Get Your Game on with Evoq Social 1.1

Will Morgenweck

VP, Product Management

DNN Corp

Can you hear me?

Can you see the screen?

Agenda

- Why You Need A Social Community

- What is Evoq Social?

- Ways to use Evoq Social

- Product Demo

- Questions

Key Business Challenges with Social Communities

We need to turn customers into advocates.

We need to better incorporate customers into our innovation process.

We need to manage and measure effectiveness of our community.

It's expensive providing support directly to customers.

We need to incorporate communities into our site seamlessly, not as a bolt-on.

My customers are conversing on Facebook and not on my site.

We need to engage customers earlier in their decision process.

Social Communities Are Driving Business Value on Many Levels

- **Increase** sales

- **Acquire & retain** customers

- **Drive** product innovation

- **Improve** customer service

- **Reduce** support costs

To Maximize Success You Need Branded Communities on Your Own Site

- It's not enough to have a presence on Facebook or Twitter

- Building your own branded communities allows you to:
  1. Engage customers in the manner they prefer
  2. Build traffic on your own site
  3. Manage the conversation
  4. Control the information
  5. Own the data

69% of B2B buyers visit vendor communities multiple times per month
– Forrester Research –

To learn more about a new product **81.1% of people** would visit the company website; only 19% would visit its Facebook page
– Incyte Group –

Both B2B and B2C companies use owned communities for **customer engagement & support**
– Forrester Research –

What is Evoq Social?

Evoq Social enables businesses to effectively control the customer conversation by allowing it to take place on the corporate website, instead of driving customers to a third-party social site.

What is Evoq Social?

Evoq Social is…

- a commercial solution from DNN Corp built from the ground up for seamless integration with the DNN Framework.

- built on top of the DNN Platform

- a fairly simple upgrade from DNN Platform or Evoq Content.

- a fully supported product offering from DNN Corp.

Evoq Social Solution: Content + Social

Only Evoq Social combines robust leading edge social functionality with an enterprise-class CMS.

Features in Evoq Social

- Gamification
- Community Analytics
- Ideation
- Q&A
- Activity Stream
- Blog
- Wiki
- Leaderboard
- Discussions
- Social Groups/Relationships
- Message/Notifications Center
- Content Flagging
- My Status
- Related Content
- Dashboard

- Events
- Digest Notifications
- Social Sharing
- Alerts
- Badges
- Social API
- Social Library
- Unified Comments
- Journal API
- Basic Search
- Profile Progress
- Default Skin
- Admin Modules
- URL Shortening

Gamification

- Uses community analytics to identify and influence behavior

- Provides recognition and incentives to encourage social content creation and community behavior

- Rewards users with points, badges, privileges, and acknowledgement based on contribution

Community Analytics
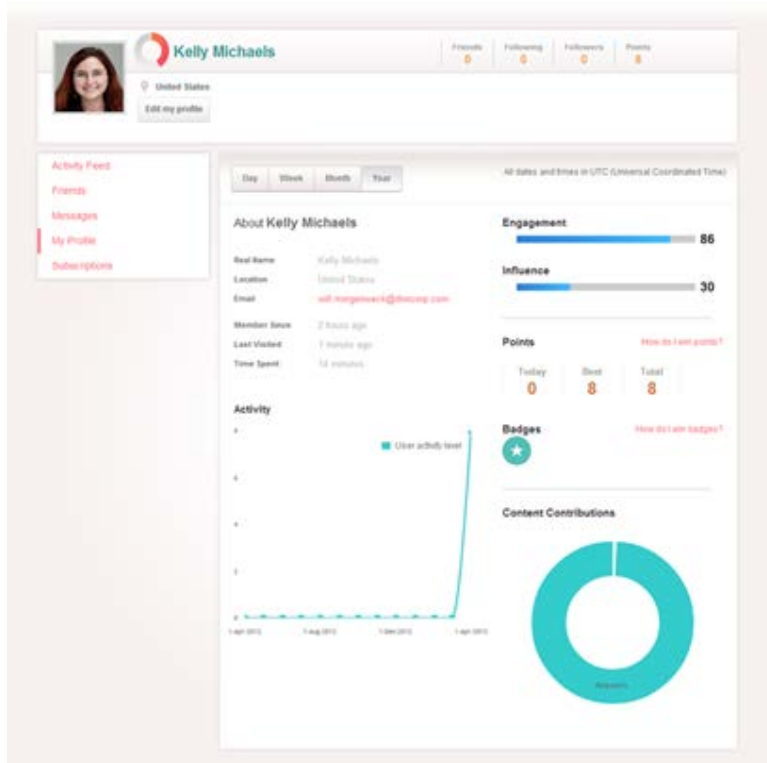
- User activity metrics tracked to optimize community health

- Metrics can be used to identify trends and insights and influence desirable behavior

- Can be correlated to revenue generation and ROI

- Intuitive UI makes it easy for marketing, sales, support, and innovation teams to monitor communities

PRODUCT DEMO

Ways To Use Evoq Social

- Customer Community
  - » Customers = Advocates
  - » Lower support cost
  - » Increased Revenue
- Brand Community
  - » Social Engagement
  - » Brand Awareness
  - » Social Media Reach
- Internal Social Collaboration
  - » Productivity
  - » Efficiency
  - » Cost Savings

DNN

DNN Everywhere

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Intranet   Extranet   Internet

Any Application

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