SOCIAL LUMAscape

MARKETER

PEOPLE

Social Marketing Management

Social Publishing Platforms

Social Promotion Platforms

Social Advertising Platforms

Social Ad Networks

Social Intelligence

Social Business Software
- External (Customer) Facing
- Internal (Employee) Facing

URL Shorteners

Analytics

Advocate Platforms

Social Scoring

Blogging Platforms

Stream Platforms

Content Curation

Social Branded Video

Social Commerce Platforms

Social Data

Social TV

Social/Mobile Apps & Games

Community Platforms

Twitter Apps

Facebook Apps

Facebook Gaming

Social Search & Browsing

Social Networks - Other

Social Shopping

Content Sharing (Reviews/Q&A/Docs)

Social Referral

Image/Video Sharing

UGC Mgmt & Forums

Gamification

Traditional Publishers

facebook

LUMA