

Simplified acquires social media scheduling company Postfity

San Francisco, California, March 7th, 2022 — The one-stop digital content creation platform, Simplified, has announced that it will be acquiring Postfity—an online social media scheduling company. Co-founders KD Deshpande (CEO) and Ajay Yadave (COO) will join Postfity's team of creators to bring about an all-in-one experience for brands and businesses everywhere.

Simplified is an all-in-one marketing platform that lets creators use AI to design, write marketing copy, create videos, collaborate, and publish to socials—all in the same place.

Over the past year, they're one platform who's been pushing the envelope forward on what it means to market while saving time and maximizing efficiency. All of this is done through a seamless online experience that acts as an all-in-one app to create, collaborate and scale marketing strategies. Simplified started with common creator tools such as design, AI, video, animations and more, but then realized there was one big component missing: social media. In the last decade alone, social media has been the number one driving force behind content sharing and creation. To expand on this, they've taken on a new mission to acquire Postfity—a new creative solution that will streamline the social media sharing process.

Postfity is a platform that allows users to create, schedule and automate social posts for all of their different channels in one place. Through an interactive, user-friendly dashboard, users can monitor and manage all aspects of their online social media presence. Based in Poland, over the past nine years, Postfity has built up a loyal customer base of many brands and individuals that use the tool on a daily basis. Like Simplified, their platform also serves as a digital one-stop shop. This acquisition will likely bring about more opportunities for creators to do more with less.

For example, if a user has just finished creating all of their other marketing designs or tools using Simplified's platform, they can now easily shift to another area within the same tool, create their social media campaign, and publish it.

This ease of mobility is what drives the needle forward in the progressive and ever-changing climate of the digital, remote world. As the aftershock of the pandemic continues to level out, now more than ever, users are looking for simpler ways to connect, share and grow. Simplified is one company that has a track record of anticipating their users' needs before they even have to voice them.

"We're building a space where teams can come together, unleash their creativity, and create more content— while spending less time and money. We're dedicated to making content creation seamless and accessible for teams everywhere," says Simplified CEO and co-founder KD Deshpande.

Speaking with Jacek Dobrowolski, chief executive officer and founder of Postify about the acquisition, he said, “Our vision was to bring time-saving marketing tools to more users, as the creator economy explodes, we’re excited to combine our efforts with the Simplified team and make marketing faster than ever before.”

As the world continues to change, brands and creators will likely be looking for more ways to make their jobs and lives a bit easier. Simplified is one company doing whatever it takes to make sure a future exists where this is always possible for their users.