Smarter Posting: HootSuite Becomes click.to's Newest Partner
New feature allows posting to HootSuite with a single click

Karlsruhe, Germany – 3rd, Februar 2012 - click.to, the desktop app from Axonic Informationssysteme GmbH in Karlsruhe, Germany, has announced its new partnership with HootSuite, the social media management system. The new "click.to HootSuite" app allows HootSuite users to immediately synchronize the implementation of social media campaigns on social networks like Facebook, Google+ and Twitter, from anywhere on the desktop.

Social networks with a single click
Synchronized performance is the latest development for professionals who regularly use Facebook, Twitter, LinkedIn etc., to provide friends, family and other readers or customers with news. HootSuite is an online service for individuals and businesses who want to synchronize their marketing campaigns over multiple social networks, such as Facebook, Twitter and Google +.
With the new click.to desktop tool, users can now share news, links and distribute any text directly from the desktop, via the Social Media Manager HootSuite, to the most popular social networks.

Faster access to social networks with the new click.to HootSuite feature
HootSuite is a cross-linker, an online service that allows social networks like Facebook, Twitter, LinkedIn, and Wordpress to work on a single platform. click.to is an app that links all applications for the desktop and skips intermediary steps between several different actions: essentially, a cross-linker for the desktop.

Peter Oehler, COO at Axonic, says: "With HootSuite click.to, we have two ideas that complement each other perfectly. HootSuite allows social networks to operate *simultaneously*, and now click.to makes this possible with just a single click."

"With over three million SME users and estimated six million by end of year, our goal is to provide a directory of applications that expand the functionality of the HootSuite platform. Developers and partners will highly benefit from the functional and promotional exposure to our influential users with the apps they develop. Brands and businesses want to meet their audiences where they are, and that means engaging across multiple channels and networks; our partner programs and integrations like click.to in the HootSuite App Directory allow us to steadily launch new purpose-specific tools into the dashboard to satisfy these needs", states HootSuite's CEO, Ryan Holmes.

click.to executes desktop and browser functions with a single click
click.to expands the Copy & Paste principle by providing logical links between all applications on the desktop and the Web, "with one click"; the beginning of an action and the target application are linked with a single step, whilst dead ends that usually inevitably happen when using programs or websites are simply skipped.
Instead of manually opening programs every time, or typing website addresses, re-entering login information, and clicking login, click.to users need only select the action from the click.to menu. click.to creates a series of processes that allow it to skip the usual barriers that arise as a user navigates through multiple programs and the internet.

About Axonic
Axonic is a young company focused on information, communication and recognition technologies. The company is headquartered in Karlsruhe and was founded in 2003 by Martin Welker. For the last few years, Axonic research and development has focused on the area of "communication intelligence" - the targeted analysis, representation and simplification of communication.

About HootSuite
HootSuite is a social media management system for businesses and organizations to collaboratively execute campaigns across social networks such as Twitter, Facebook, LinkedIn and Google+ Pages from one secure,

web-based dashboard. Advanced functionality includes tools for audience engagement, team collaboration, account security and comprehensive analytics for end-to-end measurement and reporting.

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