

# KONTENTINO

Making social media a piece of 🍰

## Fast facts:

- Development started: 2013
- Market launch: January 2016
- HQ: Bratislava, Slovakia

## How we do?

- Clients from 20 countries
- Over 1000 daily active users (brand managers, social media managers, graphic designers, etc.)
- Most notable clients: BBDO, Saatchi&Saatchi, SAB Miller, Pilsner Urquell, BMW
- Investor: Triad s.r.o.
- Revenue in 2016: 10.000 €
- Revenue for the first 3 months in 2017: 23.000 €



Kontentino is the most intuitive social media calendar for easy planning, collaboration and content approval.

## Features:

- Calendar with planned posts
- Live post previews for all social media post types including 360 photos, carousel and Instagram slideshows
- Boost budget planning, tags for content balance
- Easy collaboration interface
- Internal and client comments next to the post preview
- Easy client and internal approval process
- Audience restrictions
- Post requirement checkboxes
- Scheduling to Facebook in bulk
- Scheduling to Instagram, Twitter and LinkedIn

## About us

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Kontentino was first developed internally for Triad Advertising. They wanted to simplify their social media planning workflow. Back then there was no software solution which would allow all team members and clients to plan, co create and approve social media posts.

The old way of doing it was via emails, excel, shared drives and PPTs which was a pure mess and led to a lot of mistakes during the process. Kontentino make this process transparent and effective which saves tons of time.

After a lot of positive feedback from the agencies testing Kontentino, Triad Advertising decided to market Kontentino in the beginning of 2016.

Now Kontentino has its own team and clients from 20 countries around the world. Plus, over 1000 active daily users from brands and agencies like SAB Miller, BMW, BBDO, Saatchi&Saatchi and many more!

## Key team players

### **Bohumil Pokštefl**

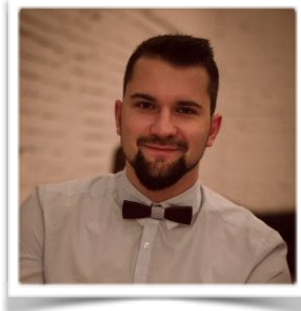
Chief operations officer



Responsible for everyday operations and for the development of a scalable model and sustainable strategy for the intuitive social media content calendar Kontentino.

### **Juraj Zamborský**

Sales and Business manager



His mission is looking for new opportunities and international expansion.













### **Ivan Hanák**

CTO















The software magician behind the scenes. He keeps it running every day.

## Price for individuals:

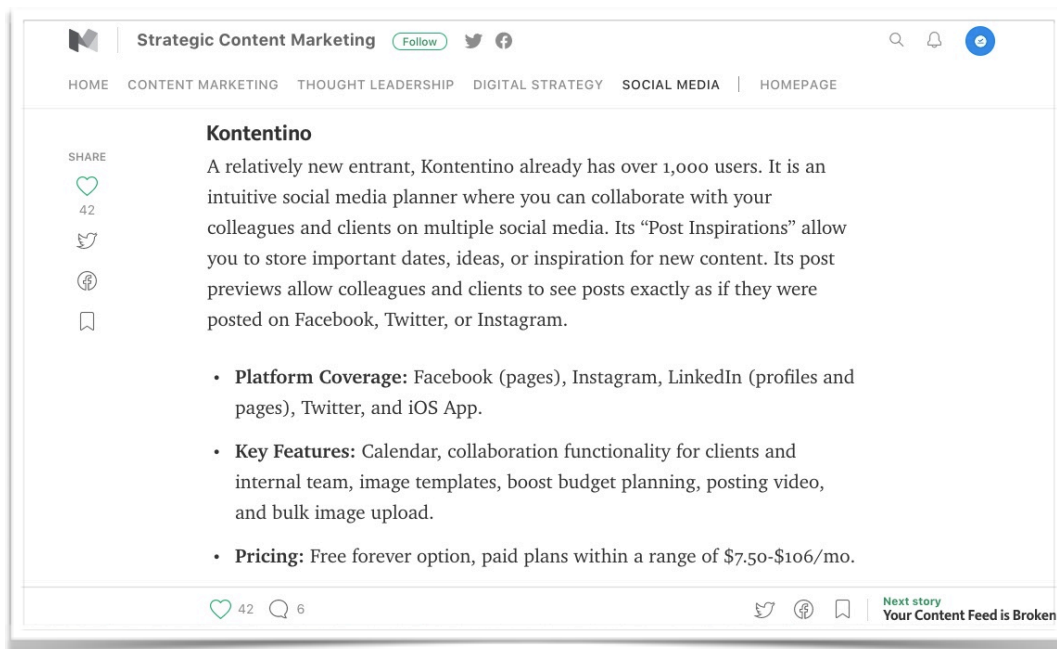
<p><b>FREE</b></p> <p>1 SOCIAL ACCOUNT</p> <p>you may choose from:</p> <p>   </p> <p>1 USER</p> <p><a href="#">TRY NOW</a></p>	<p><b>STARTER</b></p> <p><b>9€</b></p> <p>/MONTH</p> <p>1 SOCIAL ACCOUNT</p> <p>you may choose from:</p> <p>   </p> <p>UP TO 3 USERS</p> <p><a href="#">TRY NOW</a></p>	<p><b>FREELANCER</b></p> <p><b>29€</b></p> <p>/MONTH</p> <p>UP TO 3 SOCIAL ACCOUNTS</p> <p>you may choose from:</p> <p>   </p> <p>UP TO 9 USERS</p> <p><a href="#">TRY NOW</a></p>	<p><b>NEED MORE?</b></p> <p>Explore teams and agencies pricing</p> <p><a href="#">SEE MORE</a></p>
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## Price for teams and agencies:

<p><b>LITE</b></p> <p><b>79€</b></p> <p>/MONTH</p> <p>UP TO 10 SOCIAL ACCOUNTS</p> <p>you may choose from:</p> <p>   </p> <p>UP TO 20 USERS</p> <p><a href="#">TRY NOW</a></p>	<p><b>BASIC</b></p> <p><b>149€</b></p> <p>/MONTH</p> <p>UP TO 20 SOCIAL ACCOUNTS</p> <p>you may choose from:</p> <p>   </p> <p>UP TO 40 USERS</p> <p><a href="#">TRY NOW</a></p>	<p><b>ADVANCED</b></p> <p><b>289€</b></p> <p>/MONTH</p> <p>UP TO 40 SOCIAL ACCOUNTS</p> <p>you may choose from:</p> <p>   </p> <p>UP TO 80 USERS</p> <p><a href="#">TRY NOW</a></p>	<p><b>ENTERPRISE</b></p> <p>Looking a tailored plan fitting exactly your needs?</p> <p>Get in touch with us!</p> <p><a href="#">CONTACT US</a></p>
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## Press mentions:

- medium.com



The screenshot shows a Medium article page. At the top, there's a navigation bar with 'Strategic Content Marketing' and a 'Follow' button. Below that, a menu lists 'HOME', 'CONTENT MARKETING', 'THOUGHT LEADERSHIP', 'DIGITAL STRATEGY', 'SOCIAL MEDIA', and 'HOMEPAGE'. The article title is 'Kontentino'. The main text describes it as a new entrant with over 1,000 users, an intuitive social media planner for collaboration. It lists 'Post Inspirations' for storing dates and ideas, and post previews that simulate being posted on Facebook, Twitter, or Instagram. A share sidebar on the left shows 42 shares. A bulleted list at the bottom details platform coverage, key features, and pricing. At the very bottom, there are social media icons and a 'Next story' link.

**Kontentino**

A relatively new entrant, Kontentino already has over 1,000 users. It is an intuitive social media planner where you can collaborate with your colleagues and clients on multiple social media. Its “Post Inspirations” allow you to store important dates, ideas, or inspiration for new content. Its post previews allow colleagues and clients to see posts exactly as if they were posted on Facebook, Twitter, or Instagram.

- **Platform Coverage:** Facebook (pages), Instagram, LinkedIn (profiles and pages), Twitter, and iOS App.
- **Key Features:** Calendar, collaboration functionality for clients and internal team, image templates, boost budget planning, posting video, and bulk image upload.
- **Pricing:** Free forever option, paid plans within a range of \$7.50-\$106/mo.

- tyinternety.cz



The screenshot shows an article on the tyinternety.cz website. The header includes the site logo and navigation links for 'Sociální sítě', 'Startupy', 'Digitál', 'Příručka marketéra', 'DigiLidi', 'E-commerce', and 'SMART'. The article title is 'Startup Týdne #50: Kontentino, nástroj pro správu social media obsahu'. It includes a date '3.03.2017', author 'Peter Břejčák', and category 'Rozhovory, Startupy'. The main image shows a hand holding a smartphone displaying social media icons. Below the image is a paragraph in Czech describing the origin of Kontentino as an internal tool for Triad Advertising, which eventually became a standalone company.

## Startup Týdne #50: Kontentino, nástroj pro správu social media obsahu

3.03.2017 Peter Břejčák Rozhovory, Startupy

Slovenské *Kontentino* původně vzniklo jako interní nástroj reklamní agentury Triad Advertising, které na trhu chybělo dostatečně intuitivní řešení splňující požadavky agentury. A to mimo jiné i cenově. Později nástroj nabídli taky jiným agenturám a firmám, přičemž díky pozitivnímu feedbacku se z Kontentina nakonec stala samostatná firma.

- dailyweb.pl

Narzędzie, z którym styczność mam dopiero od jakiegoś czasu, ale stwierdziłem, że warto je umieścić w tym zestawieniu. Kontentino na początku było wykorzystywane jako narzędzie wewnętrzne agencji, ale od jakiegoś czasu jest ogólnodostępne na rynku. Jak mogę w skrócie je opisać? Intuicyjny interfejs i kalendarz wpisów na Facebooku, Instagramie, Twitterze i LinkedInie. Co ciekawe, narzędzie to nie jest

- producthunt.com

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**Kontentino**  
The best social media calendar for teams and their clients

FEATURED 3 MONTHS AGO

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KoDentino

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[www.kontentino.com](http://www.kontentino.com)

