



*New Edge Marketing*

Customers are demanding meaningful and authentic relationships with their favorite brands.

It is becoming increasingly difficult to reach those customers.

# Digital reach is declining.



Facebook reach declining

(Source: EdgeRank Checker)



Email open rates declining

(Source: Yesmail)



Twitter impressions declining

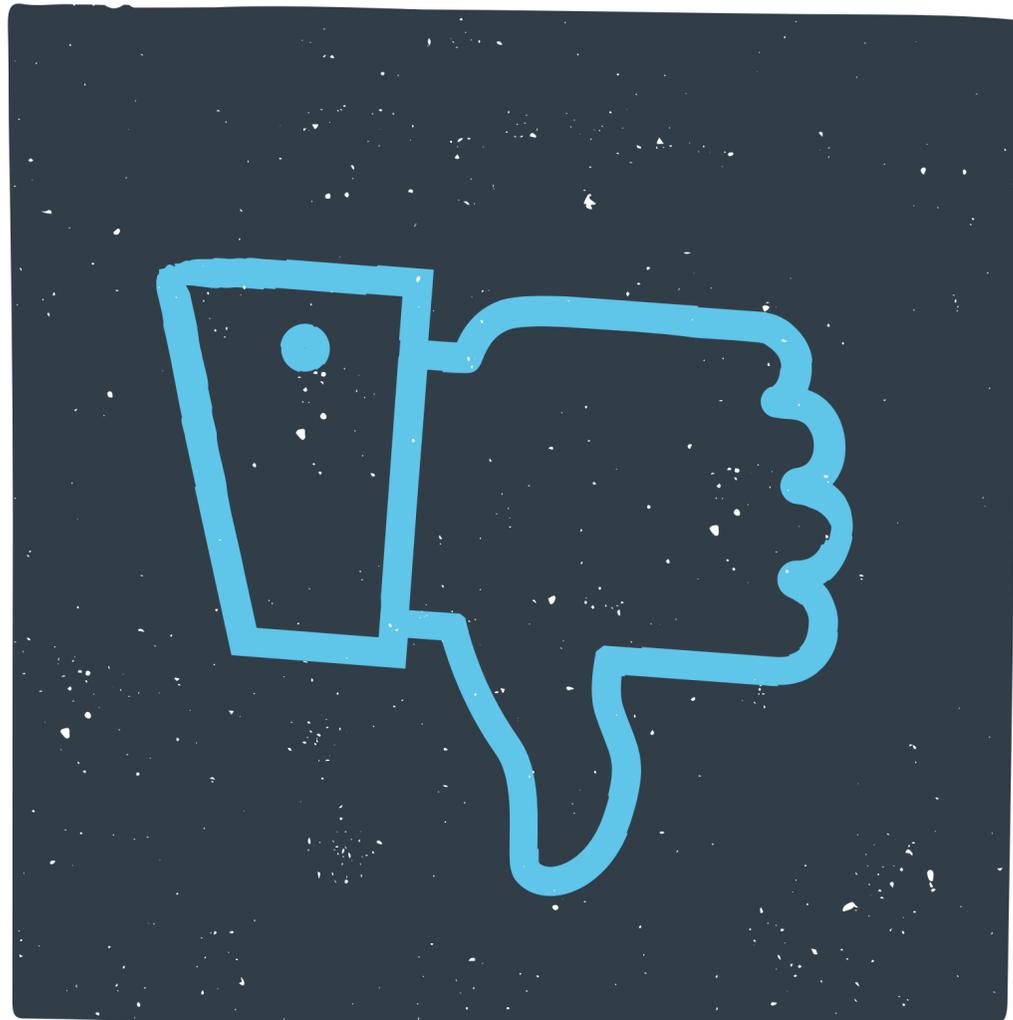
(Source: Marketing Land)



Banner ad effectiveness down

(Source: ComScore)

# Organic reach is disappearing.



6%

Organic reach on  
Facebook has  
dropped to 6%

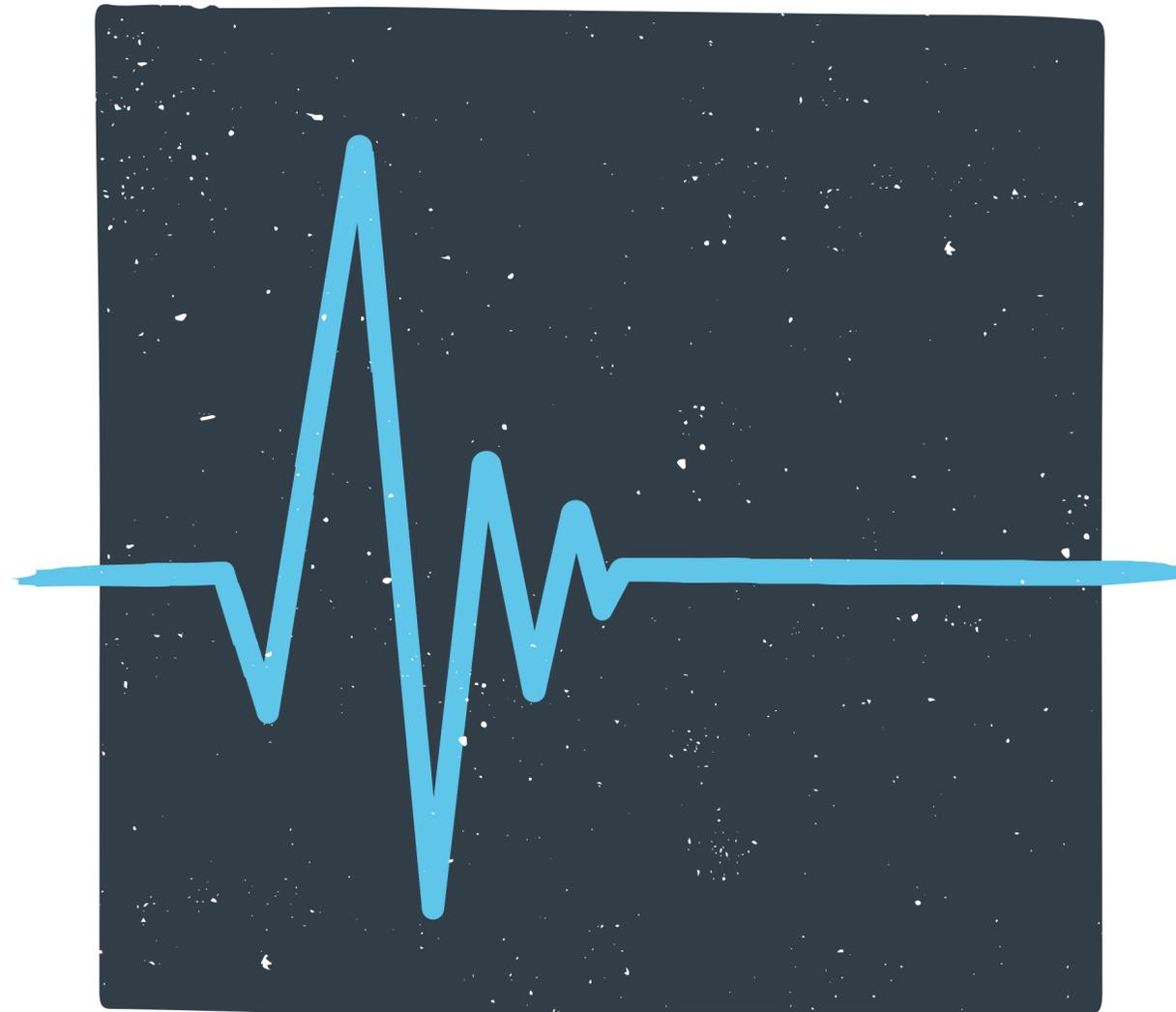
(Source: Ogilvy Social)

2%

Pages with more  
than 500k likes  
down to just 2%

(Source: Ogilvy Social)

Engagement is flatlining.



- 40%

Digital engagement decreased overall by 40% in 2014

(Source: Simply Measured)

Marketing spends are inflating.



+122%

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Businesses are paying 122% more per ad unit on Facebook than they did just a year ago.

(Source: WebPro News)

You're not reaching your most valuable customers.



# Your Brand Advocates

Brand Advocates recommend because of positive experiences with a company they love and a desire to help others.

(Source: Branderati)

2x

Brand Advocates spend 2x more than average customers.

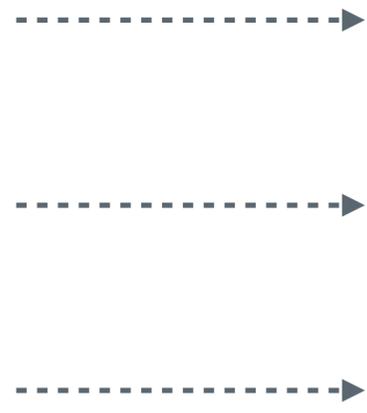
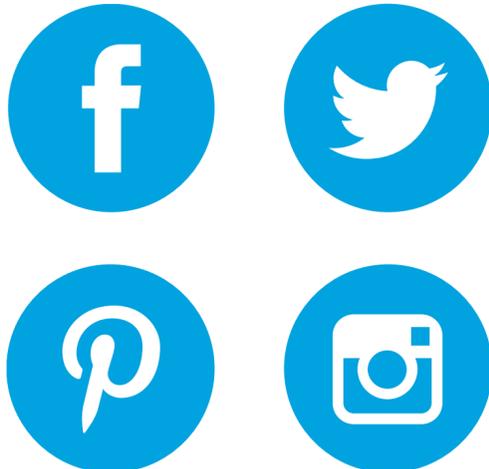
(Source: Deloitte)

92%

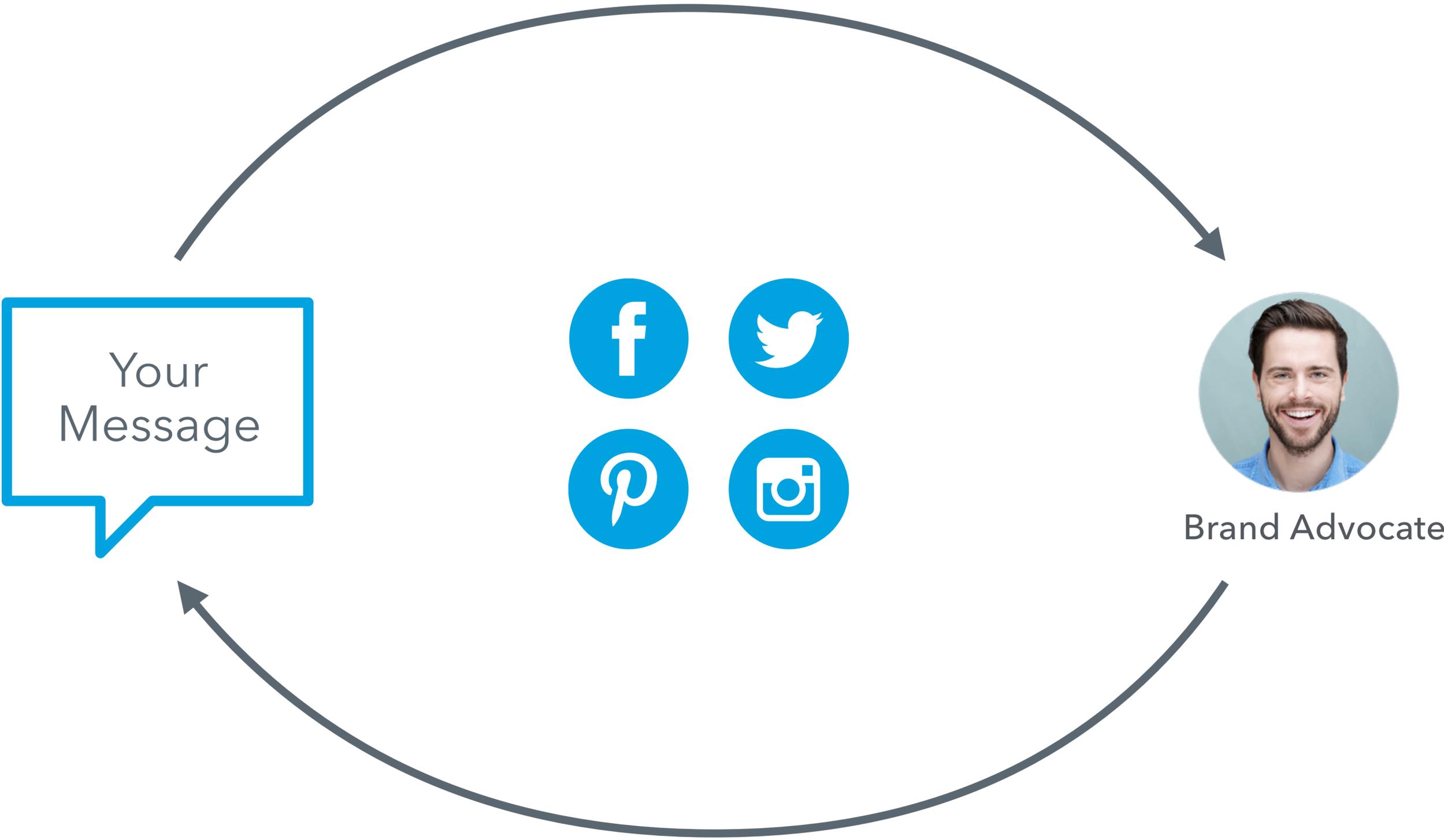
92% of consumers trust brand recommendations from people they know.

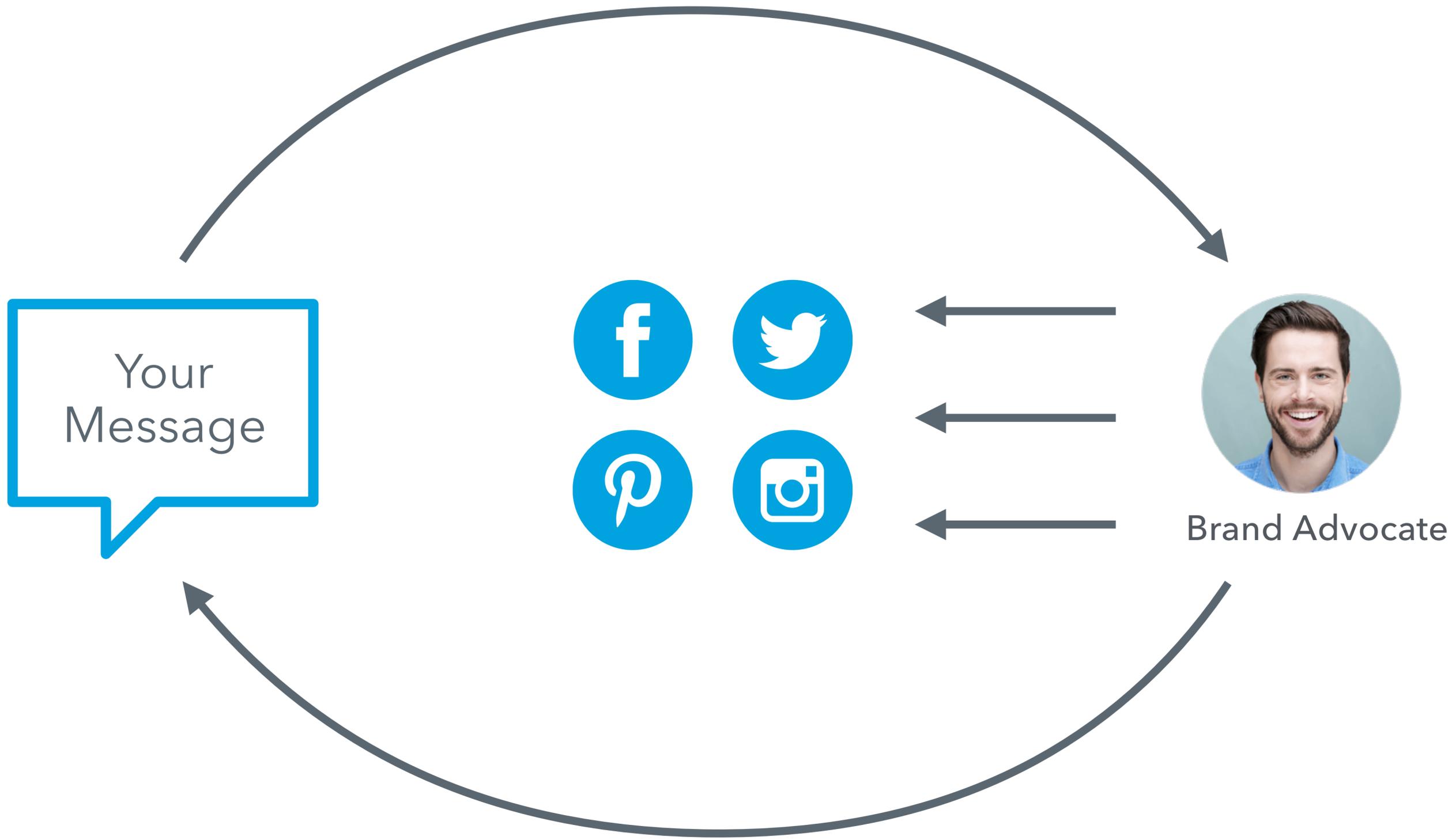
(Source: Lithium Technologies)

Your  
Message



Brand Advocate





# Leverage Word of Mouth

Brands make \$6.50 for every dollar invested in Word of Mouth marketing.

(Source: Tomoson)

2x

Word of Mouth generates 2x the sales of paid advertising.

(Source: McKinsey)

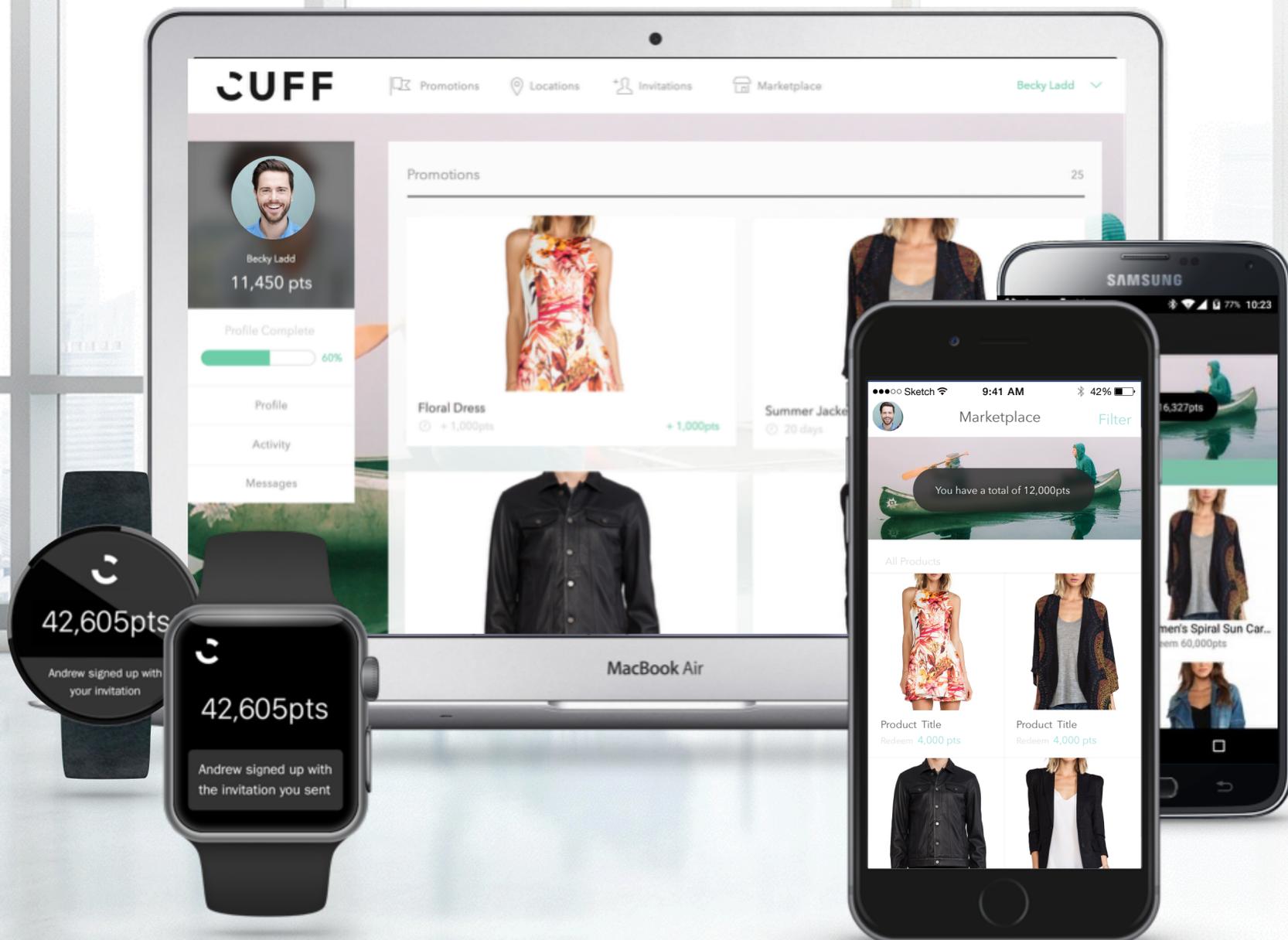
37%

Customers acquired through Word of Mouth have a 37% higher retention rate.

(Source: Deloitte)

# We built a brand advocacy platform.

- Identifies your advocates and get them engaged
- Develops meaningful and authentic relationships
- Expands your audience and reach
- Develop insights that help shape your entire marketing strategy
- Ultimately increases revenue



Stay connected to your advocates on the devices they use most.

# Americans are on their phones.

Americans now spend more time on their smartphones than they do watching TV.

(Source: Flurry)

2/3

2/3 of all Americans currently own a smart phone.

(Source: Pew Research Center)

221

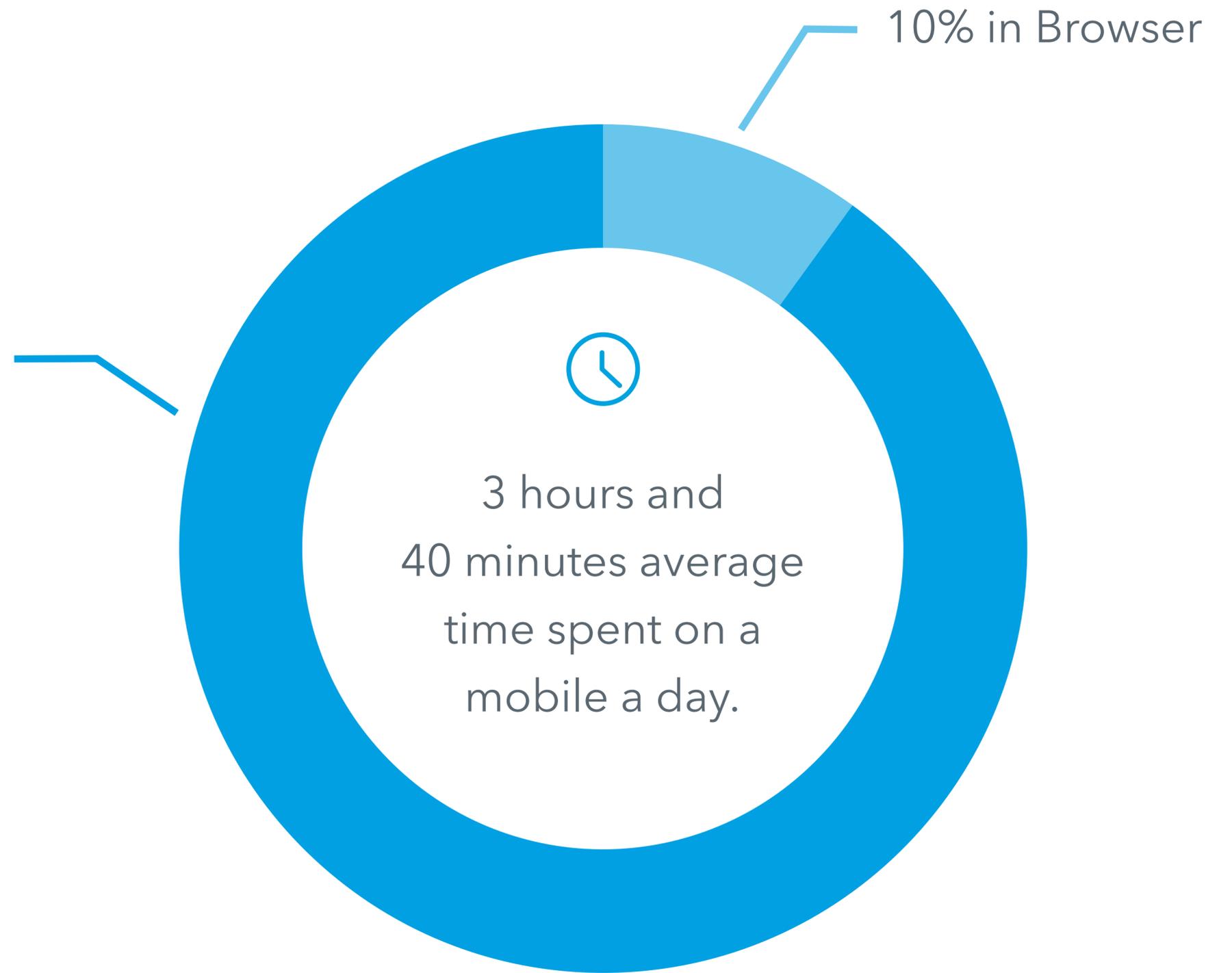
Smartphone users check their phones an average of 221 times per day.

(Source: Tecmark)

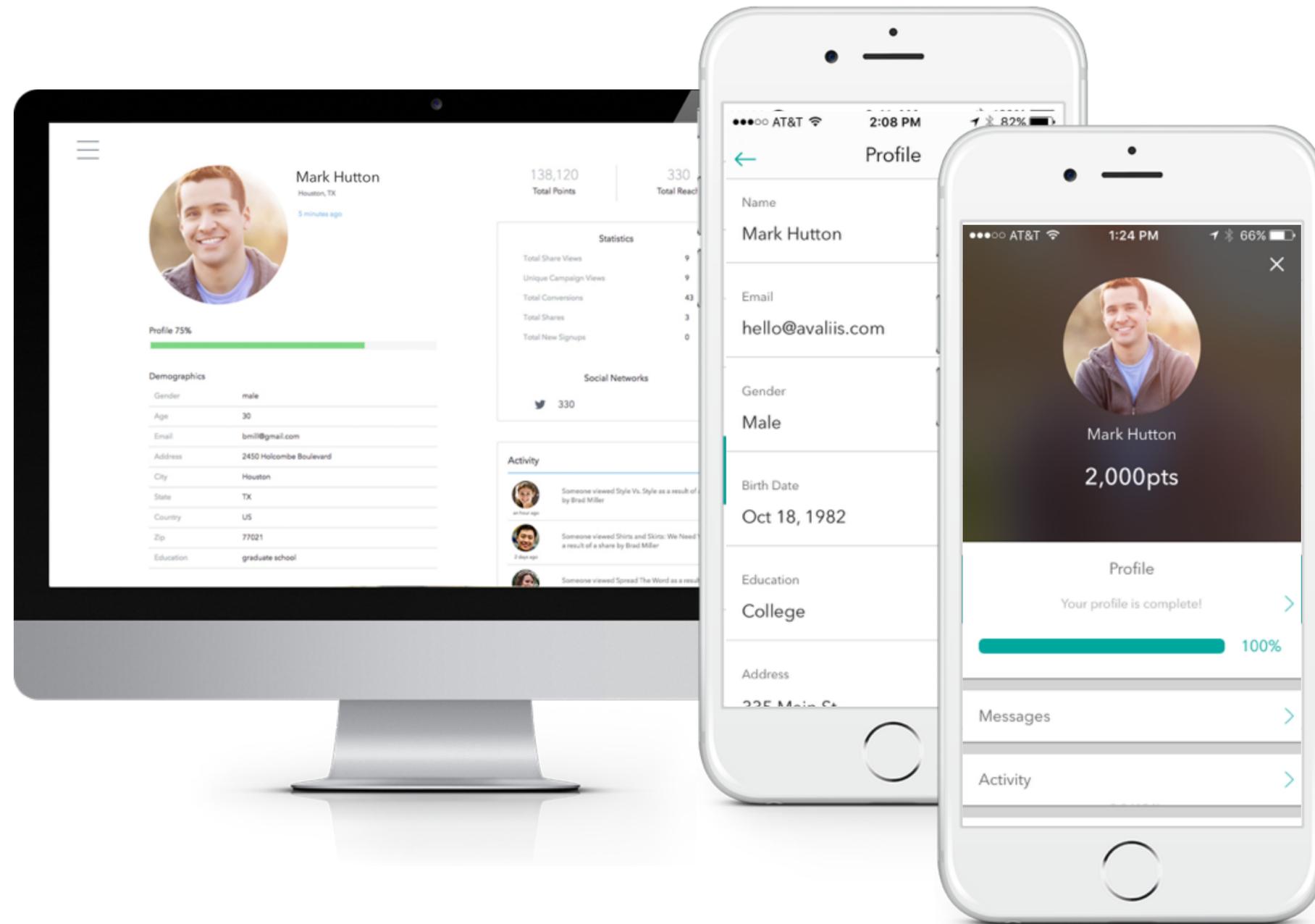
90%

90% of time on mobile  
is spent in apps.

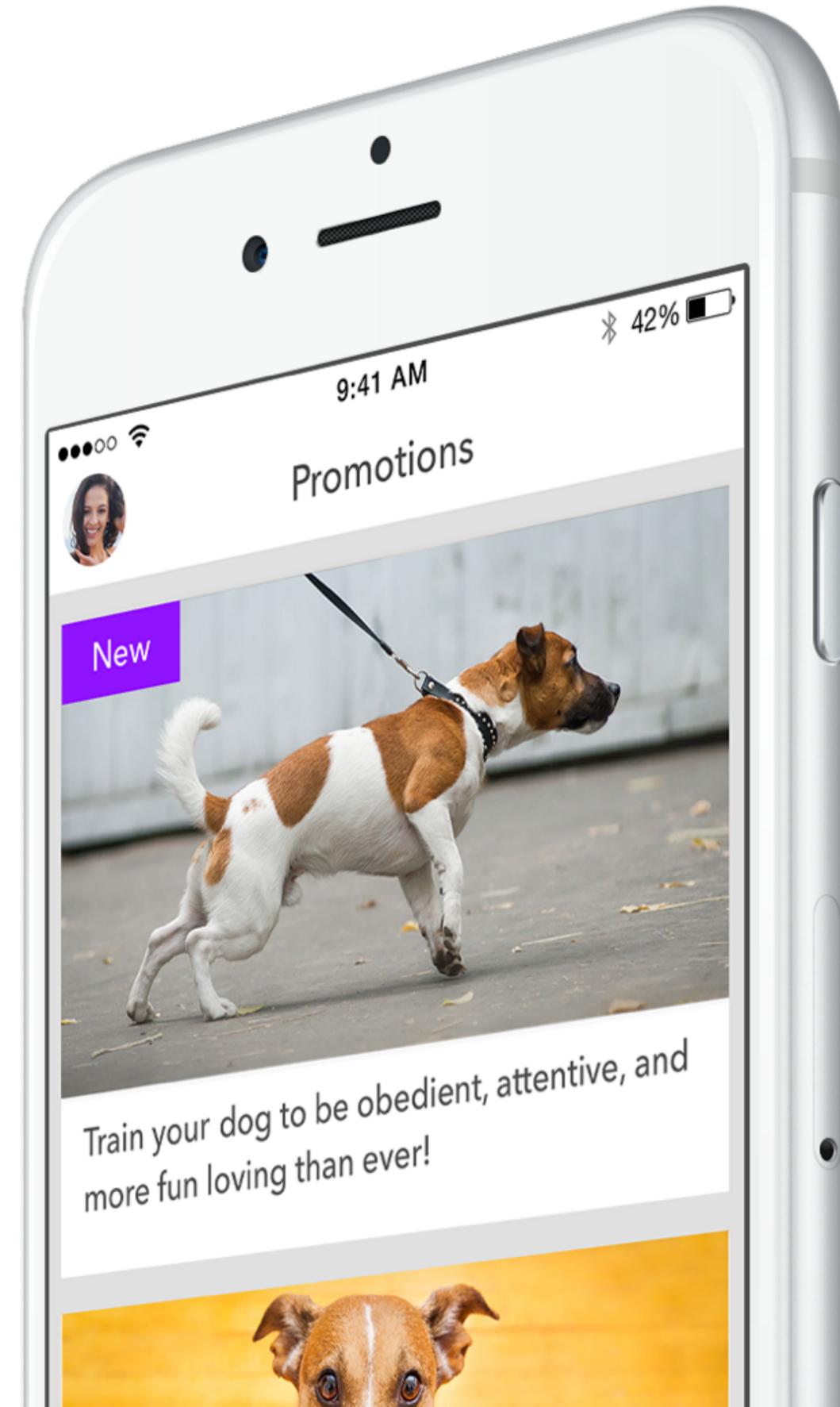
(Source: Flurry)



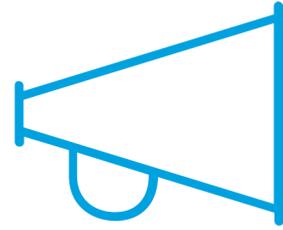
# Understand your audience.



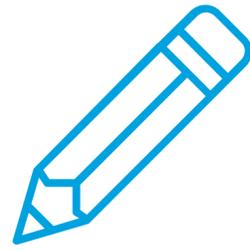
Truly targeted campaigns deliver the content your customers want to see.



# Distribute engaging content.



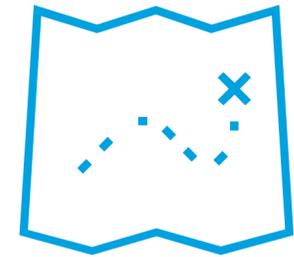
Promotion



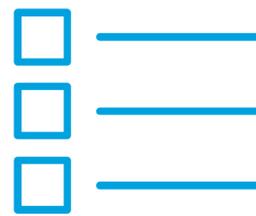
Signup



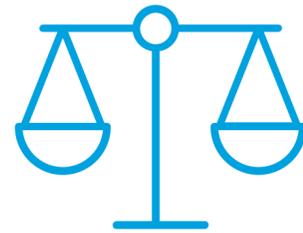
Media Gallery



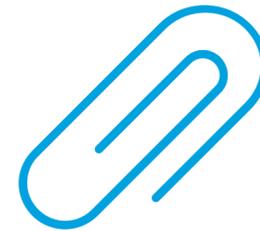
Drive Foot Traffic



Data Capture



Voting



User Generated Content

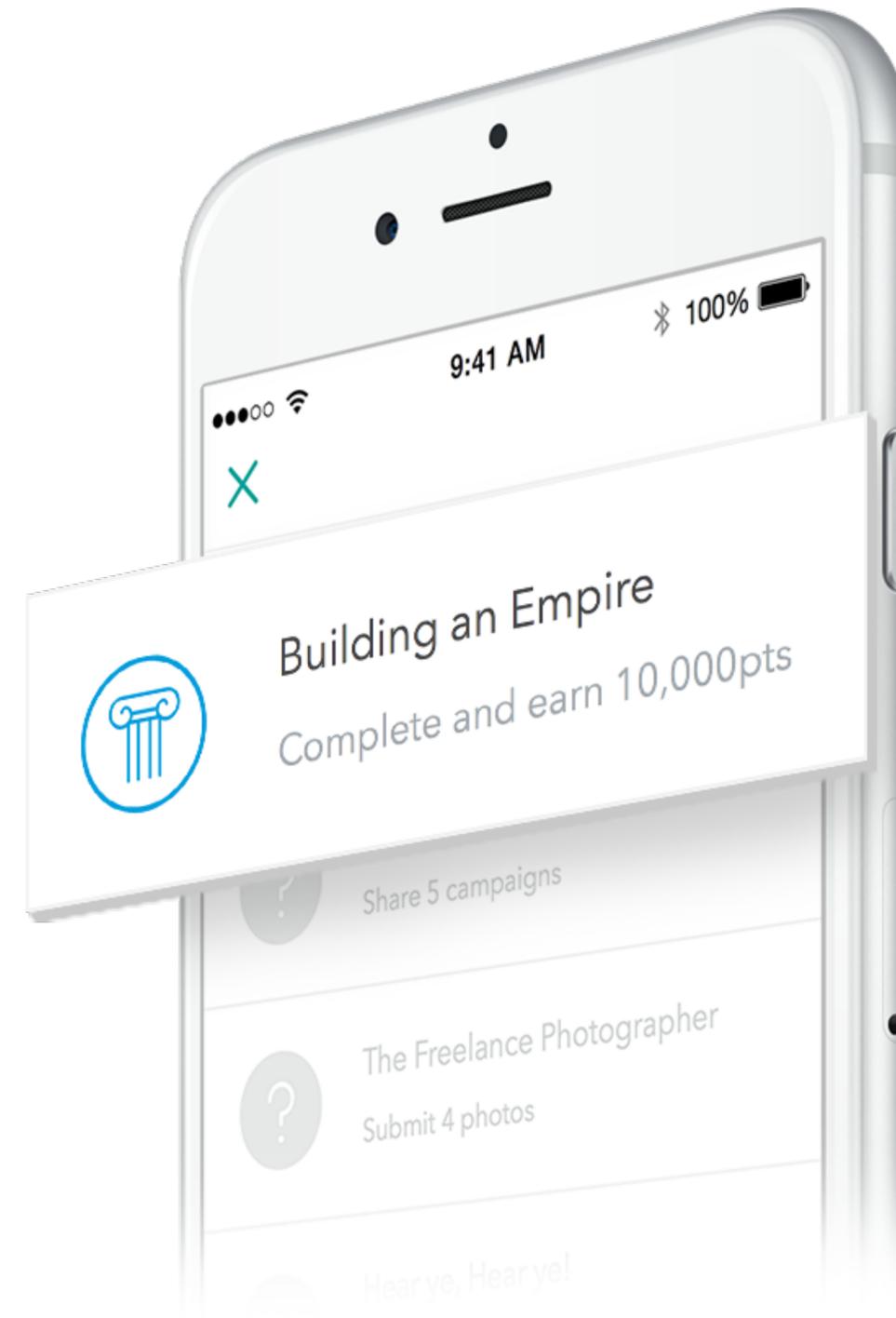
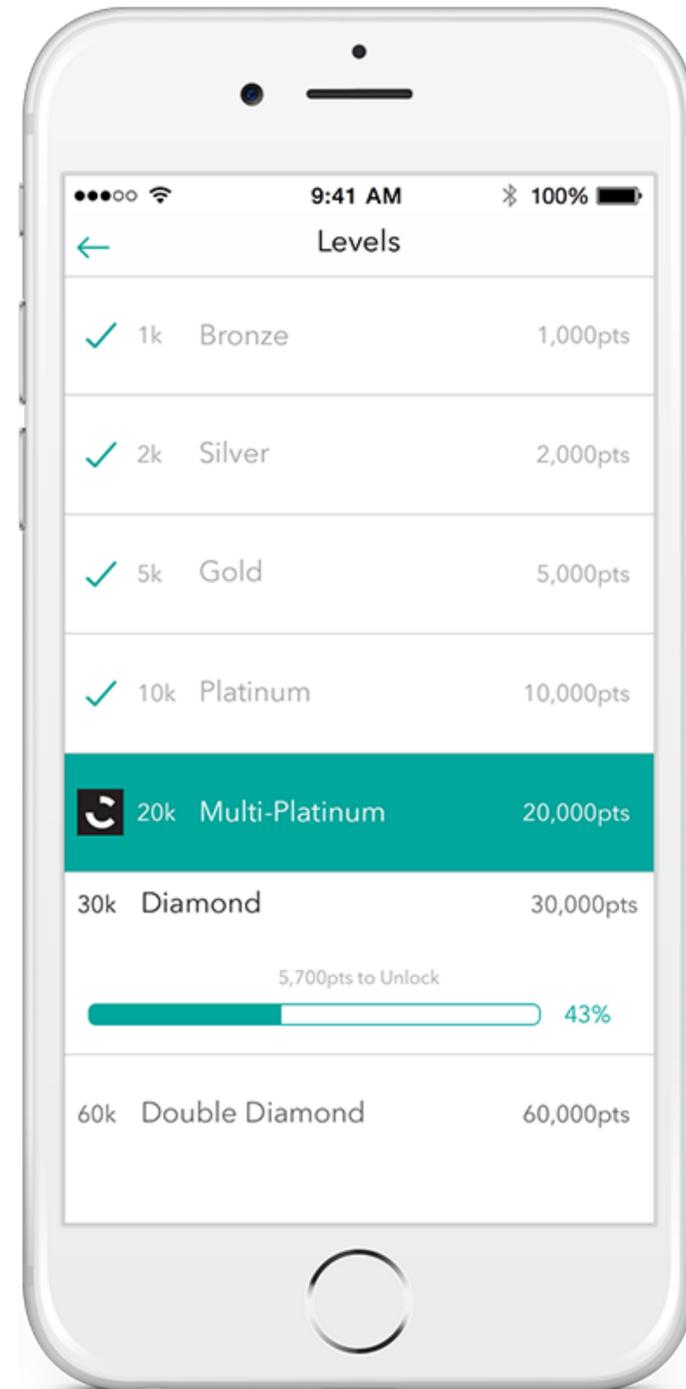


Quiz

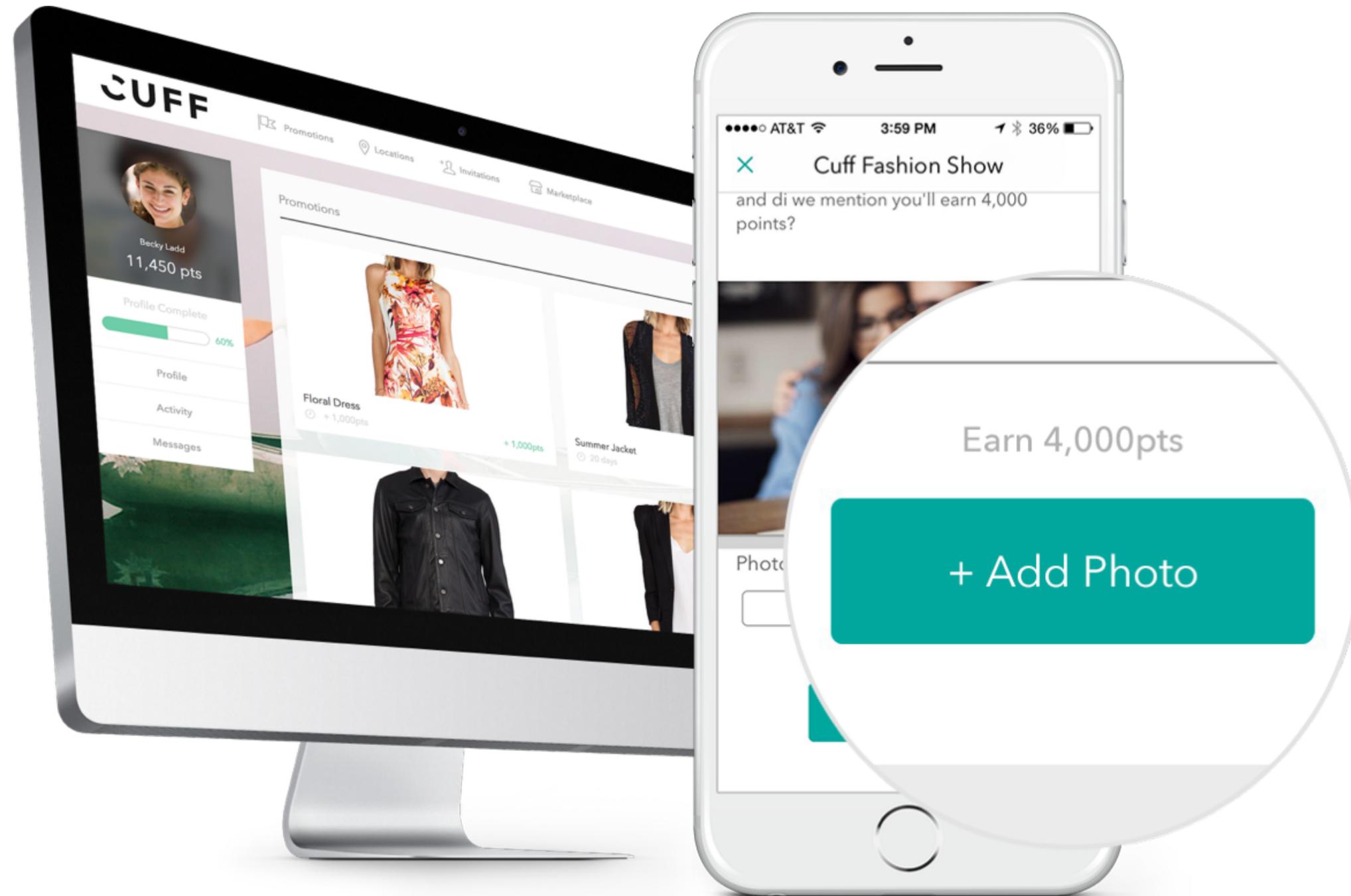


Your advocates stay motivated to interact through incentives and rewards.

# Gamify the experience.



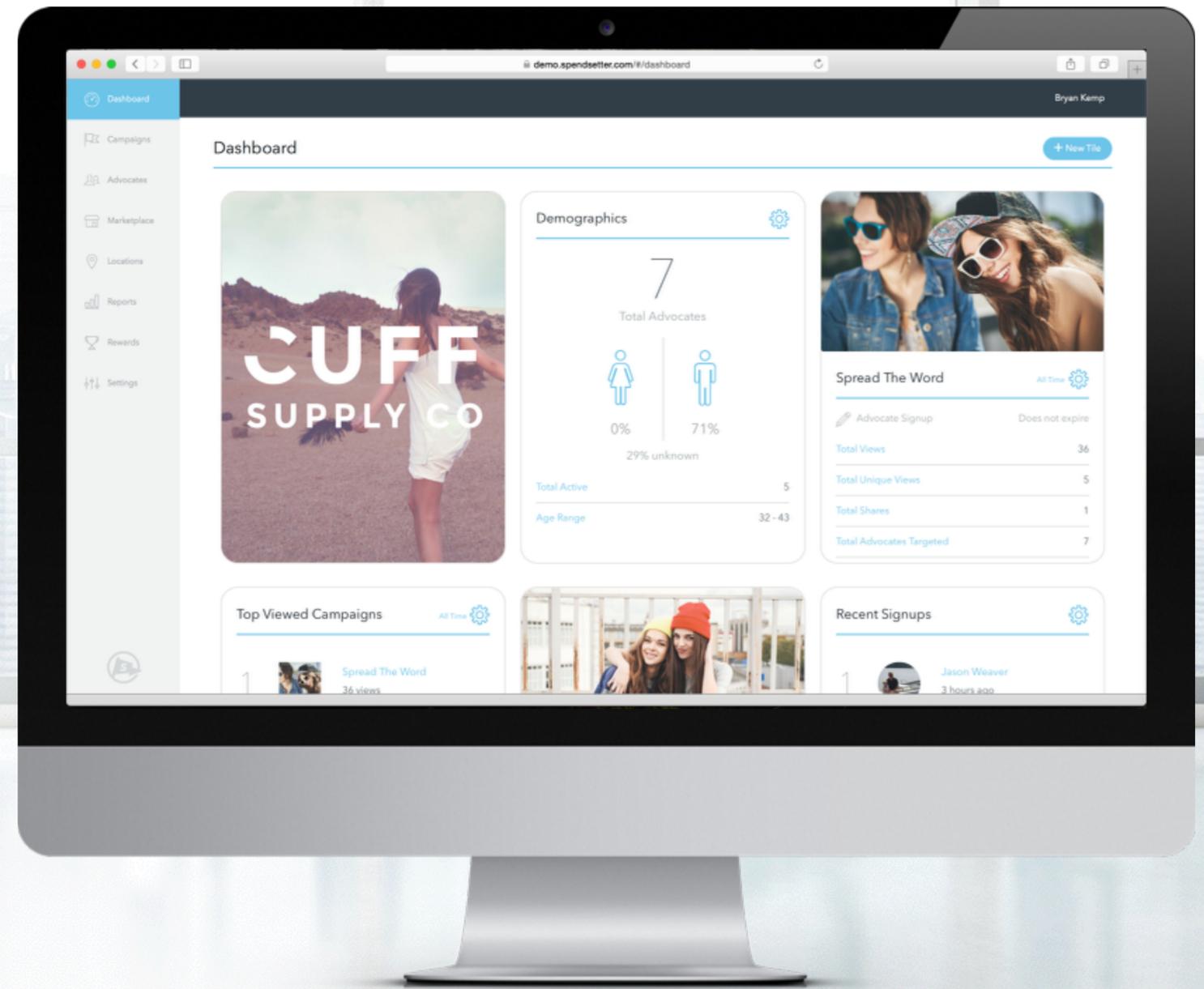
Reward the most active.



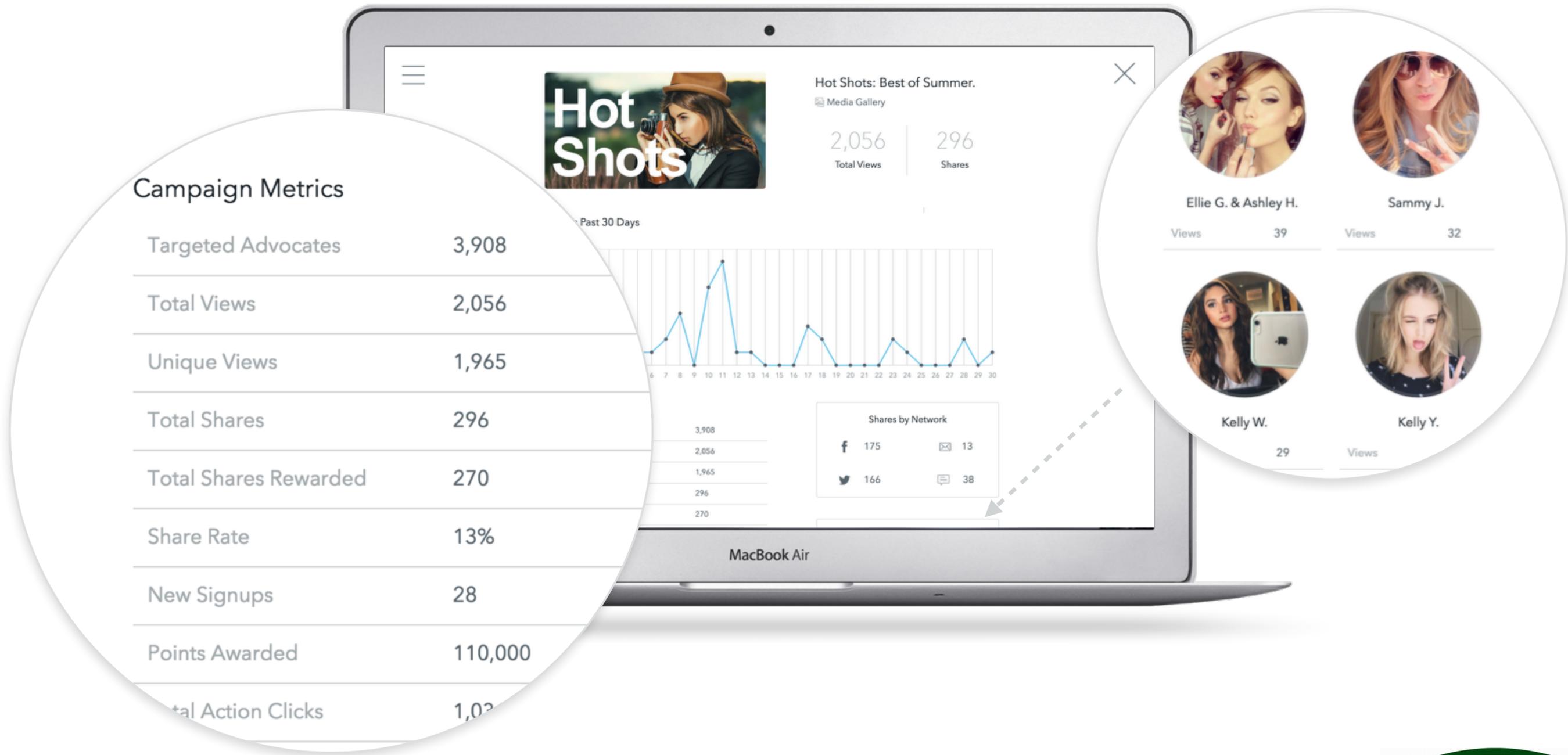
# Stay continuously engaged.



Develop insights that help shape your entire marketing strategy.



# In-depth reporting on everything.



# Data that you own.

The image shows a laptop screen with a user profile for Adam Thompson. Three callout boxes highlight specific data sections: Demographics, Statistics, and Social Networks. The laptop is a MacBook Air.

Gender	Male
Age	35
Email	adam87@gmail.com
Address	1209 Bell Dr .
City	Fullerton, CA
Zip	92835
Education	Some College

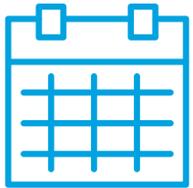
Total Share Views	115
Unique Campaign Views	133
Total Conversions	31
Total Shares	27
Total New Signups	11

Twitter	335	Facebook	1222
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# Brand Advocacy Platform



Targeted Campaigns



Managed & Strategic Services



Native Applications



Advocate Profiles & Reporting

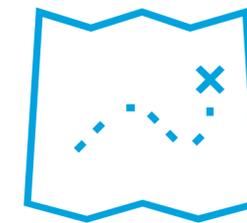
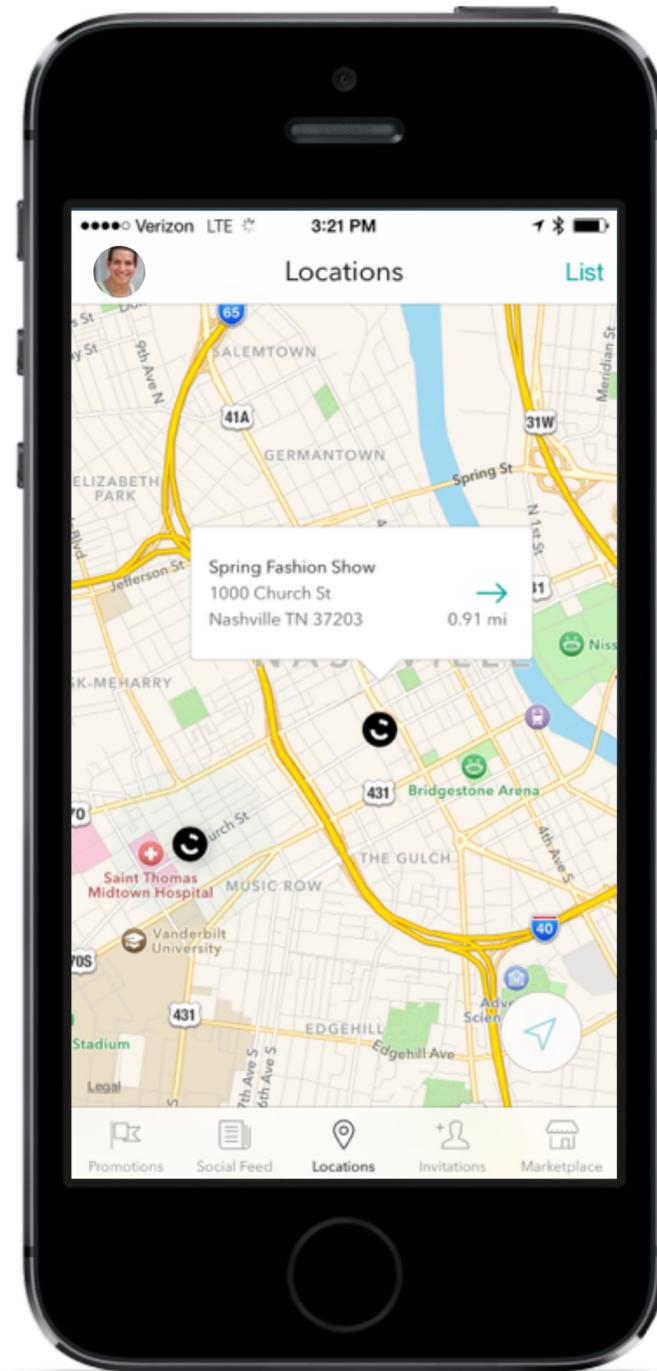


Advocate Incentives



Location-Based Communication

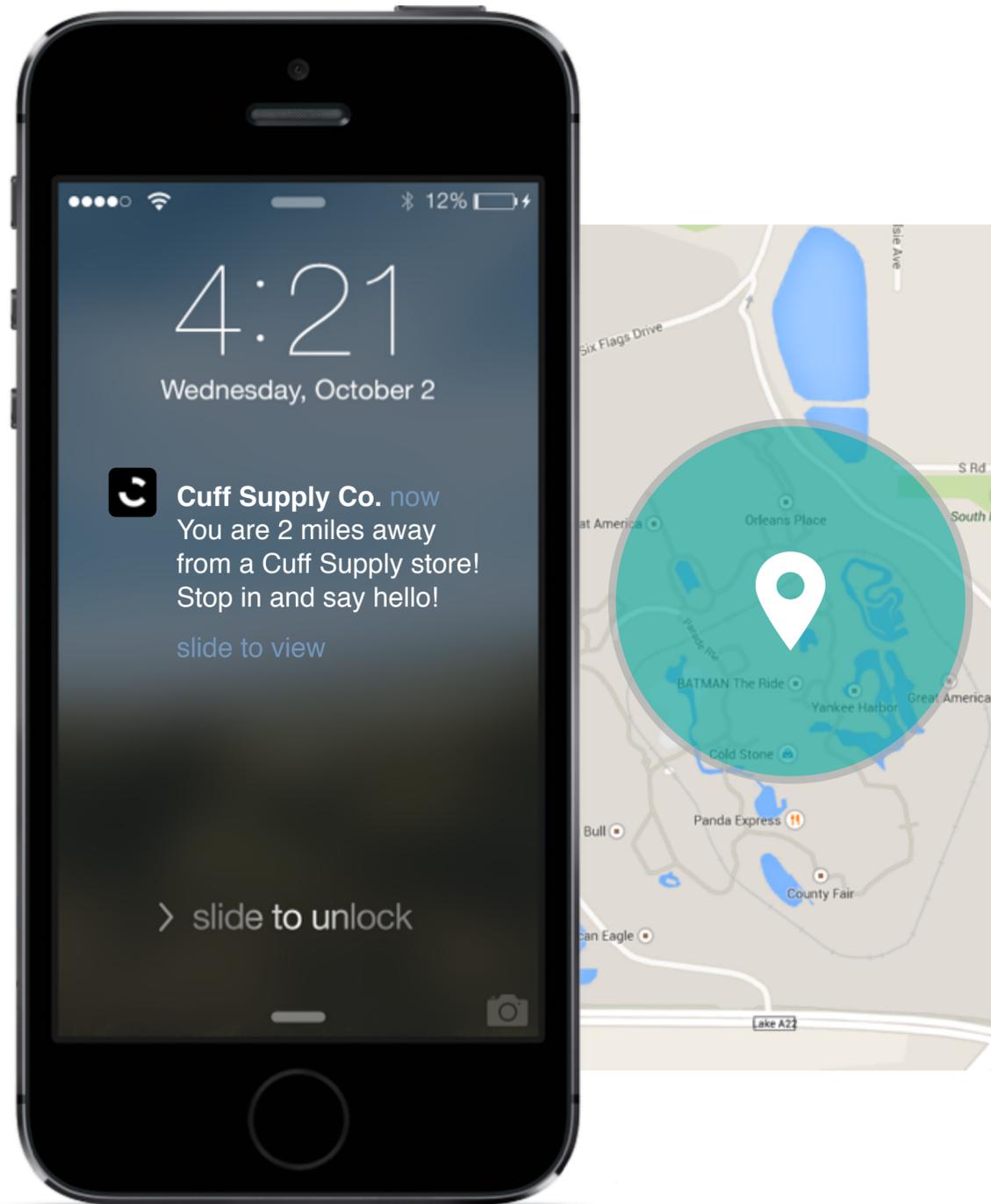
# Objective: Store Traffic



## Foot Traffic Campaign

Drive foot traffic to store locations using discounts or special promotions.

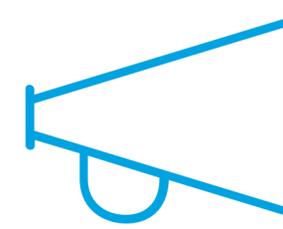
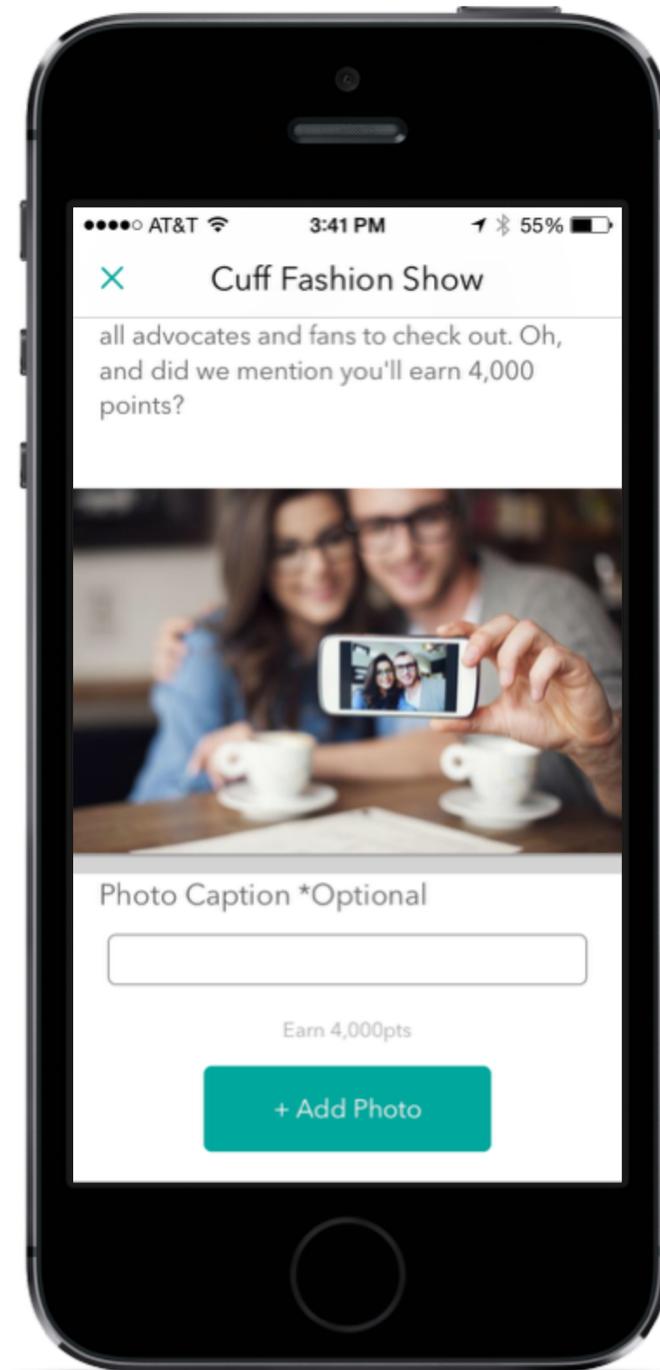
# Objective: Store Traffic



## Location-Based Messaging

Notify advocates of nearby store or event locations based on their current location.

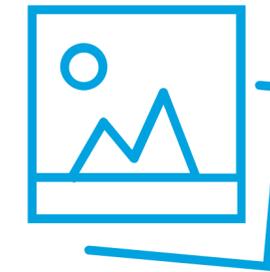
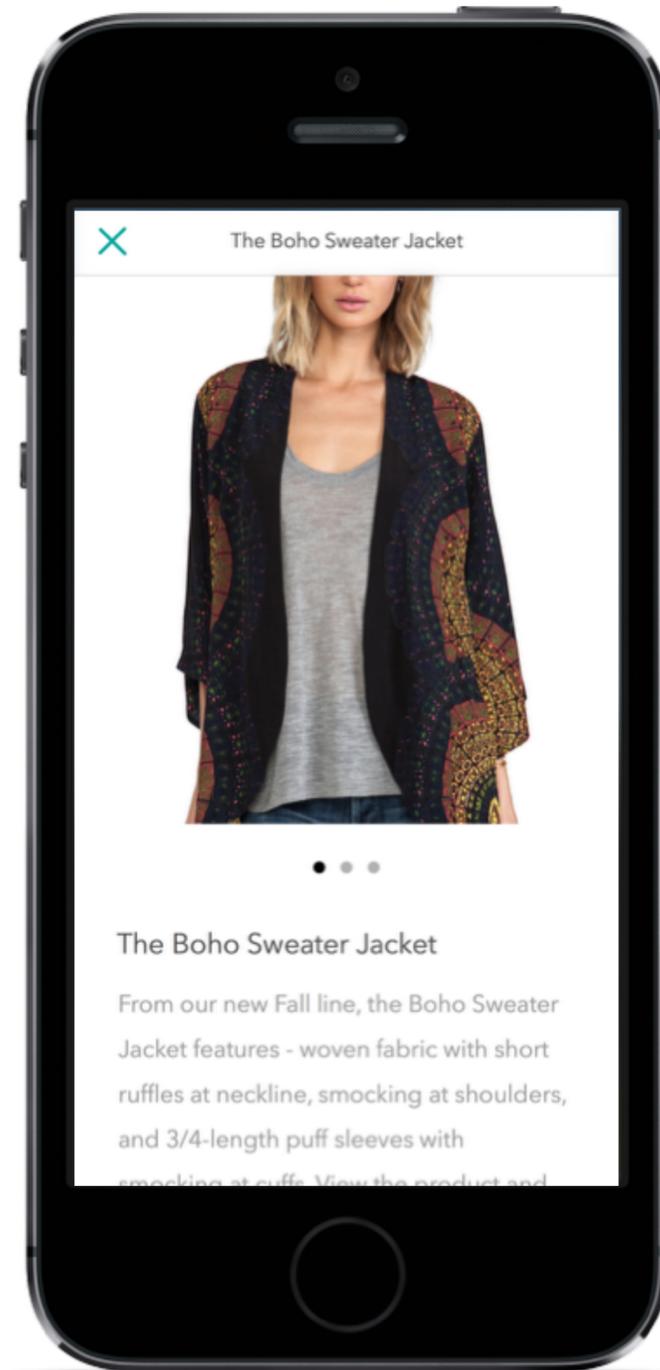
# Objective: Customer Interaction



## User-Generated Content

Encourage your fans to get involved by uploading their own pictures or video.

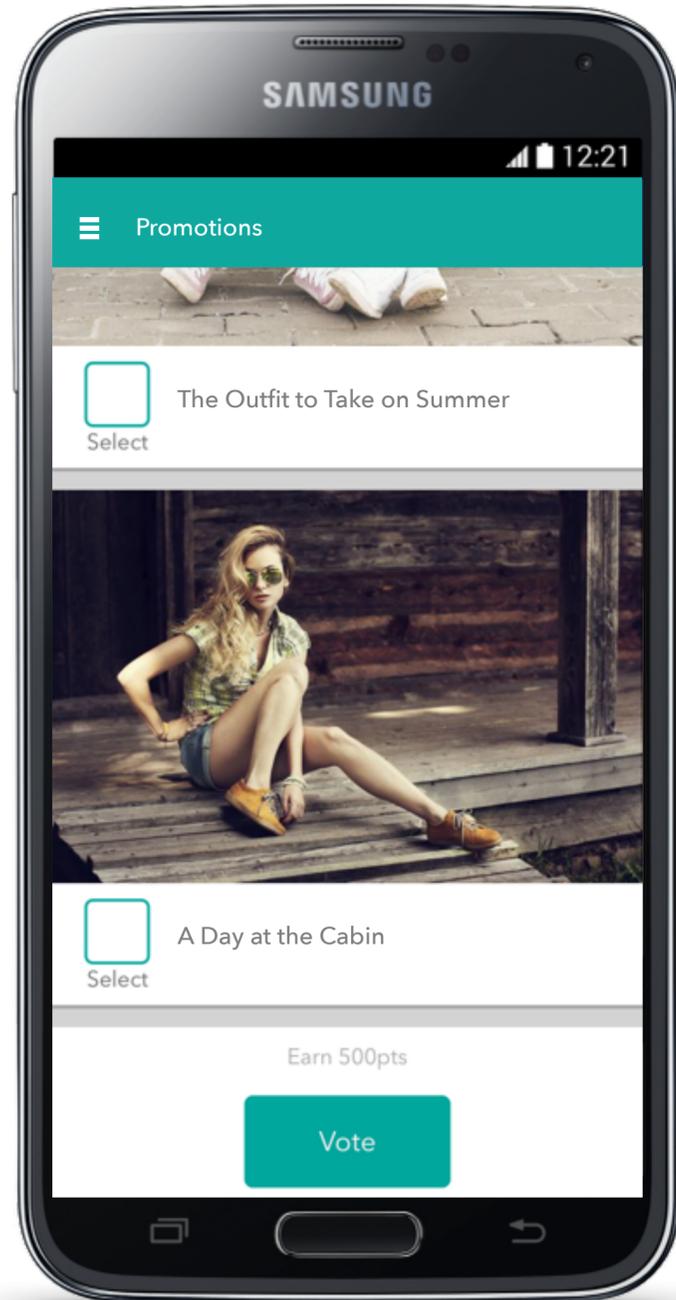
# Objective: Customer Interaction



## Media Gallery Campaign

Show advocates multiple images of new products or interesting content in a gallery.

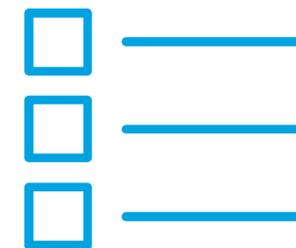
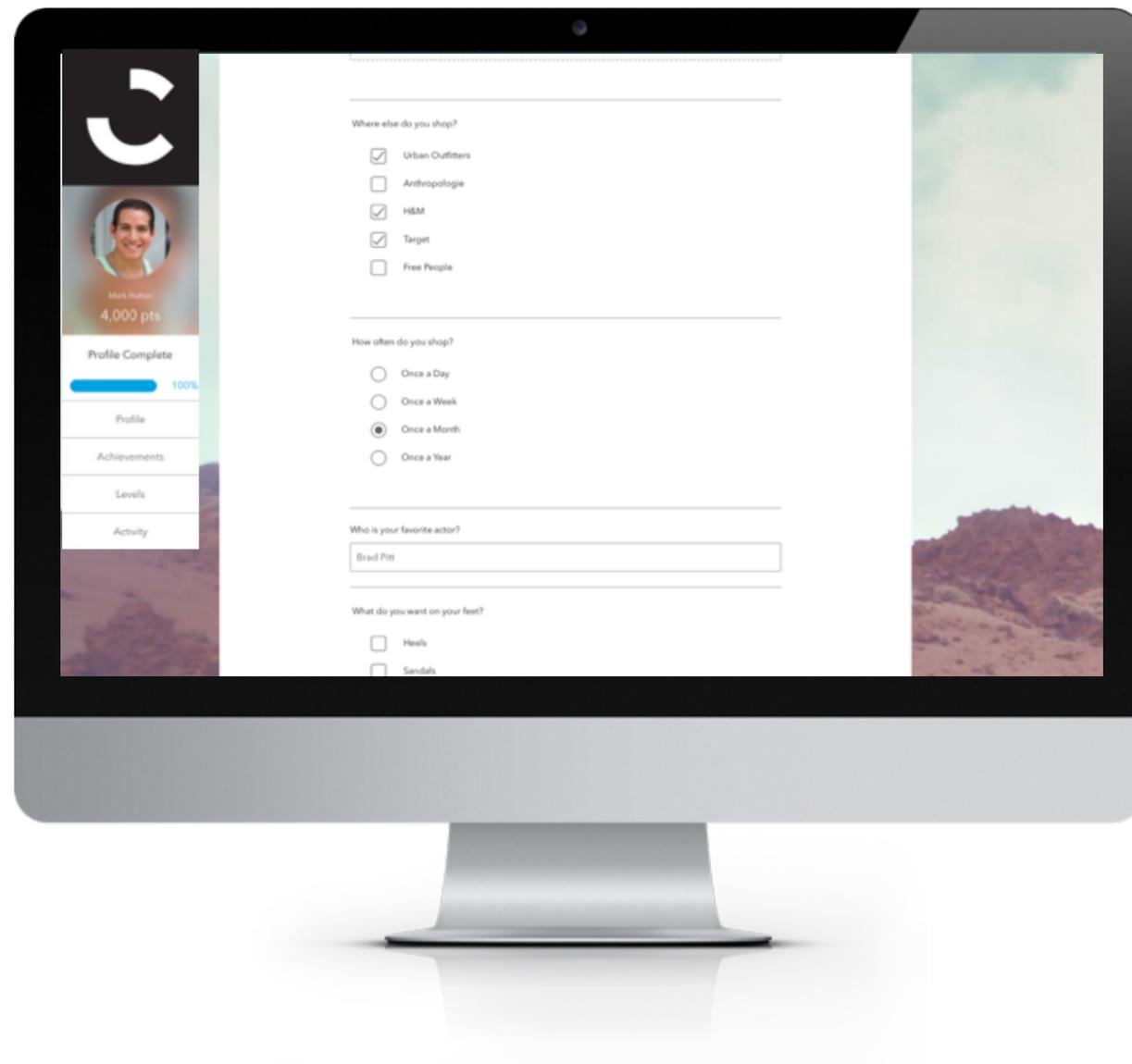
# Objective: Direct Feedback



## Voting Campaign

Let your audience get more involved by presenting them with content to vote on.

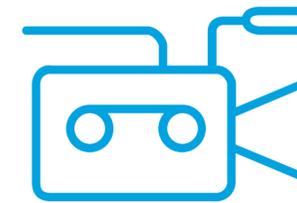
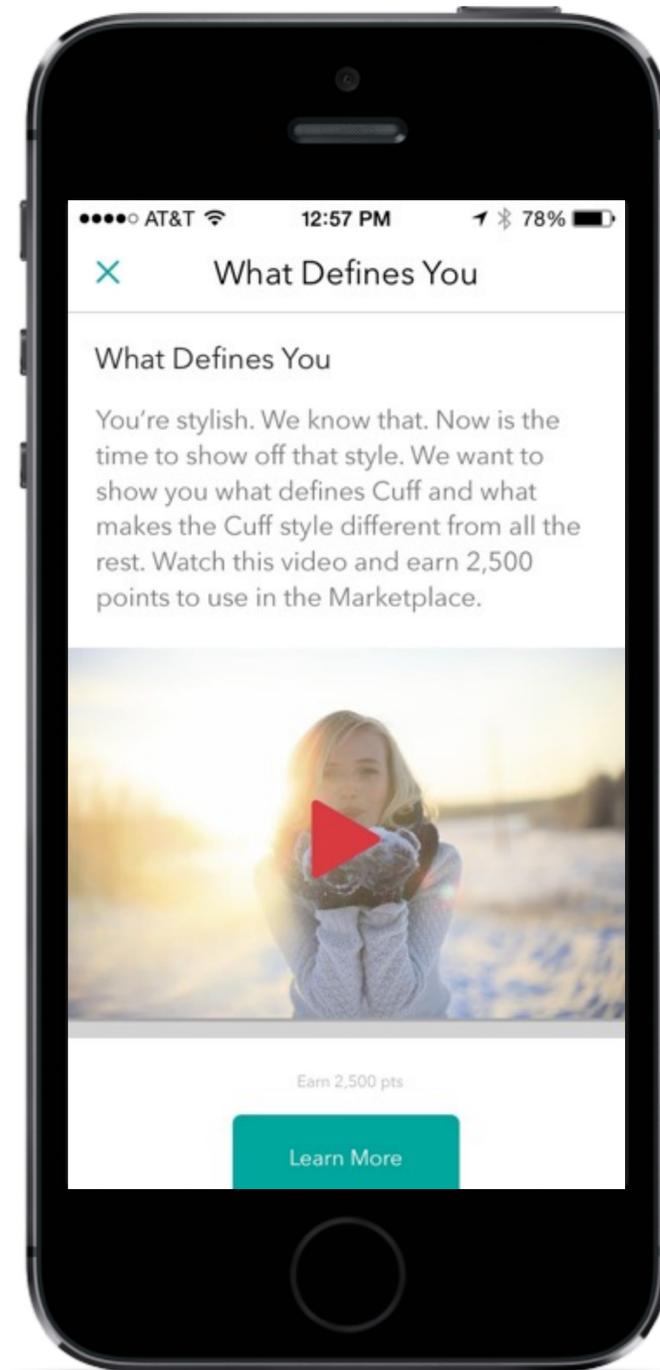
# Objective: Direct Feedback



## Custom Profile Questions

Collect information from your advocates and learn more about what they want.

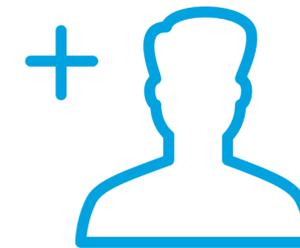
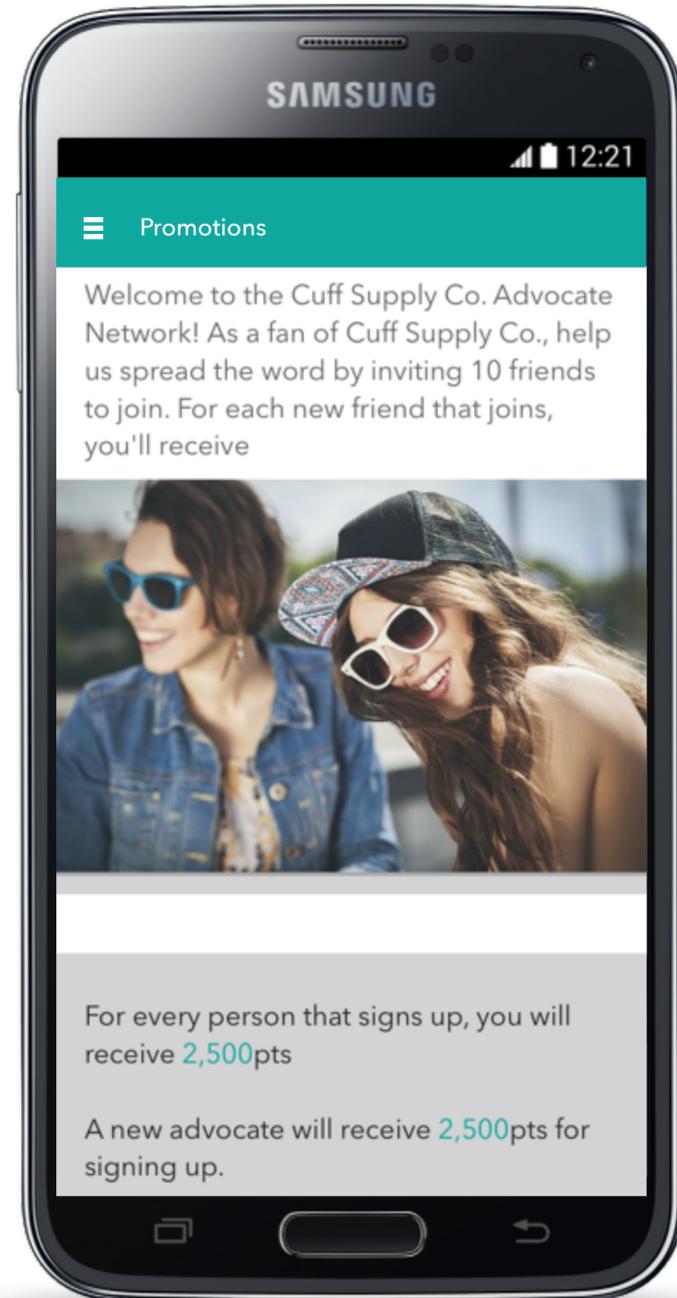
# Objective: Employee Engagement



## Video/Media Promotion

Promote educational or safety videos/media to employees and reward them for viewing.

# Objective: Employee Engagement



## Referral Incentives

Collect information from your advocates and learn more about what they want.