

Turn Visitors into Fans with Evoq Social

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Can you hear me?



Can you see me?



Questions



Community Exchange

<http://answers.DNNSoftware.com>

Slides available at <http://SlideShare.net/DNNSoftware>



Agenda

- Challenges with Social Communities
- Ways Social Communities Drive Value
- What is Evoq Social?
- Product Demo
- Ways to use Evoq Social
- Questions

Key Challenges with Social Communities

We need to turn **visitors into advocates**.

We need to better incorporate community members into **our innovation process**.

We need to manage and measure the **effectiveness of our community**.

We want **community members to support** each other & learn together

My community members are conversing on Facebook and not on my site.

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

We need to **engage with members** during their initial site visits

Driving Value on Many Levels

- **Ease of access** to information
- **Drive** social innovation
- **Improve** member satisfaction
- **Build** member reputation
- **Increase** engagement

Communities on Your Own Site

- It's not enough to have a presence on Facebook or Twitter
- Building your own communities allows you to:
 1. Engage members in the manner they prefer
 2. Build traffic on your own site
 3. Manage the conversation
 4. Control the information
 5. Own the data

What is Evoq Social?

Evoq Social is an online community collaboration tool that enables organizations to effectively control the conversation by allowing it to take place on the organization's website, instead of driving members 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 DNN Platform
- a fairly simple upgrade from DNN Platform or DNN Content.
- a fully supported product offering from DNN Corp.

Evoq Social: Content + Social

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



Features in Evoq Social

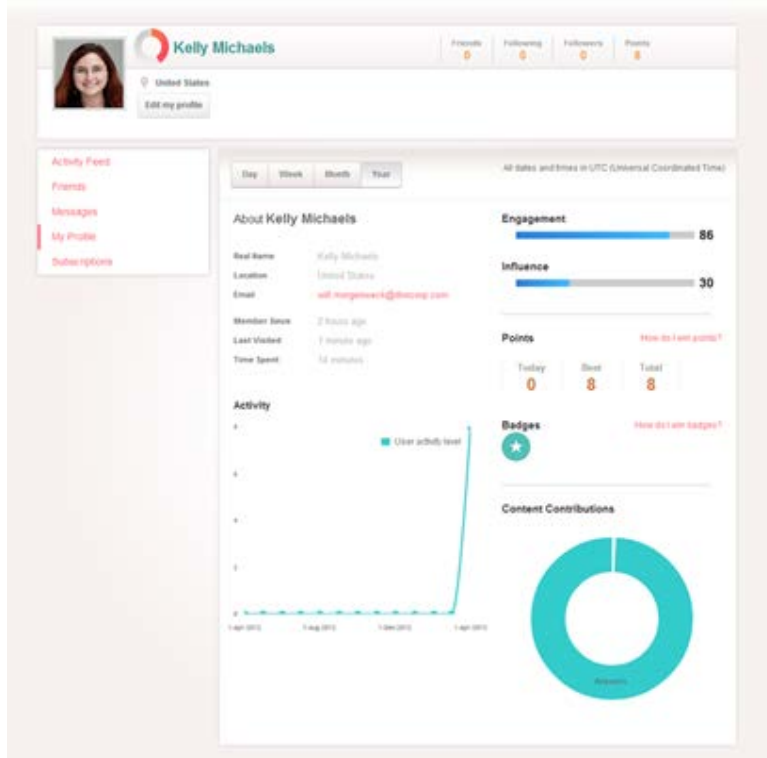
- Gamification
- Community Analytics
- Ideation
- Q&A
- Activity Stream
- Blog
- Leaderboard
- Discussions
- Social Groups/Relationships
- Message/Notifications Center
- Content Flagging
- My Status
- Related Content
- Dashboard
- Wiki
- Events
- Digest Notifications
- Social Sharing
- Alerts
- Badges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

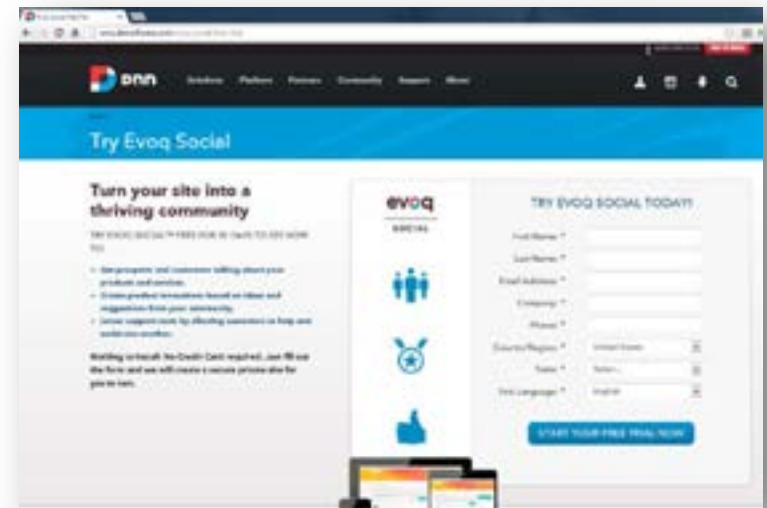
Ways To Use Evoq Social



- 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

Learn More!

- Visit Our Website
<http://bit.ly/getdnnsocial>
- Request a Demo
<http://bit.ly/socialdemo>
- Call Us!
(650) 288-3150



Questions?



THANK YOU!

