

Scaling Social Media Content Creation for Synup's 2,000+ Brands

BACKGROUND

Founded in 2013, Synup is a local visibility and digital marketing platform that helps businesses, agencies, and multi-location brands manage their online presence across search engines, directories, and social media.

Synup's platform offers solutions for listings management, reputation management, social media, and local SEO. According to its official website, the company manages **3.5 million+ locations worldwide**, has generated **\$1 billion+ in revenue for its partners and clients**, and has reached approximately **10% of US small businesses**.

PROJECT OVERVIEW

CDMSoftech supports Synup in managing social media and Google Business Profile content for 2,000+ brands. The project involves AI-assisted creation of social media posts, captions, and Google Business Profile content, followed by a detailed manual review process for every piece of content before publication.



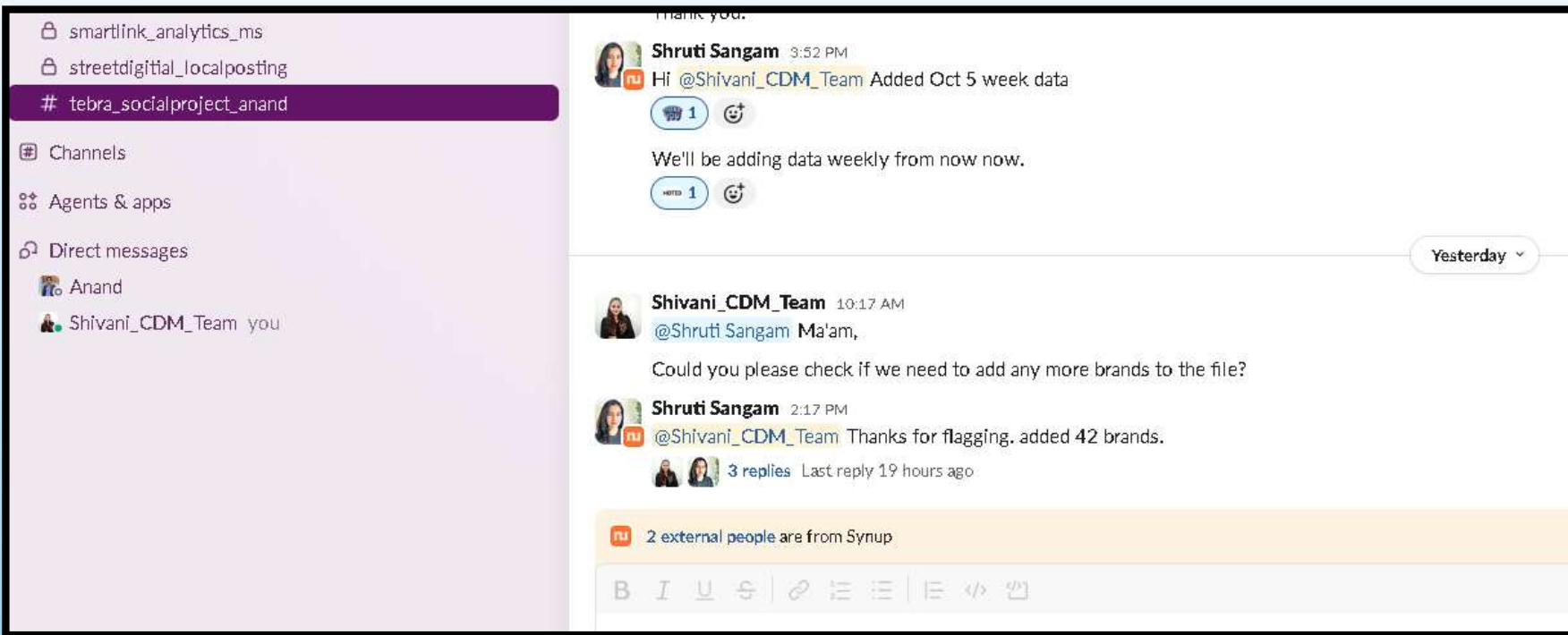
1. AI-Assisted Content Creation

Creating social media posts, captions, and Google Business Profile content using AI for 2,000+ brands, tailored to each brand's requirements and content needs.



2. Manual Quality Assurance & Publishing

Conducting one-by-one manual reviews of content, hashtags, images from the previous 90 days, customer comments, and Google posts before final approval and publishing.

[illegible]

Key Challenges



1. Preventing Image Duplication

Publishing four posts per week increased the risk of repetitive images. We implemented a 90-day image tracking process to avoid duplicates.



2. Managing Customer Feedback

We carefully reviewed customer feedback, updated contact details, accommodated special post requests, and kept content aligned with changing services while meeting deadlines.



3. Centralized Client Data Management

We maintained a centralized Google Sheet to organize brand information and ensure smooth coordination between onshore and offshore teams.



4. Onboarding New Brands

We reviewed each new brand's website, identified its services, and categorized them to align with the existing content workflow.



5. Tracking Progress and Reporting

We maintained reports on work progress, publishing schedules, and revenue to monitor operations and meet deadlines.

Our Approach



Team Collaboration & Management : Teams of 5–10 members from both CDMSoftech and Synup collaborated to manage project activities, coordinate workflows, and ensure timely delivery.



Tools & Technology : Used Slack for team communication and Google Sheets for centralized client data, task tracking, and coordination.



Structured Quality Assurance : Established a systematic QA process to review content, images, hashtags, and customer feedback before publishing

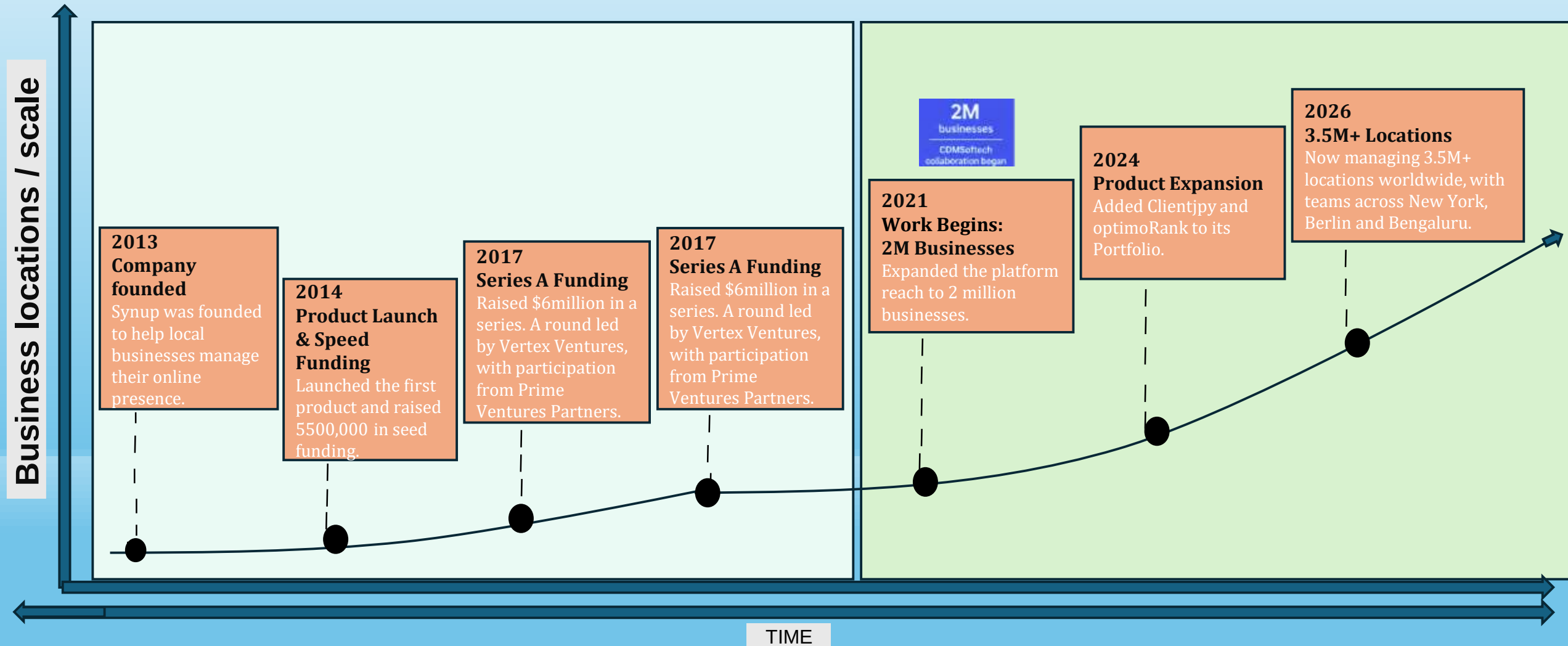


Standardized Workflow Development : Developed a structured workflow at CDMSoftech to manage existing and new brands while maintaining content consistency and timely delivery.



Reporting & Performance Tracking : Maintained reports to track project progress, publishing schedules, and revenue-related data, ensuring better operational visibility.

Synup Growth Journey



Implementation

1. Image Tracking & Duplication Control

Implemented a 90-day image tracking process to identify previously used visuals and prevent duplicate images across social media posts.

2. Customer Feedback Integration

Reviewed customer feedback, updated contact details, incorporated special post requests, and revised content to reflect changes in clients' services.

3. Centralized Data Management

Organized brand-specific information in Google Sheets, enabling both onshore and offshore teams to access updated data and coordinate tasks efficiently.

4. New Brand Onboarding

Reviewed each new brand's website, documented its services, and categorized them to ensure accurate, relevant content creation within the established workflow.

Implementation

K1 Customer Comment											
Temporary filter 1 Range: A1:AC1429											
	A	B	C	D	E	F	G	H	I	J	K
1	Platform	Brand	Date	Time	Title	Post Caption	URL	Media Link	Image count	Image Preview	Customer Comment
8	FACEBOOK,INSTAGRAM	A&U Family Medicine	2025/08/05	17:40:00	congestive-heart-failure	Are you or a loved one experiencing congestive heart failure? A&U Family Medicine provides expert care and	https://www.aufamilymedicine.com/services/c	https://drive.google.com/uc?export=view&id=1ItI_2enzke_iuGcpEOuSAaTVx6YzaHkq	1		In posts replace phone number with invite to "email for appointments at
9	FACEBOOK,INSTAGRAM	A&U Family Medicine	2025/08/07	17:40:00	weight-loss	Are you struggling to lose weight? A&U Family Medicine can help! Our comprehensive weight-loss service is	https://www.aufamilymedicine.com/services/w	https://drive.google.com/uc?export=view&id=1-NIRnQAopk2Wmi2GMBEckywy2D3oLbx	1		In posts replace phone number with invite to "email for appointments at
10	FACEBOOK,INSTAGRAM	A&U Family Medicine	2025/08/09	17:40:00	allergies-asthma	Allergies and asthma can be effectively managed with the right treatment. A&U Family Medicine provides comprehensive	https://www.aufamilymedicine.com/services/a	https://drive.google.com/uc?export=view&id=1cz79lIeXJK0L4I5I5jaFuQ7OM9ev4YH1	1		In posts replace phone number with invite to "email for appointments at
17	FACEBOOK,INSTAGRAM	ARA Integrative and Functional Medicine: Dr.	2025/08/05	17:40:00	cardiometabolic-health	Cardiometabolic health is crucial for overall well-being. At ARA Integrative and Functional Medicine: Dr. Rina Shah Kapoor,	https://www.araintegrative.com/services/cardio	https://drive.google.com/uc?export=view&id=13Gshn-a6FRSVyTSOIAIOaj9B497QTF9f	1		5th June - Create Posts for the service - Bioidentical Hormone Replacement Therapy -
18	FACEBOOK,INSTAGRAM	ARA Integrative and Functional Medicine: Dr.	2025/08/07	17:40:00	gut-health	Improve your gut health with ARA Integrative and Functional Medicine: Dr. Rina Shah Kapoor, MD, ABOIM.	https://www.araintegrative.com/services/gut-h	https://drive.google.com/uc?export=view&id=1DDt8suiZeQVaRMNxtNylkWhTt6poMdr7	1		5th June - Create Posts for the service - Bioidentical Hormone Replacement Therapy -
19	FACEBOOK,INSTAGRAM	ARA Integrative and Functional Medicine: Dr.	2025/08/09	17:40:00	acne	Are you Struggling with acne? ARA Integrative and Functional Medicine: Dr. Rina Shah Kapoor, MD, ABOIM offers	https://www.araintegrative.com/services/acne	https://drive.google.com/uc?export=view&id=1S0j0nU2DSVOY3k3mHZr2BILpI6dJ0IBC	1		5th June - Create Posts for the service - Bioidentical Hormone Replacement Therapy -
20	FACEBOOK,INSTAGRAM	ARA Integrative and Functional Medicine: Dr.	2025/08/08	17:40:00	Bioidentical Hormone Replacement	Bioidentical Hormone Replacement Therapy supports hormone balance using plant-derived hormones identical to those	https://www.araintegrative.com/services/horm	https://drive.google.com/uc?export=view&id=1gNrks56pDIHnlpVeFlaBR-FrqM1LbMFa	1		5th June - Create Posts for the service - Bioidentical Hormone Replacement Therapy -
21	FACEBOOK,INSTAGRAM	Accidente Support	2025/08/05	17:40:00	Slip & Fall Accident	Accidente Support delivers focused medical attention for those suffering injuries from	https://accidentesupport.com/s	https://drive.google.com/uc?export=view&id=13Gshn-a6FRSVyTSOIAIOaj9B4	1		19th Mar - Use the specific script which has been created for this

Customer Feedback Integration

Synup_Database																			
File Edit View Insert Format Data Tools Extensions Help																			
Menus																			
A1:Z1										Advanced Spine and Pain Specialists									
	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	
1	Advanced Spine and Pain Specialists																		
2	May					June					July								
3	//drive.google.com/uc?export&id=196nM			01-May-2025	joint-pain	https://drive.google.com/uc?export=view&id=1			03-Jun-2025	joint-injections	https://drive.google.com/uc?export=view&id=1			2025/07/01	back-pain	https://drive.google.com/uc?export=view&id=1			1
4	//drive.google.com/uc?export&id=1btdHI			03-May-2025	spinal-cord-stim	https://drive.google.com/uc?export=view&id=1			05-Jun-2025	epidural-steroid	https://drive.google.com/uc?export=view&id=1			2025/07/03	sciatica	https://drive.google.com/uc?export=view&id=1			1
5	//drive.google.com/uc?export&id=1VhDQ			02-May-2025	Work related Inj	https://drive.google.com/uc?export=view&id=1			07-Jun-2025	joint-pain	https://drive.google.com/uc?export=view&id=1			2025/07/05	neck-pain	https://drive.google.com/uc?export=view&id=1			1
6	//drive.google.com/uc?export&id=1YUM			06-May-2025	back-pain	https://drive.google.com/uc?export=view&id=1			2025/06/04	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/07/08	spinal-stenosis	https://drive.google.com/uc?export=view&id=1			1
7	//drive.google.com/uc?export&id=1qfZ0			08-May-2025	sciatica	https://drive.google.com/uc?export=view&id=1			2025/06/06	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/07/10	joint-injections	https://drive.google.com/uc?export=view&id=1			1
8	//drive.google.com/uc?export&id=1AAdf			10-May-2025	neck-pain	https://drive.google.com/uc?export=view&id=1			2025/06/10	spinal-cord-stim	https://drive.google.com/uc?export=view&id=1			2025/07/12	epidural-steroid	https://drive.google.com/uc?export=view&id=1			2
9	//drive.google.com/uc?export&id=1Otka			07-May-2025	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/06/12	back-pain	https://drive.google.com/uc?export=view&id=1			2025/07/15	joint-pain	https://drive.google.com/uc?export=view&id=1			1
10	//drive.google.com/uc?export&id=1491w			09-May-2025	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/06/14	sciatica	https://drive.google.com/uc?export=view&id=1			2025/07/17	spinal-cord-stim	https://drive.google.com/uc?export=view&id=1			2
11	//drive.google.com/uc?export&id=1oc8M			13-May-2025	spinal-stenosis	https://drive.google.com/uc?export=view&id=1			2025/06/11	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/07/19	back-pain	https://drive.google.com/uc?export=view&id=1			1
12	//drive.google.com/uc?export&id=1YUM			15-May-2025	joint-injections	https://drive.google.com/uc?export=view&id=1			2025/06/13	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/07/16	Work related Inj	https://drive.google.com/uc?export=view&id=1			1
13	//drive.google.com/uc?export&id=1qfZ0			17-May-2025	epidural-steroid	https://drive.google.com/uc?export=view&id=1			2025/06/17	neck-pain	https://drive.google.com/uc?export=view&id=1			2025/07/18	Work related Inj	https://drive.google.com/uc?export=view&id=1			2
14	//drive.google.com/uc?export&id=1AAdf			14-May-2025	Work related Inj	https://drive.google.com/uc?export=view&id=1			2025/06/19	spinal-stenosis	https://drive.google.com/uc?export=view&id=1			2025/07/22	sciatica	https://drive.google.com/uc?export=view&id=1			1

Image Tracking & Duplication Control

Implementation

5. Quality Assurance & Content Review

Conducted manual checks of content, images, hashtags, and customer feedback before final approval to maintain quality and brand relevance.

6. Team Communication & Coordination

Used Slack to facilitate communication between CDMSoftech and Synup teams, helping coordinate tasks, resolve queries, and manage project activities.

7. Reporting & Schedule Management

Maintained project reports covering progress, publishing schedules, and revenue-related data to monitor ongoing activities and support timely delivery.

Anand Team - Merged Data for Review - Google Sheets												
File Edit View Insert Format Data Tools Extensions Help												
P1413 =REGEXMATCH(F1413,B1413)												
	Brand	Date	Time	Title	Post Caption	URL	Media Link	Image count	Image Preview	Customer Comment	Post status	
1412	Women's Healthcare Center of	2025/08/07	17:40:00	STD testing	Find out your health with confidential and reliable STD testing at Women's Healthcare Center of Georgia. Our caring team	https://www.womenshealthcarecenterofgeorgia.com/services/std-testing	https://drive.google.com/uc?export=video&id=1MEfmybCXJQoVHq7yFR9mK1Kz5_9ch	1			DRAFT	TRUE =
1413	Women's Healthcare Center of	2025/08/09	17:40:00	infertility	Are you struggling with infertility? Women's Healthcare Center of Georgia provides comprehensive infertility services to help	https://www.womenshealthcarecenterofgeorgia.com/services/infertility	https://drive.google.com/uc?export=video&id=1bS2Q5yeRankzSSlpa8uV0WnQY0hQ1U	1			DRAFT	=REGEXMATCH(F1413,B1413)
1414	Womens Specialists of Fayette	2025/08/05	17:40:00	vaginal-dryness	Do you suffer from vaginal dryness? Womens Specialists of Fayette provides expert care and treatment for this common	https://www.womensspecialistsoffayette.com/services/vaginal-dryness	https://drive.google.com/uc?export=video&id=1Sc2yhyUAprQ91Q9Q6_DWwDcDW0nAPh7	1			DRAFT	
1415	Womens Specialists of Fayette	2025/08/07	17:40:00	uti	Womens Specialists of Fayette provides top-notch UTI treatment! Our expert team is dedicated to providing you with the care	https://www.womensspecialistsoffayette.com/services/uti	https://drive.google.com/uc?export=video&id=1AkhvyEzFicloRsmcOsyb-Vh3YEikPj0	1			DRAFT	
1416	Womens Specialists of Fayette	2025/08/09	17:40:00	monalisa-touch	Discover the transformative benefits of Monalisa Touch at Womens Specialists of Fayette. This cutting-edge service provides	https://www.womensspecialistsoffayette.com/services/monalisa-touch	https://drive.google.com/uc?export=video&id=1qNrc556pDIHnpVcFiaBR-FroM1LpMFA	1			DRAFT	
1417	Woodlands Dental Partners	2025/08/05	17:40:00	Family Dentistry	Family Dentistry at Woodlands Dental Partners provides comprehensive dental care for the entire family. Our experienced	https://www.woodlandsdentalpartners.com/services/family-dentistry	https://drive.google.com/uc?export=video&id=1KZ8y2zY-6QKuPtdP8G1Xn-w4Tsn8n	1			DRAFT	
1418	Woodlands Dental Partners	2025/08/07	17:40:00	Crowns	Restore your smile with expertly crafted dental crowns at Woodlands Dental Partners. Our team ensures lasting strength	https://www.woodlandsdentalpartners.com/services/crowns	https://drive.google.com/uc?export=video&id=1Rs5pCYJRQquvR4K4VDyYpXDWwMU0CEg	1			DRAFT	
1419	Woodlands Dental Partners	2025/08/09	17:40:00	night-guard	At Woodlands Dental Partners, we offer nightguard services to protect your smile. Our custom-fit night guards are designed to	https://www.woodlandsdentalpartners.com/services/night-guard	https://drive.google.com/uc?export=video&id=1aAS98bhmzeE-Av6XmsAt-UlbdWkd86g	1			DRAFT	
1420	Woodlands Heart & Vascular	2025/08/05	17:40:00	Varicose Veins	At Woodlands Heart & Vascular Institute, we provide expert varicose vein treatment to improve your health and quality of life.	https://www.woodlandshheartandvascularinstitute.com/services/varicose-veins	https://drive.google.com/uc?export=video&id=17eVRUocHx1XbLnSleDk-YR0Y_XTvr2TD	1		Phone number should be 832-562-3974	DRAFT	
1421	Woodlands Heart & Vascular	2025/08/07	17:40:00	Chest Pain	Do you suffer from chest pain? At Woodlands Heart & Vascular Institute, we take every symptom seriously. Our	https://www.woodlandshheartandvascularinstitute.com/services/chest-pain	https://drive.google.com/uc?export=video&id=16YpVz-W4ZhMUm4YDactHxY1oscAWuYU	1		Phone number should be 832-562-3974	DRAFT	
1422	Woodlands Heart & Vascular	2025/08/09	17:40:00	Hypertension	Hypertension is a serious condition that needs proper treatment. Woodlands Heart & Vascular Institute specializes in providing	https://www.woodlandshheartandvascularinstitute.com/services/hypertension	https://drive.google.com/uc?export=video&id=1wcdjBQWquhggDRNAdovICL5DcdkSzqyN	1		Phone number should be 832-562-3974	DRAFT	
1423	Woodlands Sports Medicine	2025/08/05	17:40:00	anterior-total-hip-replacement	Woodlands Sports Medicine Centre offers anterior total hip replacement. Our expert team is here to help you get back on your	https://www.woodlandssportsmedicine.com/services/anterior-total-hip-replacement	https://drive.google.com/uc?export=video&id=1-33rPW4NL8i365_HUghbqTNia_bZB3DM	1			DRAFT	
1424	Woodlands Sports Medicine	2025/08/07	17:40:00	knee-injuries	Are you suffering from a knee injury? Woodlands Sports Medicine Centre offers expert care for all types of knee injuries.	https://www.woodlandssportsmedicine.com/services/knee-injuries	https://drive.google.com/uc?export=video&id=18UheRXI90mDfL8X8xjBx477QcP76Y9k	1			DRAFT	



Anand Team - Merged Data for Review - Google Sheets

File Edit View Insert Format Data Tools Gemini Extensions Help

100% 123 Arial 10

A	B	C	D	E	F	G	H	I	J	K	L	M
Platform	Brand	Date	Time	Title	Post Caption	URL	Media Link	Post status				
FACEBOOK,INS	2K Dental	2026/08/04	17:40:00	teeth-cleanings	"Regular teeth cl	https://www.2kdental.com/service		DRAFT				
FACEBOOK,INS	2K Dental	2026/08/06	17:40:00	emergency-dent	Get immediate r	https://www.2kdental.com/service		DRAFT				
FACEBOOK,INS	2K Dental	2026/08/08	17:40:00	invisalign	Transform your s	https://www.2kdental.com/service		DRAFT				
FACEBOOK,INS	A Caring Dental	2026/08/04	17:40:00	invisalign	Transform your s	https://www.acaringdentalgroup.c		DRAFT				
FACEBOOK,INS	A Caring Dental	2026/08/06	17:40:00	root-canals	Root-canals are	https://www.acaringdentalgroup.c		DRAFT				
FACEBOOK,INS	A Caring Dental	2026/08/08	17:40:00	veneers	Transform your s	https://www.acaringdentalgroup.c		DRAFT				
FACEBOOK,INS	A&U Family Mec	2026/08/04	17:40:00	diabetes	Managing diabet	https://www.aufamilymedicine.com		DRAFT				
FACEBOOK,INS	A&U Family Mec	2026/08/06	17:40:00	weight-loss	Struggling to los	https://www.aufamilymedicine.com		DRAFT				
FACEBOOK,INS	A&U Family Mec	2026/08/08	17:40:00	allergies-asthma	Suffering from al	https://www.aufamilymedicine.com		DRAFT				
FACEBOOK,INS	AABP Integrative	2026/08/04	17:40:00	Ketamine-Infusic	Experience the t	https://aabppain.com/service/keta		DRAFT				
FACEBOOK,INS	AABP Integrative	2026/08/06	17:40:00	Back-Pain	Struggling with b	https://aabppain.com/service/bac		DRAFT				
FACEBOOK,INS	AABP Integrative	2026/08/08	17:40:00	Knee-Pain	Struggling with k	https://aabppain.com/service/knee		DRAFT				
FACEBOOK,INS	ABC Childrens E	2026/08/04	17:40:00	Strabismus	Strabismus is a	https://www.abckidseyes.com/ser		DRAFT				
FACEBOOK,INS	ABC Childrens E	2026/08/06	17:40:00	Stye	ABC Childrens E	https://www.abckidseyes.com/ser		DRAFT				
FACEBOOK,INS	ABC Childrens E	2026/08/08	17:40:00	ROP	Experience exce	https://www.abckidseyes.com/ser		DRAFT				
FACEBOOK,INS	Advanced Allerg	2026/08/04	17:40:00	PENICILLIN SKI	Discover the effe	https://www.allergyasthma.clinic/s		DRAFT				
FACEBOOK,INS	Advanced Allerg	2026/08/06	17:40:00	ALLERGY SHO	Experience relie	https://www.allergyasthma.clinic/s		DRAFT				
FACEBOOK,INS	Advanced Allerg	2026/08/08	17:40:00	ALLERGIES	Are allergies ma	https://www.allergyasthma.clinic/s		DRAFT				
FACEBOOK,INS	Advanced Care	2026/08/04	17:40:00	arthritis	Are you or a lov	https://www.advancedcarefootanc		DRAFT				
FACEBOOK,INS	Advanced Care	2026/08/06	17:40:00	ankle injuries	Ankle injuries ca	https://www.advancedcarefootanc		DRAFT				
FACEBOOK,INS	Advanced Care	2026/08/08	17:40:00	diabetic foot care	Take care of you	https://www.advancedcarefootanc		DRAFT				
FACEBOOK,INS	Advanced Cente	2026/08/04	17:40:00	alzheimers	Experience top-r	https://www.acneurologyandhead		DRAFT				
FACEBOOK,INS	Advanced Cente	2026/08/06	17:40:00	dementia	Experience com	https://www.acneurologyandhead		DRAFT				
FACEBOOK,INS	Advanced Cente	2026/08/08	17:40:00	headache	Experience relie	https://www.acneurologyandhead		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/04	17:40:00	Vascular Ultraso	Vascular Ultraso	https://www.advancedhva.com/se		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/06	17:40:00	Cardiology	Cardiology is the	https://www.advancedhva.com/se		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/08	17:40:00	Venaseal Or Var	Experience the f	https://www.advancedhva.com/se		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/04	17:40:00	arrhythmia	Arrhythmia is a c	https://www.advheartcare.com/se		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/06	17:40:00	shortness-of-bre	Experience relie	https://www.advheartcare.com/se		DRAFT				
FACEBOOK,INS	Advanced Heart	2026/08/08	17:40:00	palpitations	Experience the e	https://www.advheartcare.com/se		DRAFT				
FACEBOOK,INS	Advanced Pain	2026/08/04	17:40:00	platelet-rich-plas	Platelet-rich plas	https://www.apmpain.com/service		DRAFT				
FACEBOOK,INS	Advanced Pain	2026/08/06	17:40:00	pain-manageme	Struggling with c	https://www.apmpain.com/service		DRAFT				

Thank you.

Shruti Sangam 3:52 PM
Hi @Shivani_CDM_Team Added Oct 5 week data
1
We'll be adding data weekly from now now.
1

Yesterday ▾

Shivani_CDM_Team 10:17 AM
@Shruti Sangam Ma'am,
Could you please check if we need to add any more brands to the file?

Shruti Sangam 2:17 PM
@Shivani_CDM_Team Thanks for flagging. added 42 brands.
3 replies Last reply 19 hours ago

2 external people are from Synup

B I U S | | | | |

Project Outcomes

4. Streamlined Team Collaboration

Centralized client data in Google Sheets and used Slack for communication, enabling smoother coordination between onshore and offshore teams.

1. Consistent Content Delivery

Established a structured workflow to manage social media and Google Business Profile content across 2,000+ brands.

2. Reduced Image Duplication

Implemented a 90-day image tracking process to minimize repetitive visuals and maintain variety across social media posts.

3. Improved Content Accuracy & Relevance

Incorporated customer feedback, updated business information, and changing service details to keep content aligned with client requirements.

Project Outcomes

5. Efficient New Brand Onboarding

Standardized the onboarding process by reviewing brand websites, documenting services, and categorizing them for content creation.



6. Improved Quality Control

Introduced structured manual checks for content, images, hashtags, and customer feedback before publishing.



7. Better Tracking & Timely Delivery

Maintained project reports and publishing schedules to monitor progress, track revenue-related data, and support on-time content delivery.



Conclusion

Through a structured AI-assisted and human-reviewed workflow, CDMSoftech supports Synup in managing content operations across 2,000+ brands.

From content creation and detailed quality checks to timely delivery and publishing, the process combines scale with consistency, accuracy, and reliable execution.

This ongoing support enables Synup to maintain a steady flow of quality content across multiple brands and digital channels.

Thank you

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Email: info@cdmsoftechsolution.com