

MEDIASYNERGY

Subsection: A2

Group: 01

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SHORT DESCRIPTION

- MediaSynergy is a platform through which growing startups can **create and manage different social media** instances and hence get a quick expansion by promotional advertisements and interaction with customers.
- It provides facilities to **build a complete profile** of their startup in different platforms simultaneously and thus makes customers easier to find them.
- **Tools** like publishing, analytics, engagement, AI assistant make MediaSynergy a very useful application for commercial individuals.
- **Building network among similar marketplaces** and thus achieving maximum reach makes MediaSynergy an unique choice for entrepreneurs.



MOTIVATION

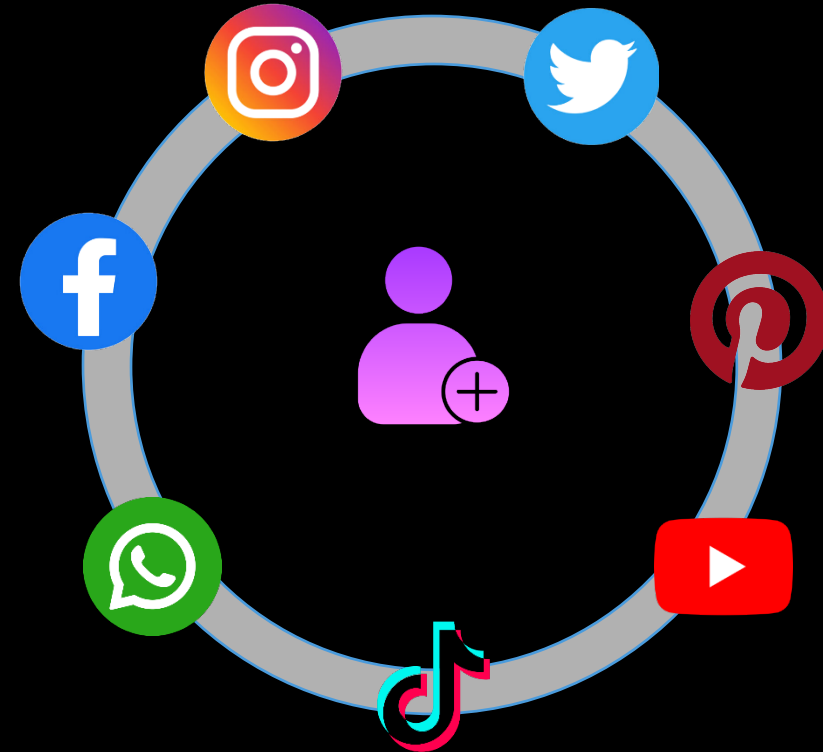
- ✓ Imagine an entrepreneur wants to initiate a startup of fast-food shop named “TastyTwist” but facing immense hurdle in advertising and social engagement.
- ✓ In this scenario MediaSynergy appears as a life saver solution bringing all social media in a platform.
- ✓ The app helps in building complete profile, exploring promotional ideas, gathering real time analytics and based on that suggesting AI based optimized keyword collection.





FEATURES

- Create accounts across multiple platforms





FEATURES

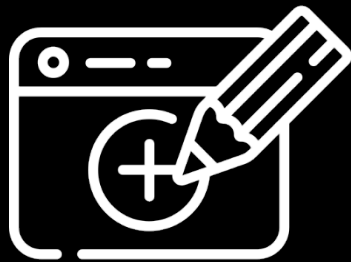
➤ Building a complete profile with proper information





FEATURES

➤ Rich collection of content creation tools





FEATURES

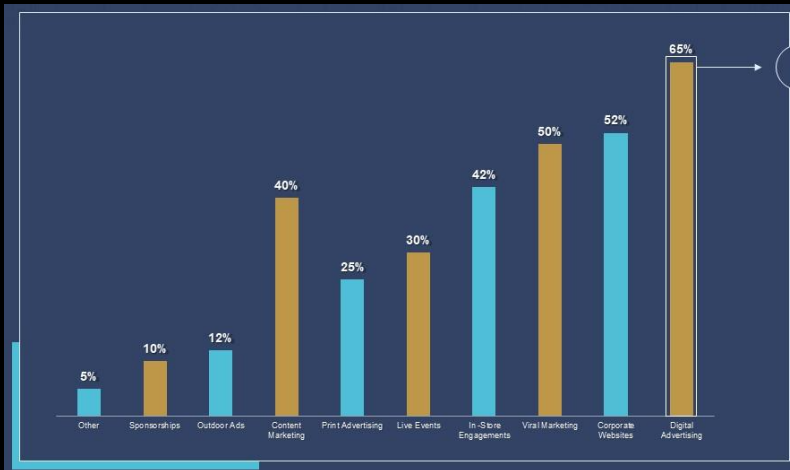
- Hashtag tracking and keyword suggestion





FEATURES

➤ Real-time analytics and reporting





FEATURES

- Building community and information sharing across different marketplaces





UNIQUE FEATURES ABSENT IN RUNNING APPS

- ❖ building network among similar marketplaces
- ❖ Building community among consumers
- ❖ building profile in an efficient way such that potential customers reachability maximizes
- ❖ make users explore their business arena as broad as possible

