



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

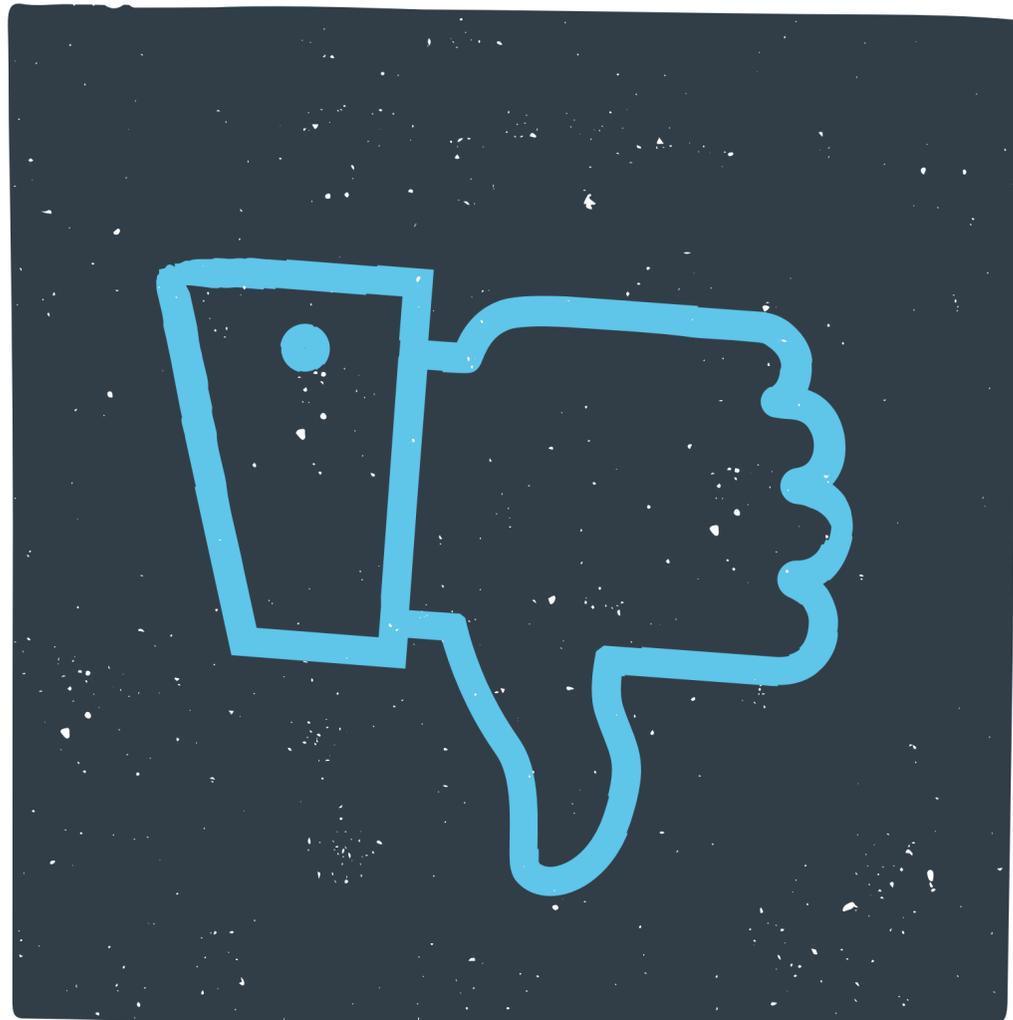
(Source: Marketing Land)



Banner ad effectiveness down

(Source: ComScore)

Organic reach is disappearing.



6%

Organic reach on
Facebook has
dropped to 6%

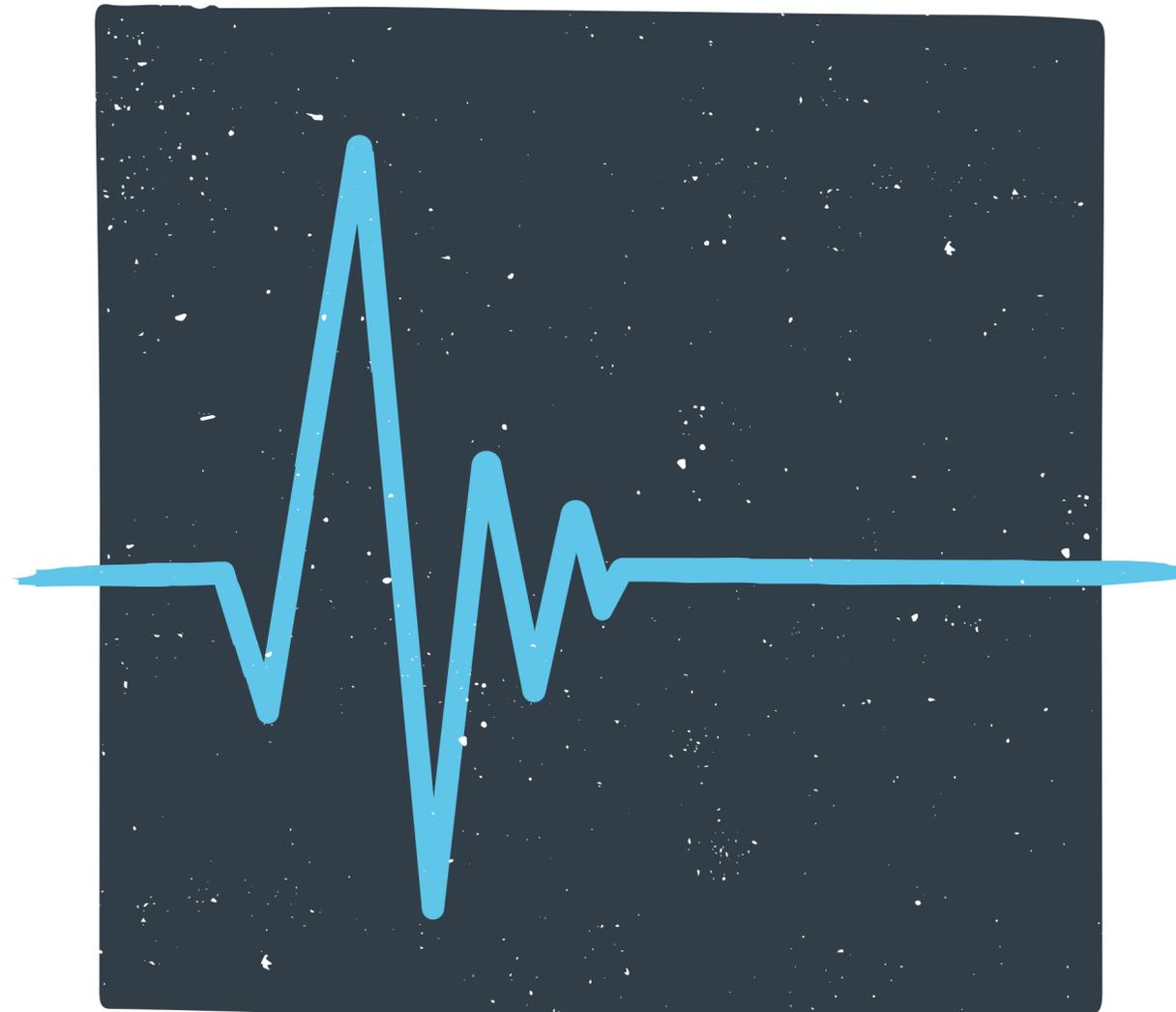
(Source: Ogilvy Social)

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%

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.

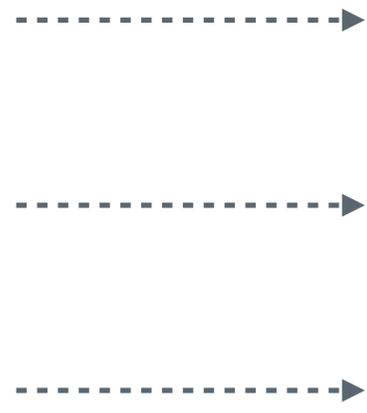
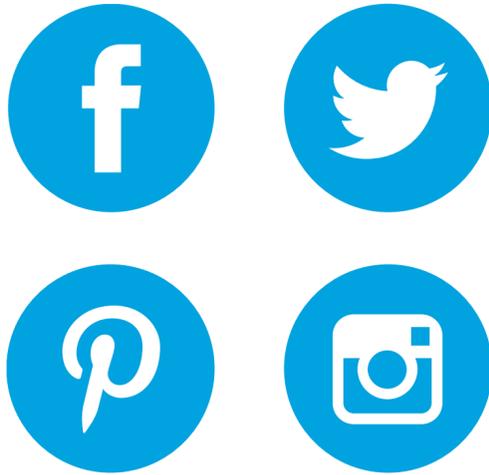
(Source: Deloitte)

92%

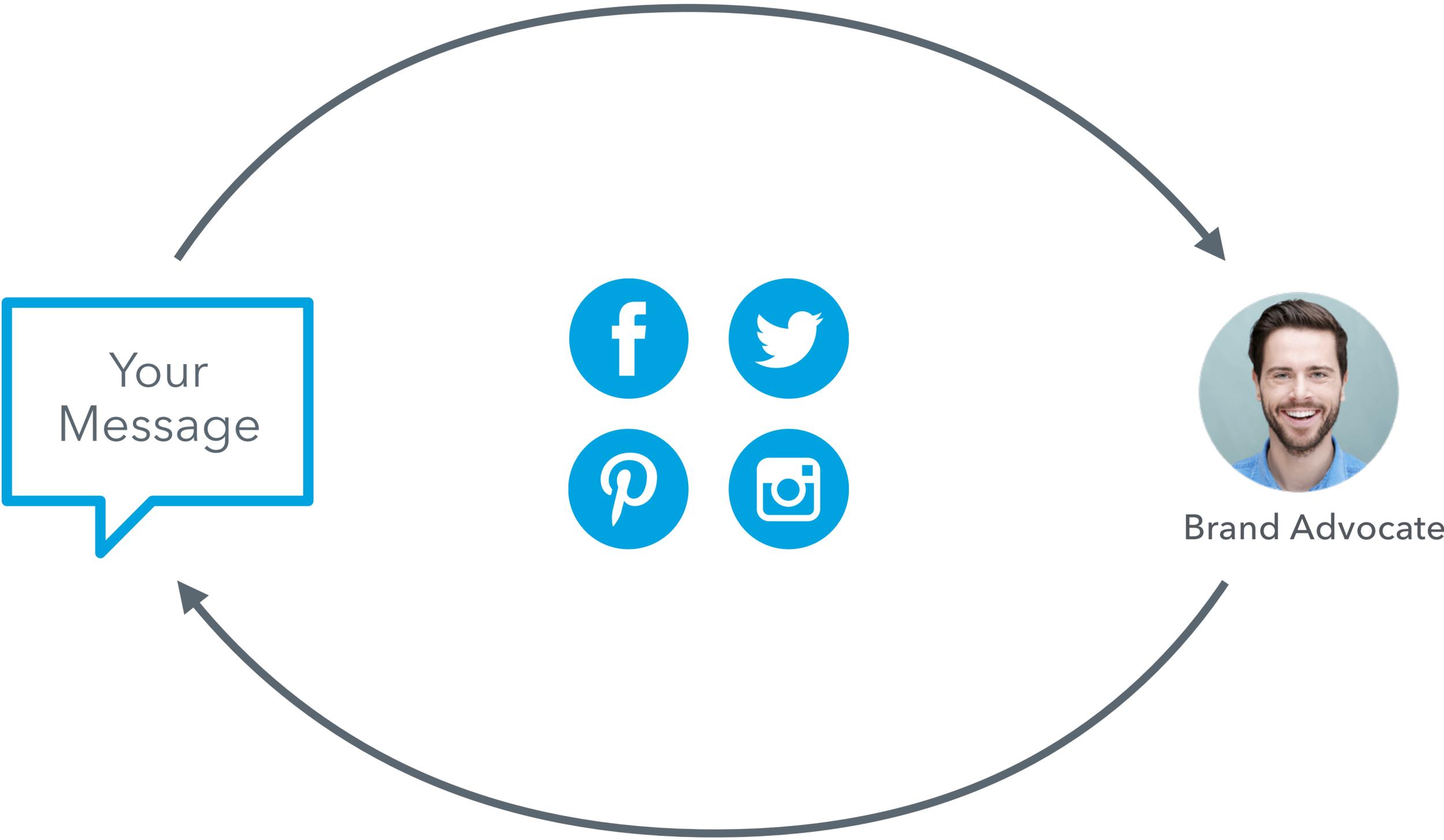
92% of consumers trust brand recommendations from people they know.

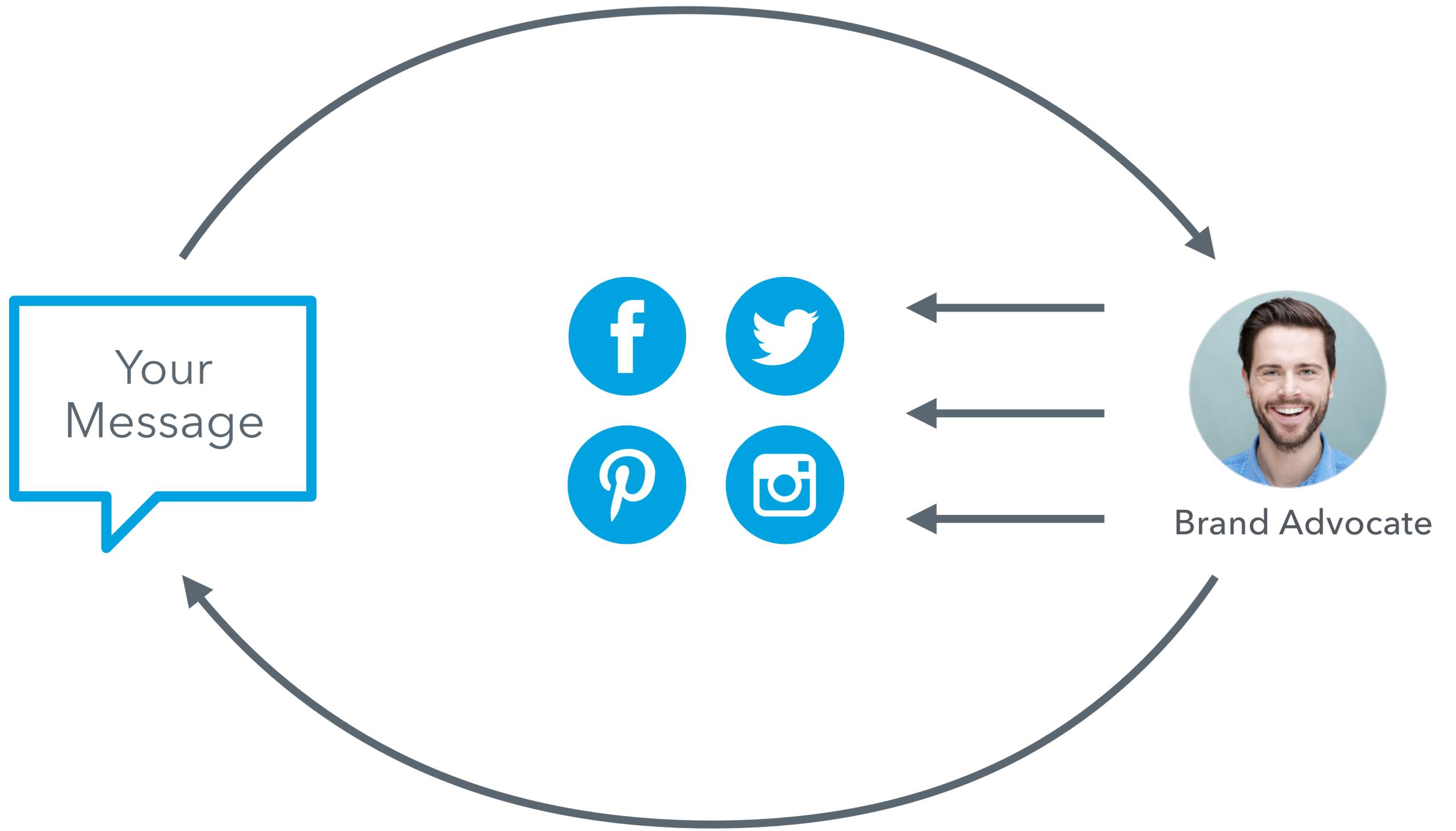
(Source: Lithium Technologies)

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)

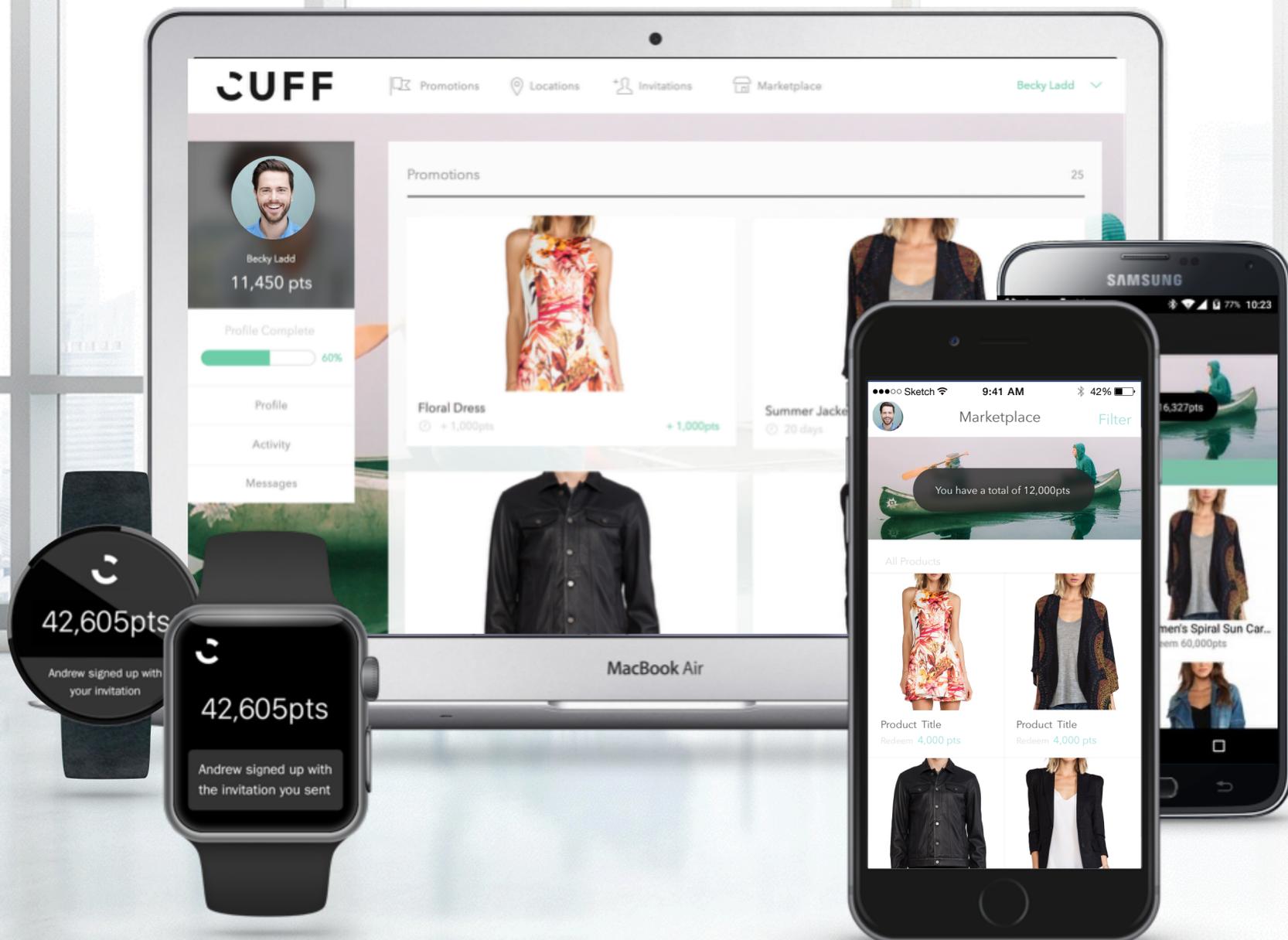
37%

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

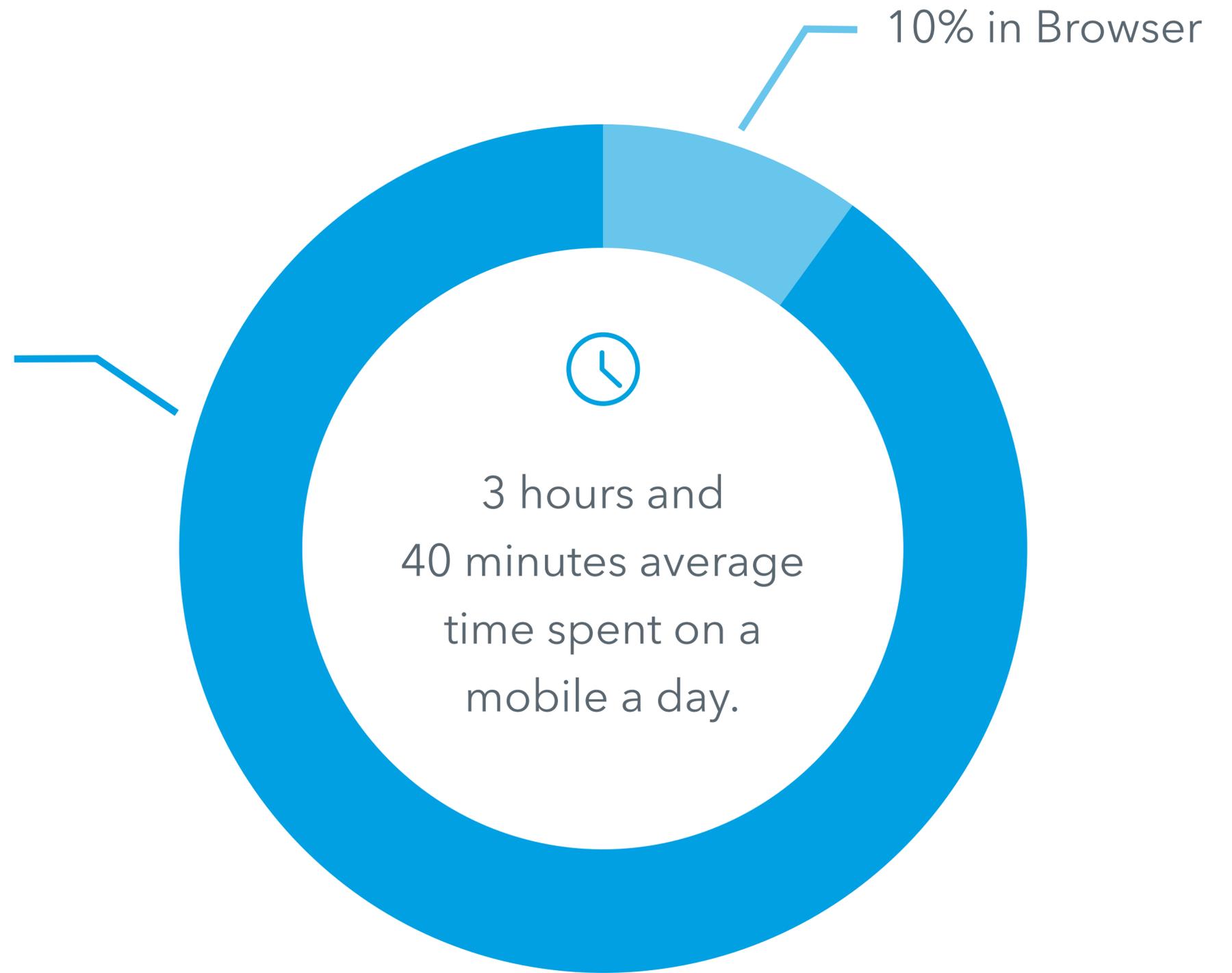
Smartphone users check their phones an average of 221 times per day.

(Source: Tecmark)

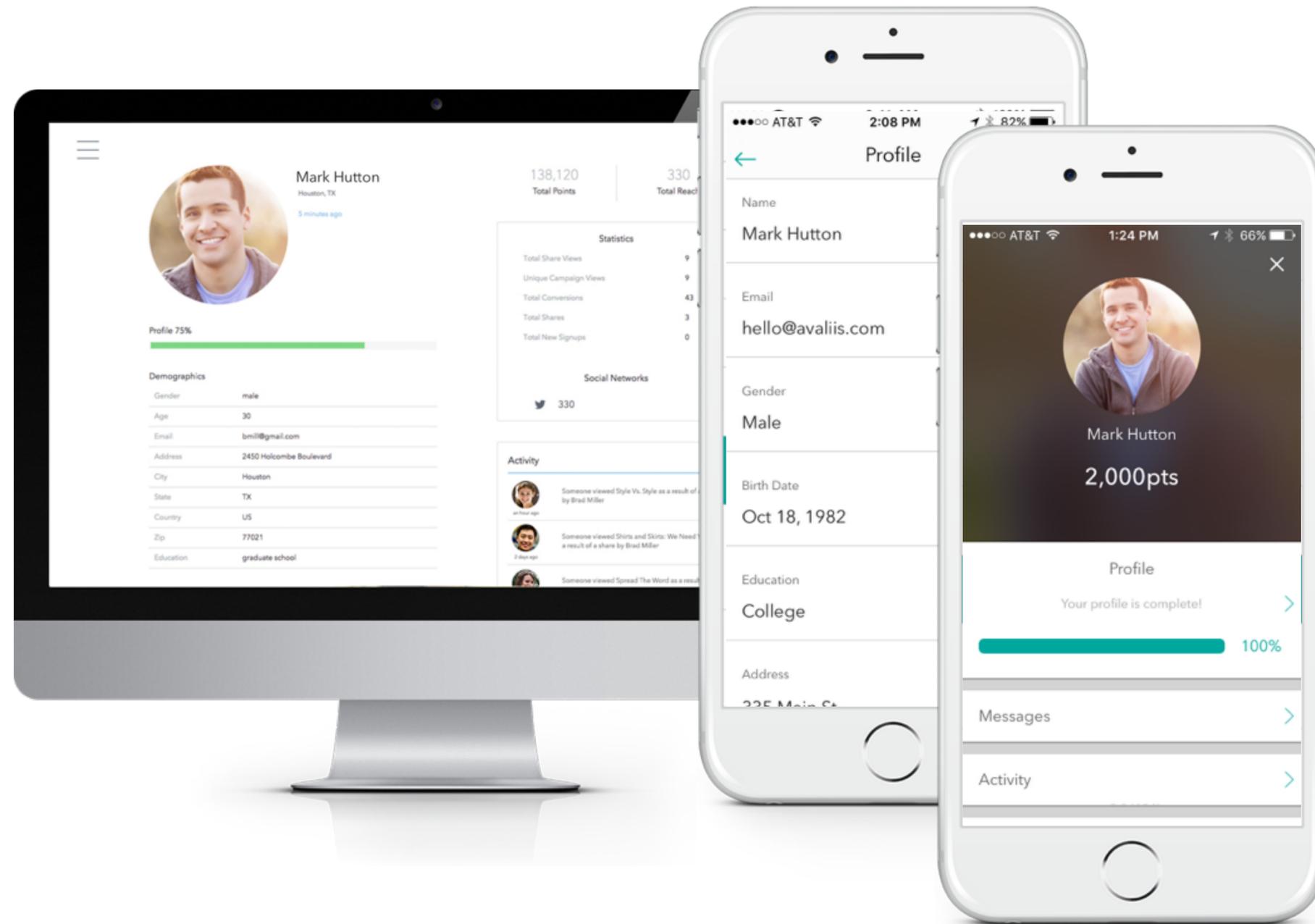
90%

90% of time on mobile
is spent in apps.

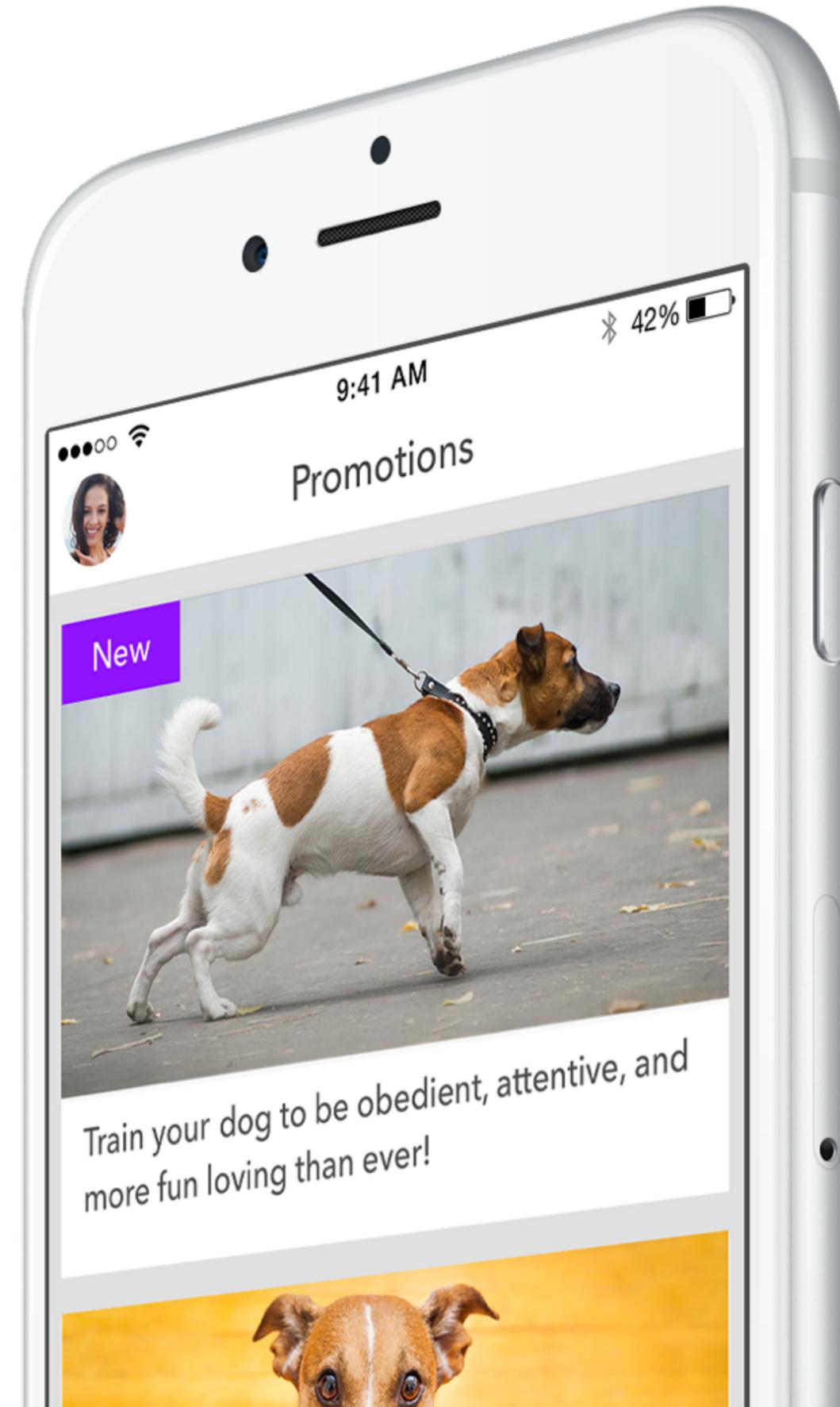
(Source: Flurry)



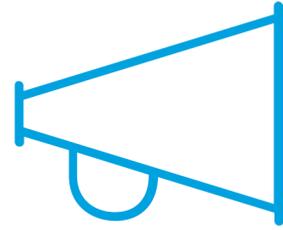
Understand your audience.



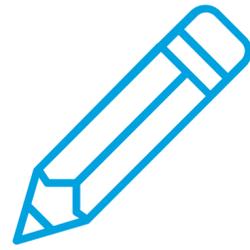
Truly targeted campaigns deliver the content your customers want to see.



Distribute engaging content.



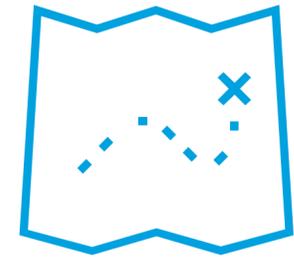
Promotion



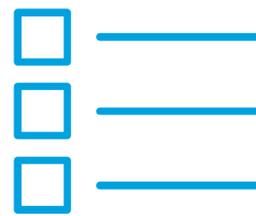
Signup



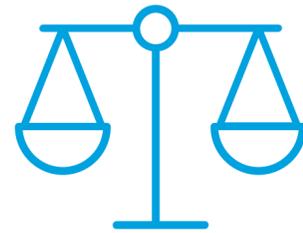
Media Gallery



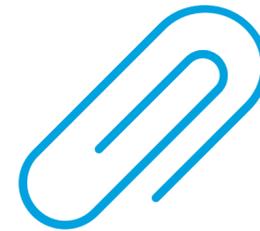
Drive Foot Traffic



Data Capture



Voting



User Generated Content

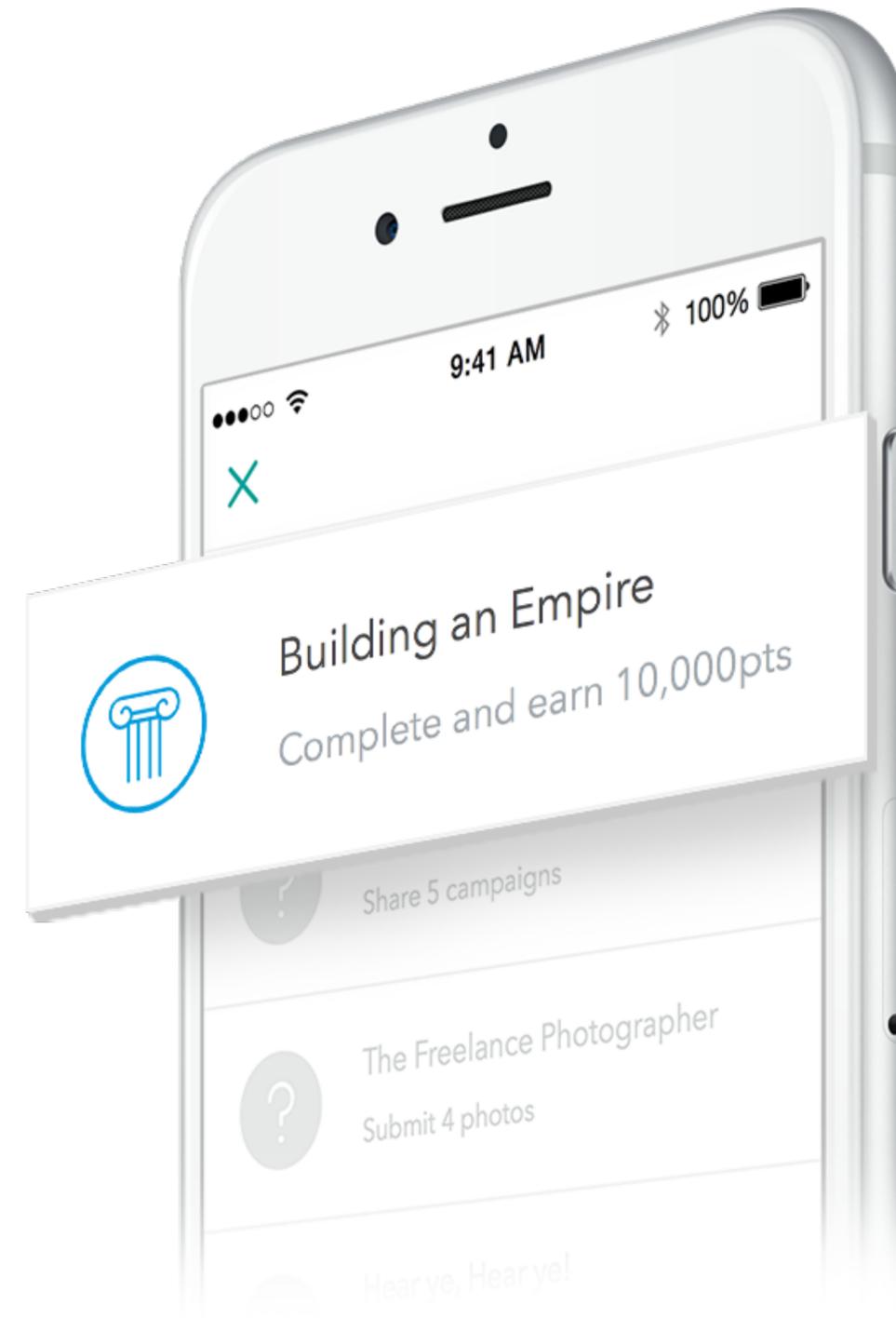
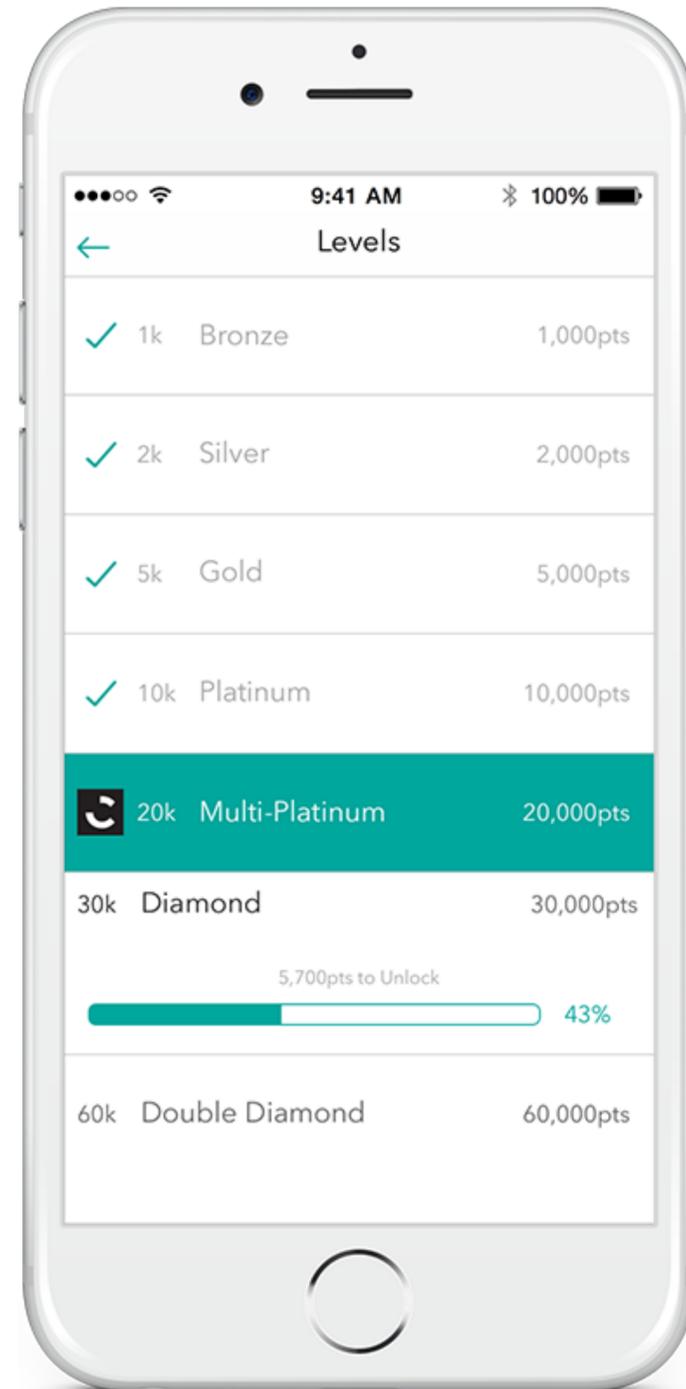


Quiz

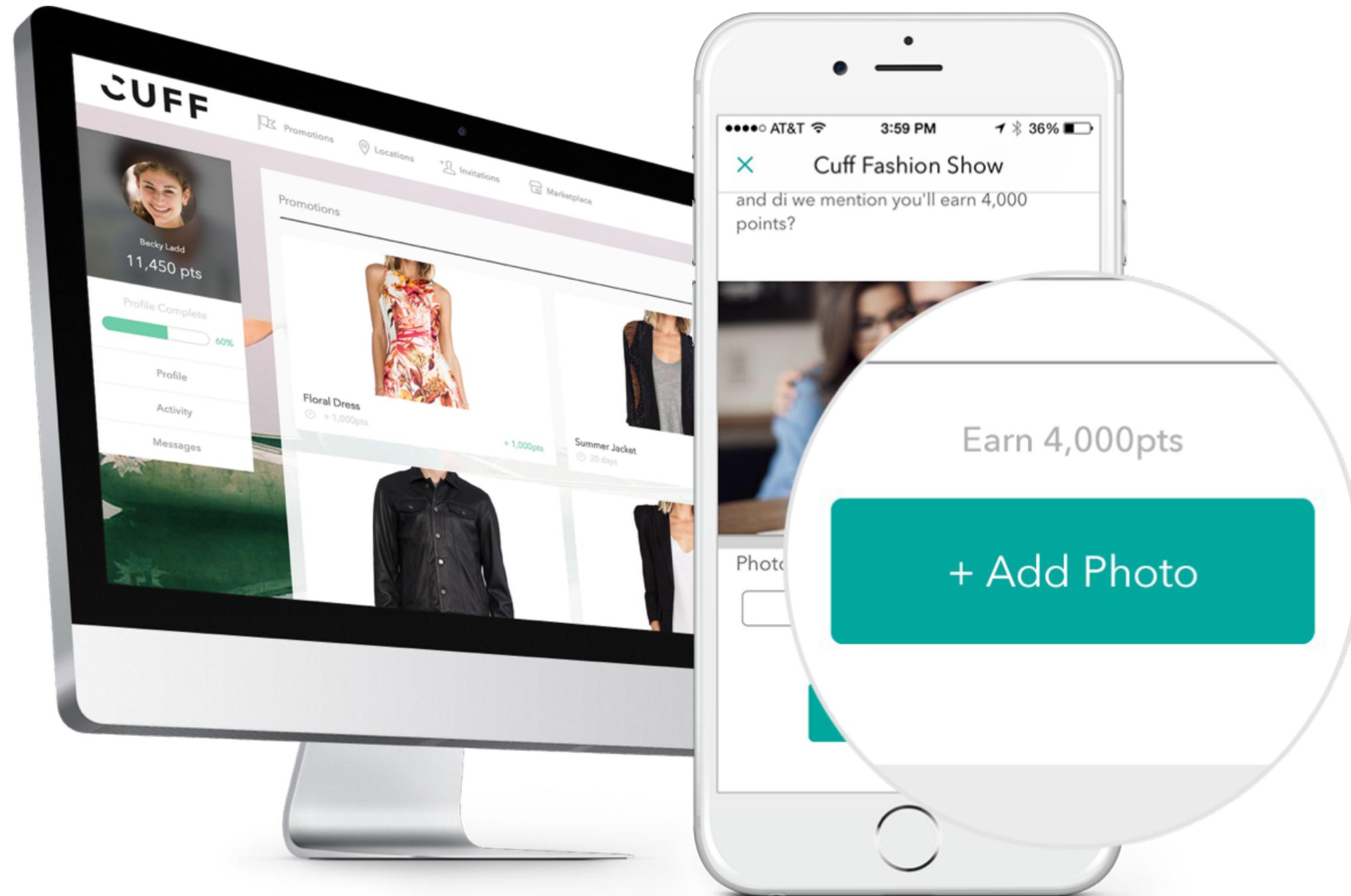


Your advocates stay motivated to interact through incentives and rewards.

Gamify the experience.



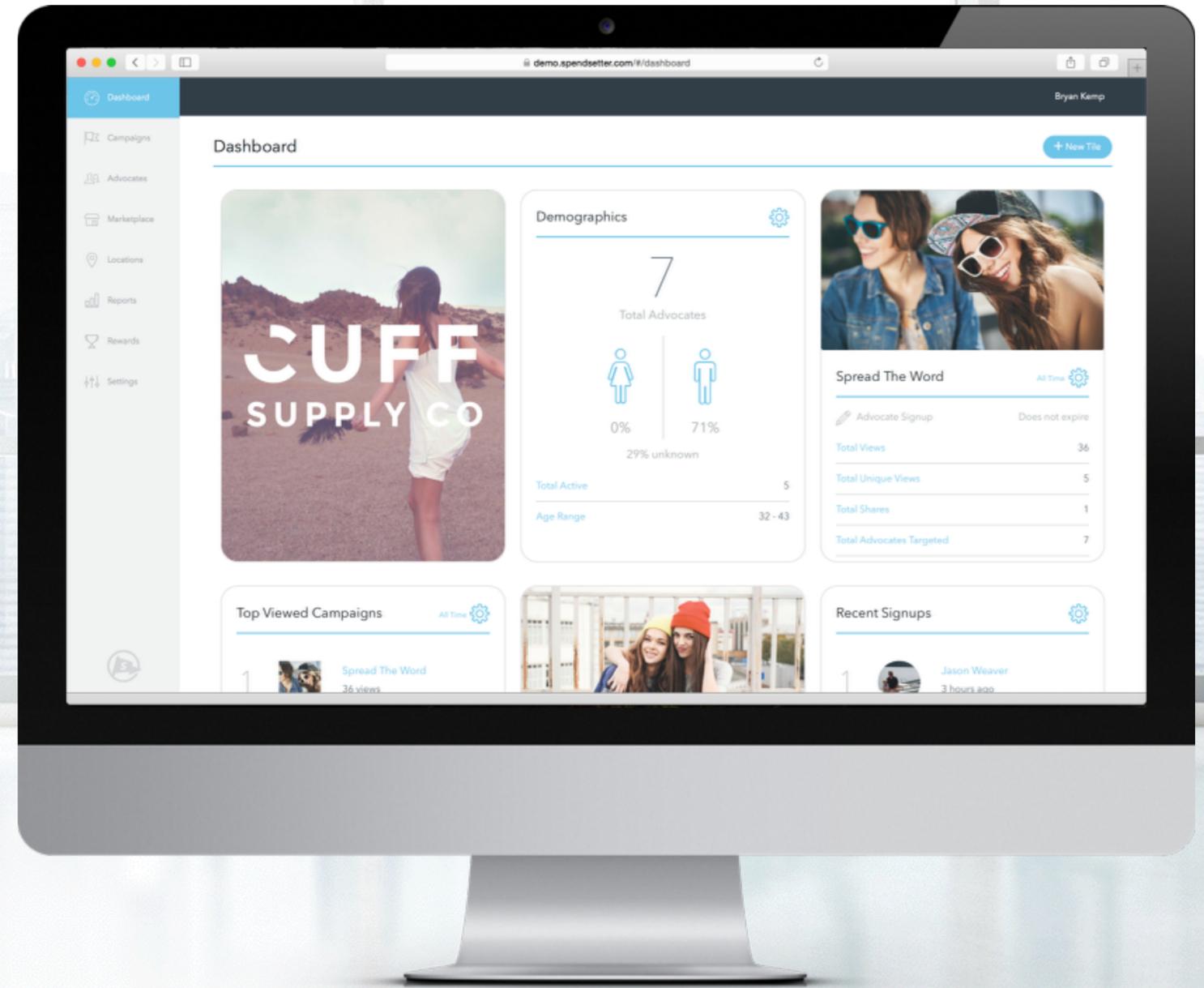
Reward the most active.



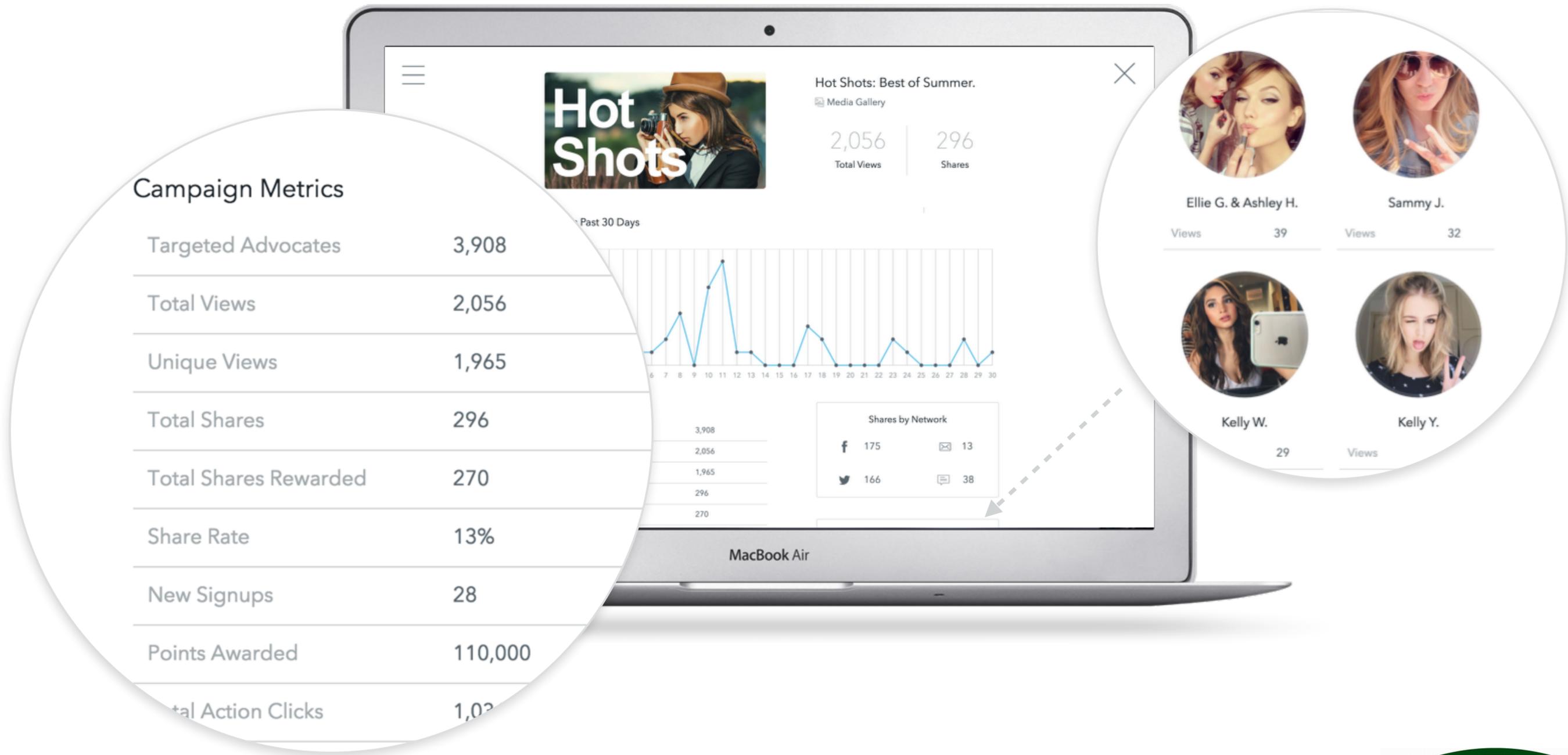
Stay continuously engaged.



Develop insights that help shape your entire marketing strategy.



In-depth reporting on everything.



Data that you own.

The image shows a laptop displaying 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

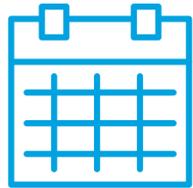
Total Share Views	115
Unique Campaign Views	133
Total Conversions	31
Total Shares	27
Total New Signups	11

Twitter	335	Facebook	1222
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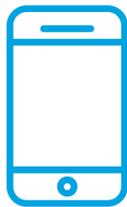
Brand Advocacy Platform



Targeted Campaigns



Managed & Strategic Services



Native Applications



Advocate Profiles & Reporting

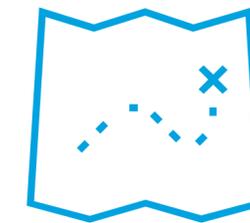
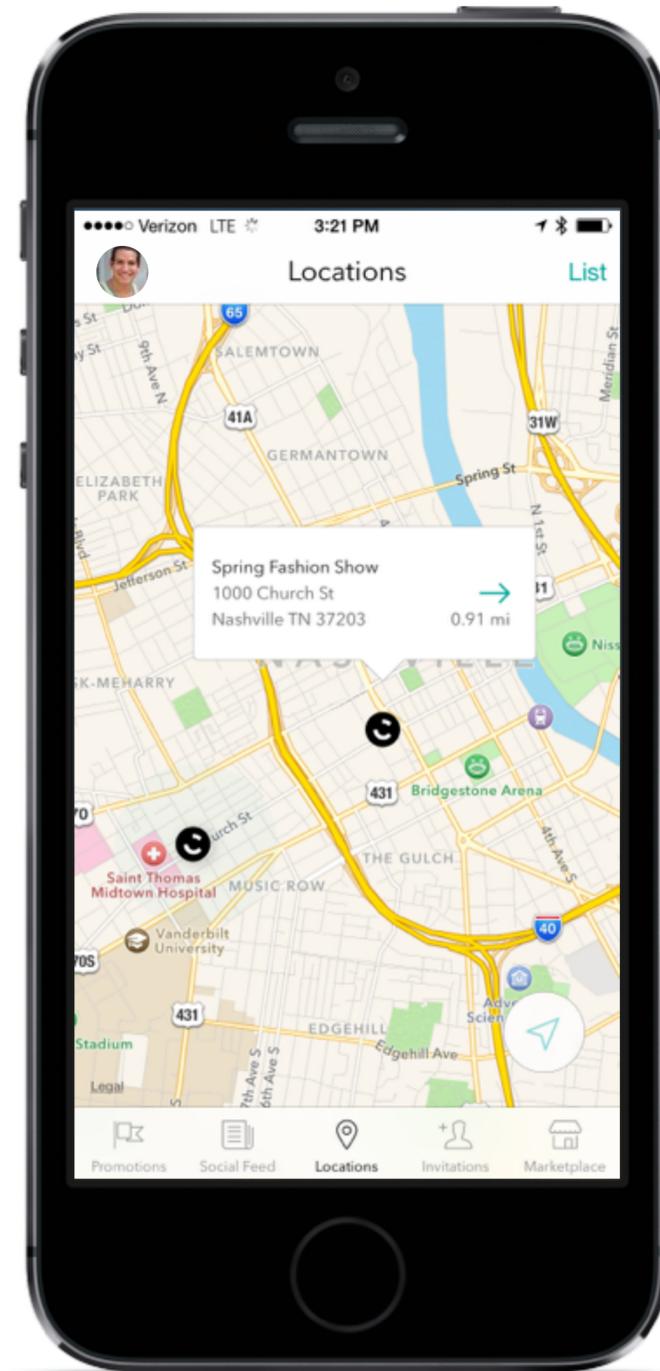


Advocate Incentives



Location-Based Communication

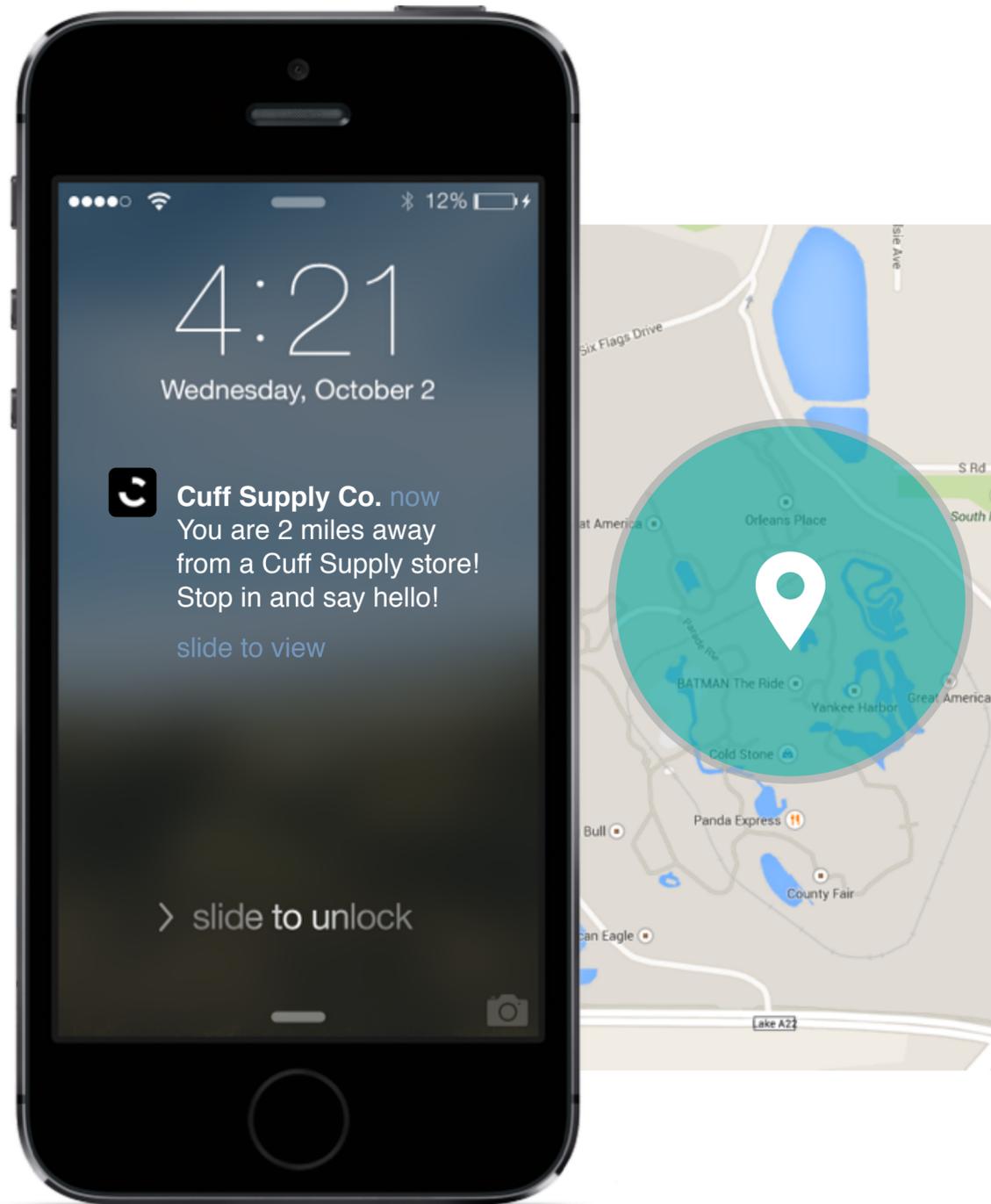
Objective: Store Traffic



Foot Traffic Campaign

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

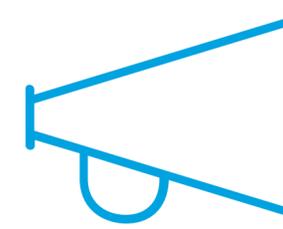
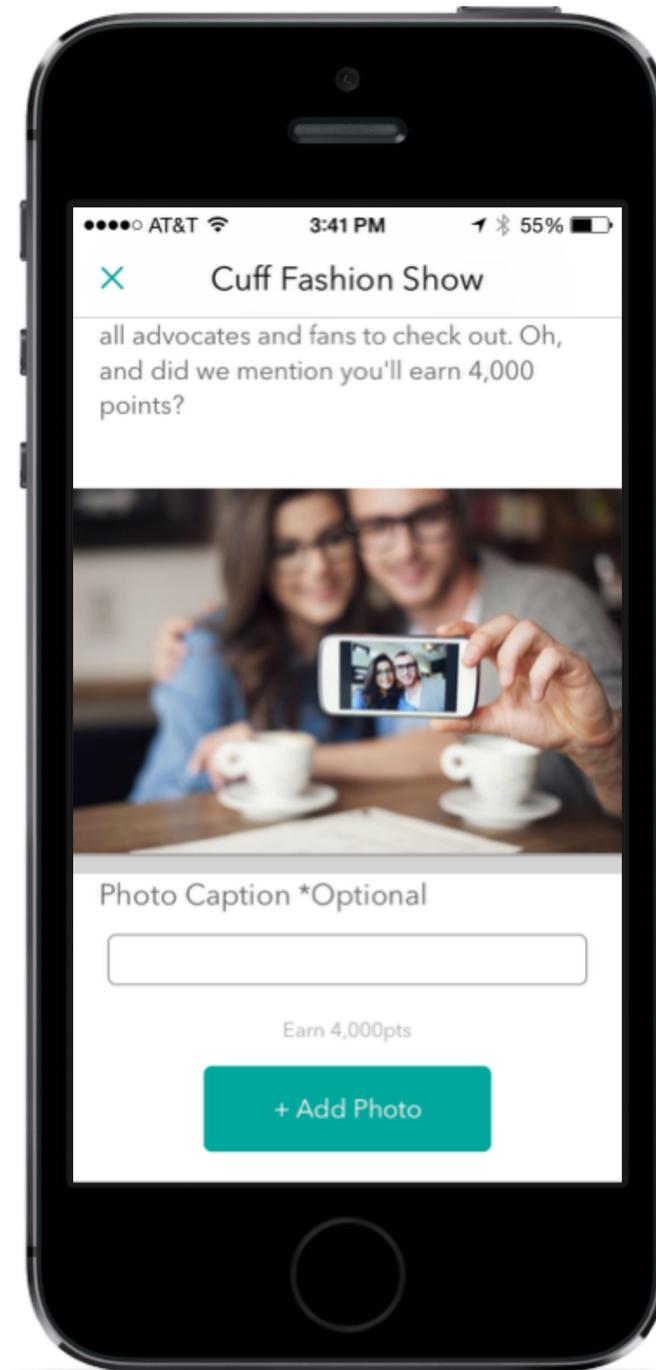
Objective: Store Traffic



Location-Based Messaging

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

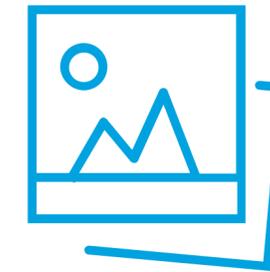
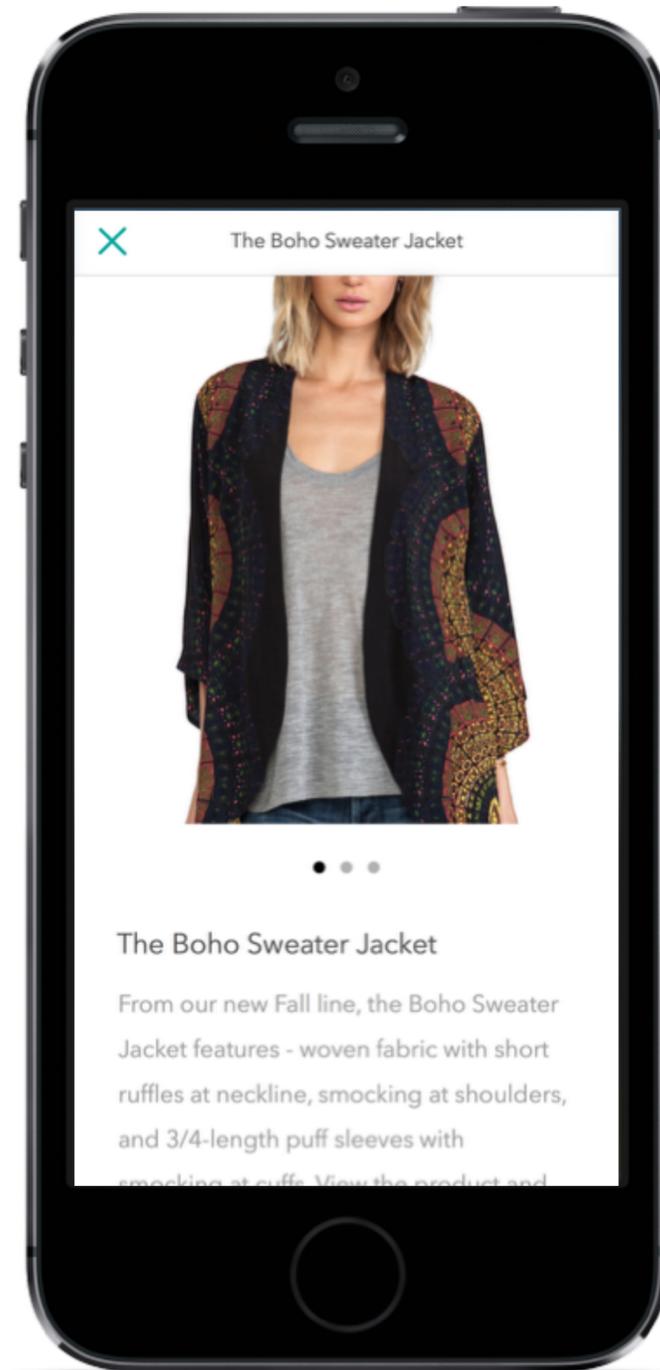
Objective: Customer Interaction



User-Generated Content

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

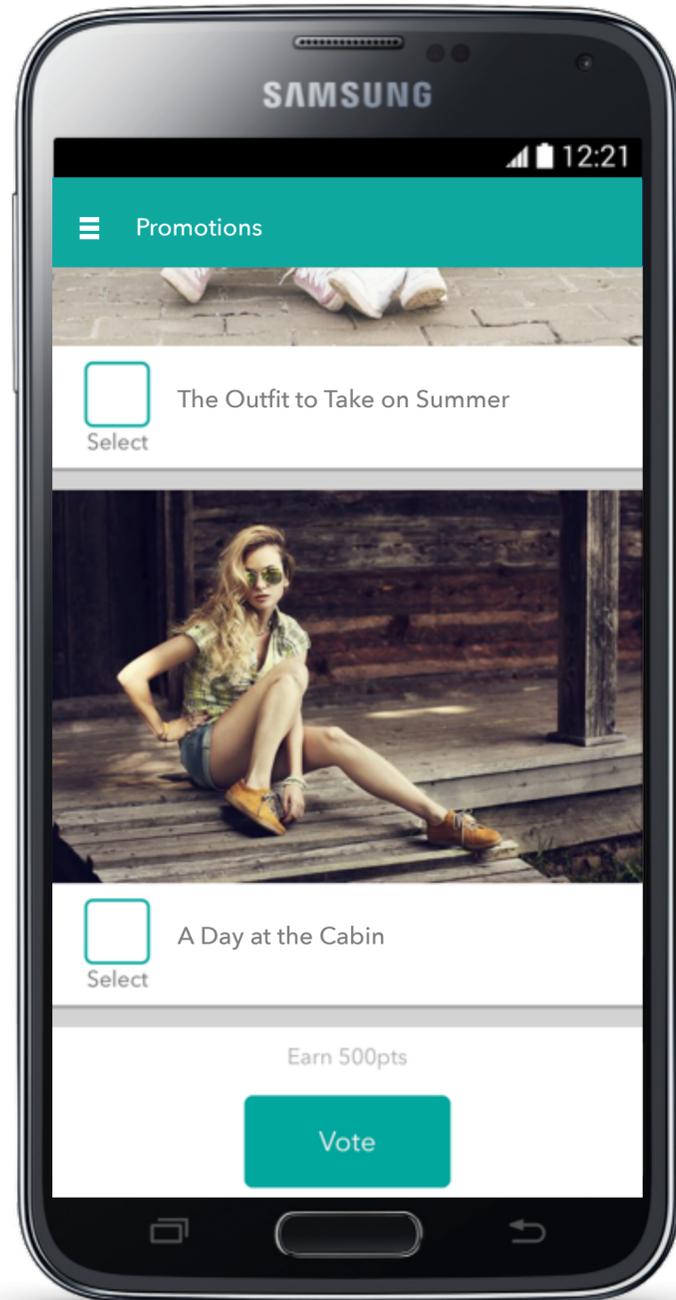
Objective: Customer Interaction



Media Gallery Campaign

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

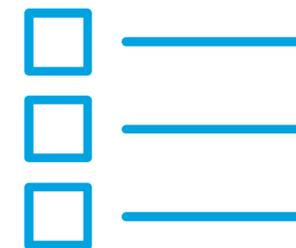
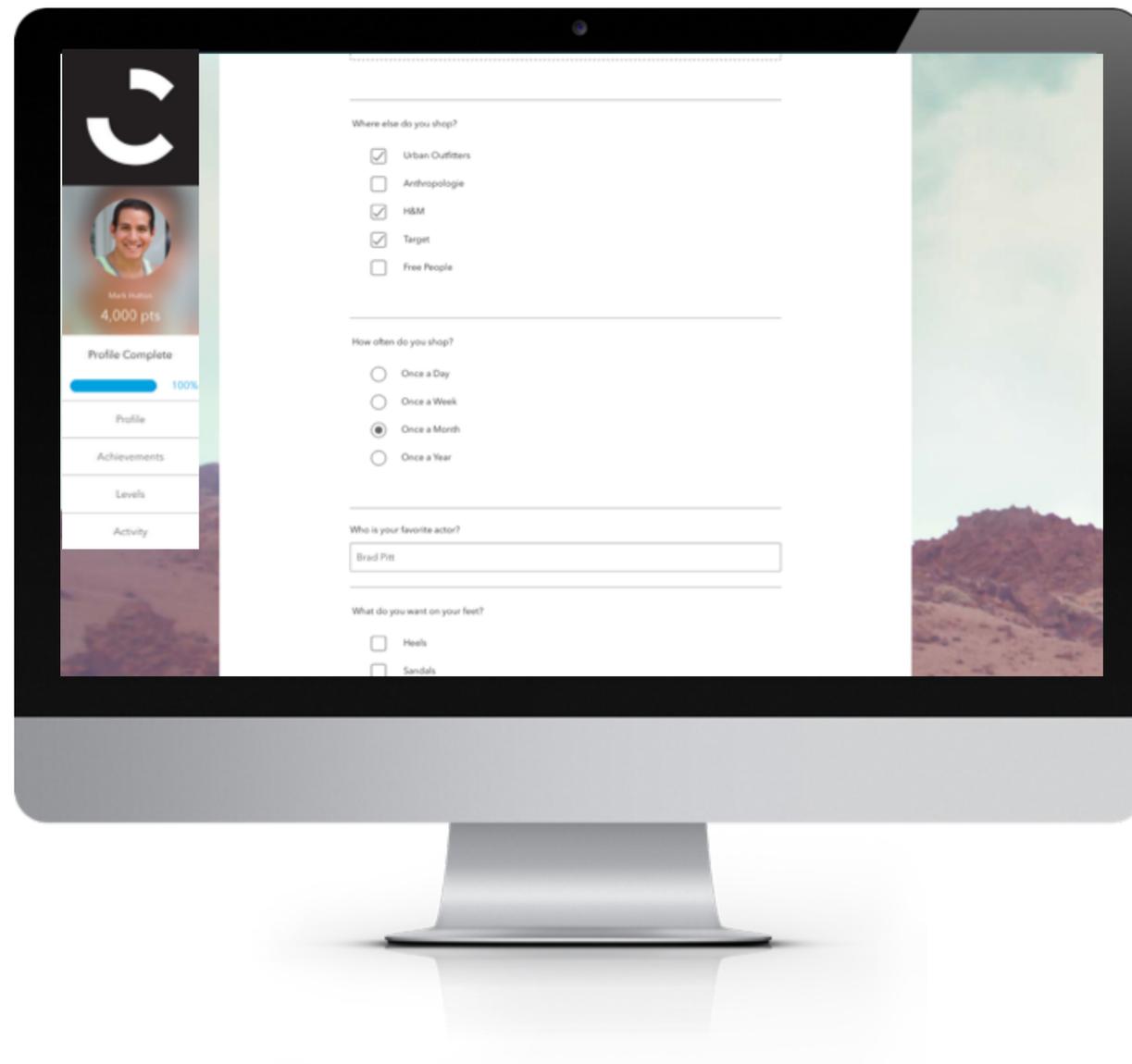
Objective: Direct Feedback



Voting Campaign

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

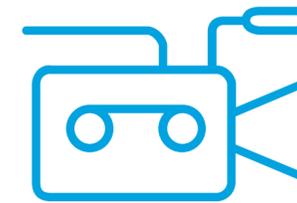
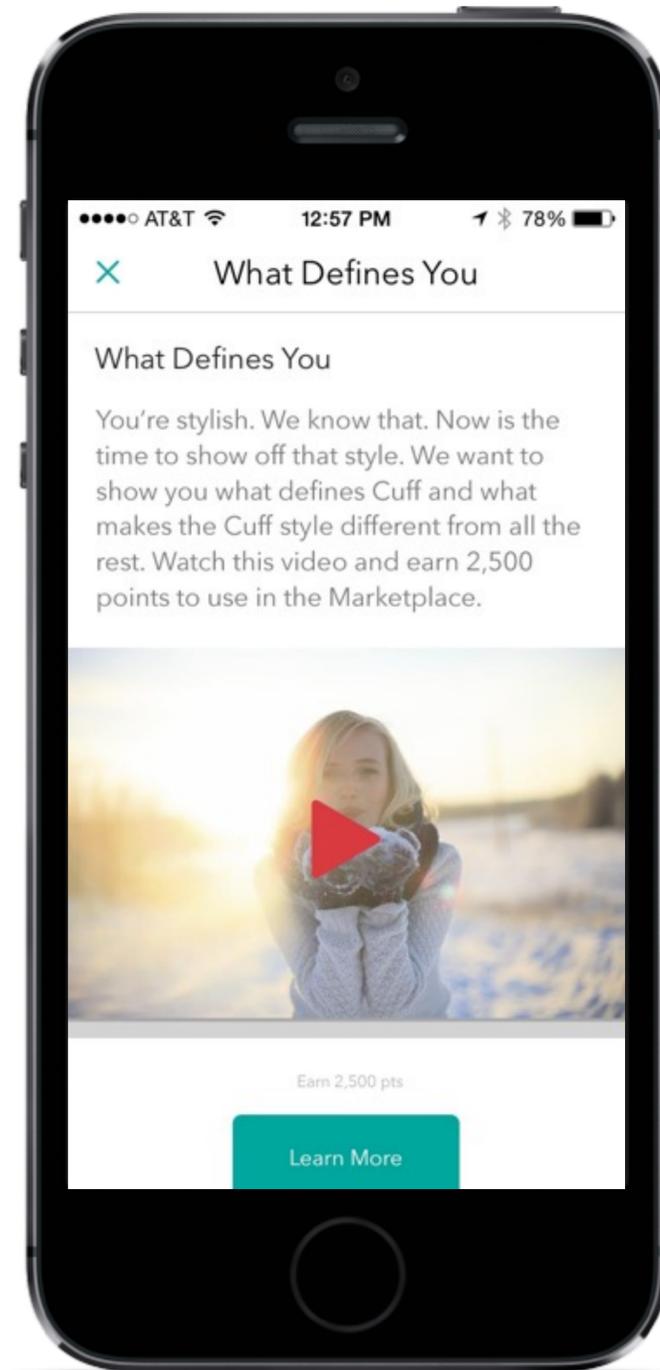
Objective: Direct Feedback



Custom Profile Questions

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

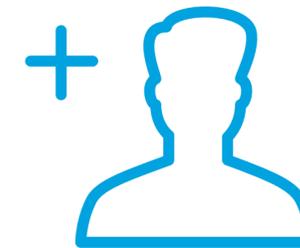
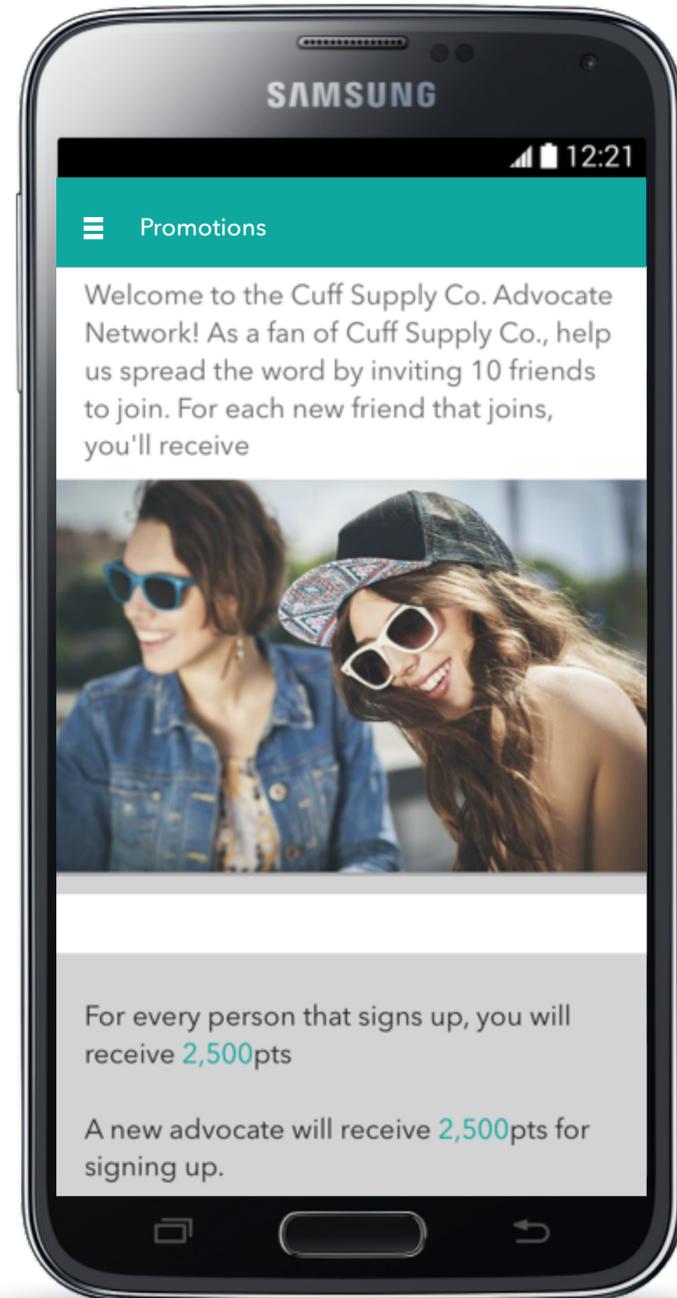
Objective: Employee Engagement



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.