

SOVEND

SOCIAL MEDIA VENDING MACHINES

Sovend is a new web based service for brands and promotion campaigns. With Sovend you can easily integrate your social media channels to work with your vending machines.



Sovend's Social Media Vending Machines is a brilliant platform for your brand to raise its presence in social media to increase brand awareness, whilst creating high levels of engagement with your target audience. Whether it's a trade fair, a brand launch, an exhibition or just an experiential marketing campaign, Sovend will be perfect for you.

Sovend's process is very simple: customisable and interactive vending machines can be programmed to dispense gifts / merchandise when users tweet or write Facebook post using your hashtags – whichever way you manage it. You can manage your vending machine via web page. Easy and convenient! Hashtags are great for marketing

and promoting purposes, for instance to inform customers of your latest products, events and campaigns. It also helps you gain reach for your brand, increasing exposure and helping people easily find you and your brand.

For example: on a Twitter-activated vending machine powered by Sovend, a user receives the directions for the tweet in order to receive an immediate reward from the machine; usually requires tweeting to the brands twitter handle whilst standing in front of the machine or using a particular hashtag. Once done, the machine dispenses the product. Very simple!



For brands, this means a chance to create innovative promotions and experiential marketing campaigns that receive high levels of attention and engagement, not only at the event site but also on the social media.

