Network Activator Helps You Build a Vibrant Online Community of Brand Advocates

Your customers can be very effective ambassadors of your brand. Maybe you even have a community singing your praises and giving you honest feedback.

In this always-evolving age of digital business, you want to quickly respond to customers’ questions and complaints, and also their positive comments. And why not? With three out of every four purchases influenced by word of mouth, your marketing organization’s efforts to influence the influencers can drive purchasing decisions and jack up sales.

Of course, building and feeding a community of advocates requires a lot of effort.

At Network Activator, we make it easier for you to keep your customers closer.

Our suite of dashboards, member-segmentation tools, and workflows enriches community engagement, while allowing those who lead your community-building efforts to focus on higher-level activities that drive organizational value.

Network Activator uses a browser plugin, so it can work on top of any community platform or social media site you use to communicate with customers. Critical feedback, sent in a single stream of information, bubbles up to community managers. That enables you to react more quickly to customer feedback and questions, and find out who’s singing your praises loud enough to influence others to want to buy from you.
Here's how Network Activator helps you to:

**Drive Engagement**
We help you go where your customers hang out online, interpreting comments on social media sites to automatically build a pipeline of potential advocates. We streamline tasks that are critical for your advocacy program, such as asking advocates to share your organization’s posts on social media.

**Get Personal (with only a little effort)**
Our automated tools empower community leaders to quickly personalize messages to large groups, such as potential advocates, with just a few clicks. No more “Dear Member” messages!

**Follow the Conversations**
Know what advocates are doing and saying, and keep business goals on track through Network Activator’s activity logging and tracking functions.

Network Activator’s smart dashboards and reports are like having an additional resource on staff. They can show you what’s going on in your community, and suggest actions you can take, such as “waking up” quiet advocates of your brand and thanking the active ones. The dashboards also deliver operational metrics that measure the health of your advocate marketing program; that is, the success of your campaigns and how well they’re filling up the funnel.
HERE'S HOW WE DO IT

Network Activator captures member activities, such as those from forums and blog posts. It records what community members are doing and saying, and creates workflows based on message templates that you build. For example, if a member says something that requires you to act quickly, you can use our browser plug-in tool to flag it, and quickly route it to the right colleague or team to respond.

The workflows can work automatically, or with manual checkpoints. You control how you want to use it. But either way, Network Activator enables community leaders to become powerful change agents for your company.

How has Network Activator made a difference?

Liferay, a software company with about 150,000 developers in its online community, was looking for a way to make it easier for newer developers to ask questions and get answers from those with more experience. The company turned to Network Activator to help distribute questions throughout the community.

The results? More conversation, more passionate advocates, and a richer community providing more value to the organization.

“Network Activator quickly gave us a 67% improvement on a critical measure of community engagement,” said James Falkner, Community Manager at Liferay.

If you want to grow your business, you need to draw — and keep — your customers close to you. If you’re looking to grow your advocate program quickly, Network Activator has the solution for you.

www.NetworkActivator.com