Network Activator Helps You Build a Vibrant Online Community for Customers, Partners and Prospects

“We launched a community to listen better to our customers and change our business. But growing it is a challenge, so is getting our people to engage with and listen to customers. How can we do that better, and take advantage of the opportunities to transform our business?”

Your customers talk about you, as well as to you. So, it’s critical that you know what they’re saying, since it can impact how much your business can grow.

Online communities can help you get more intimate with customers, as well as partners. They can redefine how your customers communicate and collaborate with your organization, especially around support and customer insights.

A more robust online community — for example, a Jive or Microsoft Yammer platform — can drive higher retention rates and greater brand loyalty, leading to a higher lifetime value from each customer.

At Network Activator, we’re all about building, growing, and maintaining a strong online community. Our suite of dashboards and tools works on top of any community platform or social media site you use to increase engagement with your customers. We help you build your community, launch it, grow it, and manage it, so that you can drive the greatest possible value.

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.
Here’s How Network Activator Helps You

While online community is here - and growing - community managers don’t have the tools to help them.

Until now.

Network Activator is the first platform developed strictly for a business and its need to build and grow an online community.

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, aggregating critical feedback from any community platform or social media site. This single stream of information bubbles up to community managers, enabling you to react more quickly to customer feedback and questions. For example, you can easily find out who’s singing your praises loud enough to influence others to want to buy from you and become a brand advocate.

Network Activator’s workflows and tools help your community managers achieve many objectives, such as:

**Better Reputation Management**
You can track comments on social media and blogs that are related to your organization, and respond if your reputation would otherwise suffer.

**Stronger Social Selling**
Discover and participate in relevant conversations to boost your brand, and with it, revenue.

**Better Customer Care**
Manage customer forums to improve the customer experience while you cut costs.

**Faster Action on Customer Ideas**
Quickly capitalize on insights and suggestions from customers and partners through social collaboration tools.

**Quicker Product Development**
Reduce time to market by ensuring that customers’ and partners’ feedback is relayed quickly to the right teams within your company.
The Network Activator Difference

What do your community managers and group leaders need to succeed? Here’s how Network Activator can help you to:

Launch Your Community

Our automation rules and flexible workflows get the community active and drive value from customers, prospects, and partners.

Drive Engagement

We help you engage your customers, prospects and partners by streamlining community-building activities. Community facilitators can easily capture and share content across any application to drive more value from those interactions.

Get Personal — with Only a Little Effort

Our automated tools empower community leaders to quickly personalize messages to large groups. For example, using our Group Newsletters, you can effortlessly send personalized messages that say “thank you” to active members, and spur inactive members to participate.

Measure Success

The smart dashboards and reports bubble up critical insights, enabling the organization to react more quickly to feedback and ideas, while reporting the value of collaboration to executives. The dashboards go beyond just measuring clicks to measuring the health of your strategy. For example, how many business opportunities were created? How many good ideas did members generate?

If you want to build and grow a vibrant online community for customers, partners, and prospects — and grow your business — Network Activator has the solution for you.

www.NetworkActivator.com

Want to get started?

Try our Basic Package, which supports 5,000 community members and three community managers. The cost? $4,900 for a one-year subscription.

We have other packages and pilot programs that can fit your needs. Just reach out to us at:

info@networkactivator.com