized recommendations.

Don't Just Take Our Word For It

What is being said
on social about
BrandBastion



Subscribe to our newsletter

- Latest social media news, trends, and access to exclusive resources
- Hear from other brands and learn from their stories and experiences
- Be the first to know about new BrandBastion updates
- Prepare for upcoming holidays with post ideas and real brand examples

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