



CONSUMER-GENERATED CONTENT



Blend Social Computing Into Your CRM Mix



There's certainly a lot of buzz surrounding consumer-generated content (CGC) and social computing these days. It might make you wonder if your marketing plans are up to speed. With consumers' changing technology and media habits, how can you best leverage social technologies to keep consumers engaged and build loyalty?

The truth is, not all social computing opportunities are effective for every company or brand. Marketers first need to determine which of the many new social marketing opportunities best suit their unique brand experience and marketing goals. Then, with the right approach, these programs can foster unprecedented consumer engagement with your brand and help increase long-term sales.

Collabrys helps consumer marketers make the best use of social technologies to boost consumer involvement and foster long-term relationships. With Collabrys solutions, you can incorporate key social computing tactics into your marketing programs and realize the full value of consumer participation.

COLLABRYS CGC SOLUTIONS HELP YOU TO:

Engage Consumers—Continually

More and more consumers shun one-way advertising messages. Consumer-generated content is a great way to let your consumers feel empowered and encourage their continued involvement with your brand. Enabling your consumers to have a "voice" not only drives participation, but can also result in valuable customer input and feedback. More importantly, an involved consumer can be your best advocate and brand promoter.

Find Your Comfort Zone

As with other forms of marketing communication, there is no "one-size-fits-all" approach to consumer-generated content. That's why Collabrys solutions offer marketers a range of tactics to choose from with flexible levels of message control. For example, if you want to engage consumers while maintaining a high level of control, a "share your story" type program might be a suitable option. In this case, consumers submit a relevant personal experience that involves your brand or product, but you can fully monitor and screen submissions. A more open approach could involve a free-flowing consumer review and commenting functionality. In any case, Collabrys will help you meet your CGC objectives both comfortably and responsibly.

Strengthen Relationships

Marketers' social computing initiatives are particularly effective when integrated into a broader relationship marketing program. They can play a new and exciting role in sustaining preference and loyalty, as well as build ongoing dialog around your products or services. As part of our comprehensive eCRM platform, Collabrys also provides specialized modules and services that integrate social computing tactics within your broader relationship marketing programs.



E-MAIL
MARKETING



INTERNET
COUPONS



DATA
WAREHOUSING



INTERACTIVE
PROMOTIONS



REPORTING



CONSUMER-GENERATED
CONTENT

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THE COLLABRYS ADVANTAGE:

Collabrys Consumer-Generated Content solutions combine a flexible technology platform and expert services, while keeping your specific business objectives front and center. Collabrys CGC solutions are cost-effective, scalable, and can be up and running in days.

Features & Benefits

■ Stories & Comments:

The Collabrys CGC platform enables consumers to post stories or comments on websites, within emails and even as part of promotions and contests. This encourages participation and builds excitement around consumer interactions. Using comments, users can share their thoughts or impressions for others—including the marketer—to read and respond to.

■ Ratings & Reviews:

Collabrys supports ratings and reviews for articles, products and other content on our clients' websites as well as within emails. This is a great way for marketers to offer their consumers a voice and foster a sense of community. In the case of reviews in email, consumers can comment on e-newsletter content in real-time with their thoughts on newsletter articles and other content. Similarly, ratings can be associated with editorial content, products, and more.

■ Moderation & Control:

While social computing activity surrounding your brand and communications can have tremendous benefits, if improperly managed, it can also have unplanned and undesirable effects. To mitigate this risk, Collabrys provides its clients with an automated moderating system to check the appropriateness of comments, as well as the ability to closely monitor consumer-generated content on their own. This way, marketers can review consumer-generated content before it gets published and ensure its appropriateness.

Industry Expertise

The Collabrys marketing team provides complete program management support to complement our technology platform. We can help you to plan, design, implement, analyze, and optimize your social computing efforts. We specialize in consumer facing programs and have a long history in developing and managing consumer-generated content technologies. Ask us about it.



COLLABRYS CONSUMER-GENERATED CONTENT:

A Key Part of a Comprehensive Solution

Collabrys Consumer-Generated Content solutions are one component of our holistic approach to consumer relationship marketing. Our CGC technologies, combined with other proprietary marketing technologies and expert services, form larger eCRM solutions that will help you build and maintain stronger, more profitable relationships with your consumers.

Used individually or part of a comprehensive approach, Collabrys Consumer-Generated Content solutions will help you capitalize on the latest digital marketing opportunities, improve accountability, and maximize ROI.

Ask About Other Technologies and Services from Collabrys

Did you know? Our sister division, ConsumerReview.com has been in the user-generated content business for 10 years. ConsumerReview.com operates a variety of independent review sites including PhotographyReview.com and MTBR.com, the largest mountain biking community site on the web. Collabrys clients benefit from these time-tested technologies and strategies.

Get It Together—Involve Your Consumers Today Contact Collabrys

Collabrys is a leader in interactive consumer relationship marketing. Global marketers such as Colgate, Reckitt Benckiser, Gerber, Revlon, America Online, and many others, have relied on Collabrys to acquire, retain or build stronger, more profitable relationships with their consumers. Collabrys is headquartered outside Washington, D.C. and has offices in the San Francisco Bay area. Collabrys is a business unit of Invenda Corp., which is traded on the Swiss Exchange (SWX) under the symbol "INVN".



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