



scatter

# Frequently Asked Questions (FAQ's)

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SCATTER RECOMMENDS

SCATTER  
ENGAGE UNFOOLISHLY



## **General**

### **1.1 What is “Scatter Recommends”?**

-- Scatter Recommends is a smart “Recommendation Engine” that delivers content ideas, which enable brands to talk to their consumers regularly.

### **1.2 What will these content ideas be about?**

-- These ideas, inspired by daily news and trending topics, will be content pegs that your team can use to create new content every day so that you can reach your target audience.

### **1.3 How does the recommendation engine work?**

-- Trending news is first picked up from Google, social networks and national dailies. Possible contextual titles are then built around these conversations. Every title indicates a type of brand for whom the idea is suited. A compiled list of ideas is delivered to brands directly in their mailbox.

### **1.4 Is it AI (Artificial Intelligence) driven or done manually?**

- Scatter Recommends is a fully automated tool that identifies the hottest discussions taking place each day, and offers content ideas that will resonate with your target audience.”

### **1.5 How will I benefit from this?**

This fully automated tool helps you and your brand in several different ways:

- You get fresh ideas that help you engage with your consumers daily.
- It saves you the cost and time involved in figuring out what to say.
- It provides your planners at creative and social agencies with a steady stream of ideas.
- Can help build brand personality.



## **1.6 Why should I talk to my consumers regularly?**

-- For starters, users love content. More importantly, they enjoy consuming content that is relevant to the here and now. Additionally, this content keeps your brand relevant to customers.

## **1.7 Who will be producing the content pieces for these titles?**

-- This can be done by your creative agency, social agency or content team.

## **1.8 What formats can I use?**

-- Text, Images, Videos, Micro-content, GIFs, Infographics, Case Studies etc., the choice is entirely yours.



## **Medium**

### **2.1 Through what mediums will I receive the content ideas?**

-- Currently, Scatter will deliver the ideas right to your mailbox.

### **2.2 How many mailers do I get in a month, in a year?**

-- Scatter will send you a newsletter on all working weekdays. A total of at least 150 mailers in a year.

### **2.3 Who will receive the email in my organisation?**

-- Anyone from your Digital Team, Social Team, Product Team, PR team, SEO Team and Communications Team can receive the mailer, provided they have subscribed to it.



## **Subscriptions Details**

### **3.1 Is there a trial plan before the actual subscription?**

-- We have a 15-day free trial.

### **3.2 How do I unsubscribe?**

-- You are provided with an unsubscribe button at the end of the email if you want to opt out of this service.