

The logo for MarketBeam, featuring the word "MARKETBEAM" in a teal, sans-serif font. The letter "A" is replaced by a teal star symbol. The logo is centered within a white square that has a thin grey border.

MarketBeam

Compliant social media management and employee advocacy platform for regulated industries like life sciences, pharma, and financial services.

<https://marketbeam.io/>

Overview

MarketBeam is an AI-driven, cloud-based social media management and employee advocacy platform purpose-built for highly regulated sectors, including life sciences, pharmaceuticals, biotech, healthcare, and financial services. The software's primary value proposition is enabling brands to amplify their social reach through employee networks while ensuring strict adherence to industry regulations.

Key Features and Capabilities:

Compliant Publishing: Streamlines the Medical-Legal-Regulatory (MLR) review process by integrating with platforms like **Veeva PromoMats**. It automates the creation of desktop and mobile post mockups and provides built-in compliance checks to prevent unapproved content from being published, ensuring FDA and other regulatory compliance.

AI-Driven Content Creation: Leverages AI (including **ChatGPT/OpenAI**) to automatically generate engaging, context-specific social media posts, reducing writer's block and manual effort.

Controlled Employee Advocacy: Empowers employees and executives to become brand ambassadors by providing a library of pre-approved content for 1-click sharing or auto-sharing. Features like gamification and recognition encourage participation while maintaining brand consistency and compliance.

Proactive Monitoring (Social Watch): Safely monitors social media for mentions, potential compliance risks, and adverse events. It provides automated notifications and allows for quick responses using a library of pre-approved messages.

Holistic Campaign Analytics: Offers real-time, in-depth analytics that track performance from initial social engagement through to CRM conversions, helping to measure ROI and optimize strategy.

Lead Capture and CRM Integration: Identifies lead engagement on platforms like LinkedIn and integrates data directly into CRM systems like **HubSpot** and **Veeva CRM**.

Target Users and Use Cases:

MarketBeam is ideal for marketing, compliance, and sales teams in **mid-market and enterprise** companies within regulated industries. Primary use cases include **Social Media Management**, **Employee Advocacy**, **Regulatory Compliance**, and **Lead Generation**.

Key Features

- Compliant Publishing with MLR/Veeva PromoMats Integration
- AI-Driven Content Creation (ChatGPT/OpenAI)
- Controlled Employee Advocacy & Gamification
- Proactive Social Media Monitoring (Social Watch)
- Adverse Event Tracking and Reporting
- Holistic Campaign Analytics and ROI Tracking
- Single Sign-On (SSO) Support
- Granular Access Controls

Pricing

Model: enterprise

Customized pricing based on business size, number of users, and selected modules (e.g., Social Media Management, Compliant Social Media for Life Sciences, Social Media for Agencies). A Proof of Concept (PoC) is offered in lieu of a free trial.

Target Company Size: small, medium, enterprise

Integrations

Veeva PromoMats, Veeva CRM, HubSpot CRM, Salesforce, Slack, ChatGPT/OpenAI, LinkedIn, Facebook, Instagram, Twitter/X

Compliance & Certifications

FDA, FINRA, SEC, CFPB, GDPR, EMA, NIST

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