

# Jive-x for Marketing Engagement

## Out-of-the-box online communities that drive mindshare, loyalty and sales.

Put the power of community behind your brand. Delight customers, nurture prospects and crowdsource innovation. Jive-x for Marketing Engagement is a one-stop cloud-based solution for creating and launching best-of-breed communities that build brand affinity, increase your share of voice in the market and drive sales. Jive-x has helped some of the world's most successful companies win hearts and minds and gain a huge competitive edge—quickly, simply and cost-effectively. With Jive-x's easy set-up and cloud deployment, you'll be up and running for less than the cost of a marketing event.

- Deliver great experiences that convert prospects and bring customers back time and again.
- Engage people anytime and anywhere with compelling web and mobile experiences.
- Complement traditional "push" efforts with "pull" marketing.
- Drive brand affinity and loyalty for new and repeat business.
- Harness customer insights and feedback for better innovation.

### Relationship Marketing At Scale

At a time when a personal sense of connection, brand loyalty and peer recommendations are more important than ever, Jive-x communities provide a way to engage people cost-effectively at scale. You can have real conversations and cultivate lasting relationships, thousands of people at a time. Authentic experiences build affinity for your brand, products and services and turn customers into advocates, who engage prospects organically through dialogue, learning and sharing.

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**"Increasing customer retention by just 5% can increase profits by 95%."**

**Harvard Business Review, 2014**

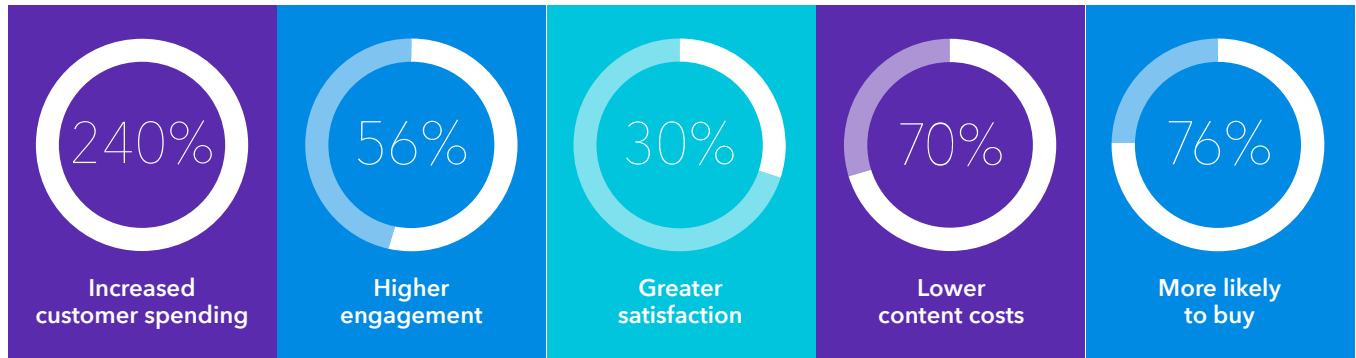
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Jive-x marketing engagement communities are a goldmine of insight and customer intelligence. You can use customer feedback and ideas to create better products and services. Sophisticated analytics reveal the behaviors, motivations and desires critical to retention, satisfaction and sales. You can find your key influencers, spot emerging trends and nip potential problems in the bud.

Jive-x communities are also the perfect venue for virtual events that reach bigger audiences at much lower cost than physical events ever could. You can stream video, host webcasts, hold interactive breakout groups and provide lots of supporting content. Unlike traditional one-off events, virtual events can continue year round, and all event-related materials become permanent assets in your community.

## Rapid Results, Game-Changing Impacts

Jive-x has helped hundreds of leading brands achieve amazing results:



\* Verified results from Jive customers

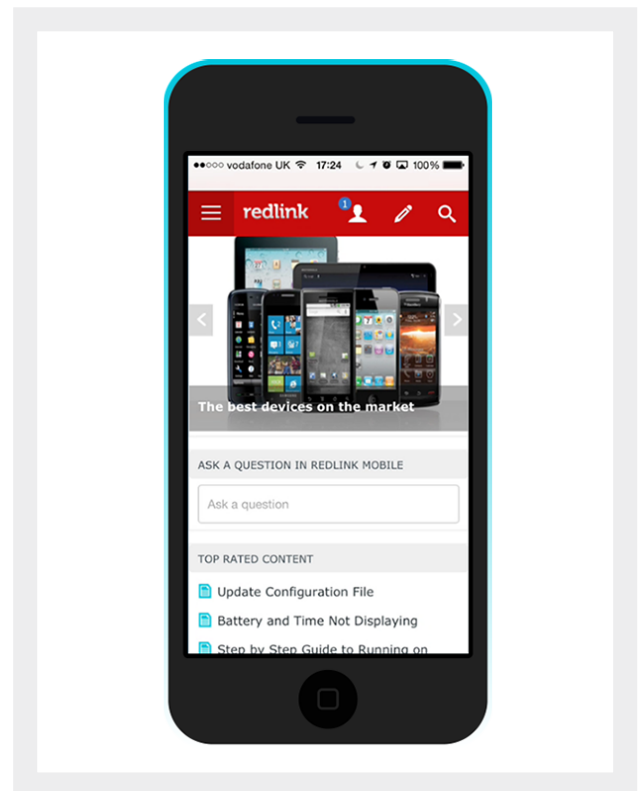
## Everything You Need

### Rich Content, More Ways to Engage

From stunning videos and media-rich blogs to shared files, public and private groups, interactive discussions, live events and even online polls, Jive<sup>x</sup> is designed for true community engagement.

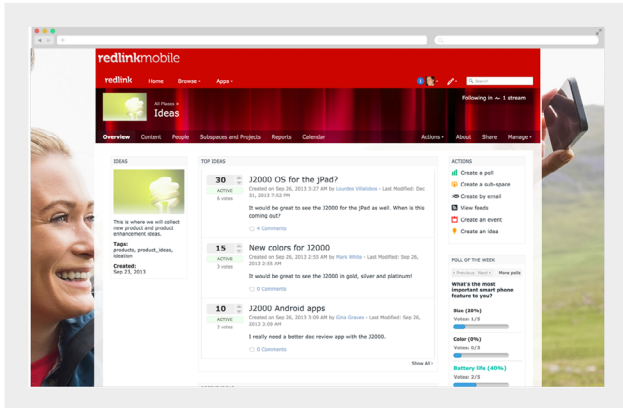
### Anywhere, Anytime Mobile Access

Four out of five smartphone and tablet owners are using their mobile devices for shopping-related activities (Source: US Digital Consumer Report, 2014). With its unmatched mobile experience, Jive-x lets users participate to the fullest, wherever they happen to be. Our responsive design for mobile ensures that everyone gets the right information in the right format, regardless of device.



## Ideation Drives Innovation

Never miss a great notion and avoid the perception that customer feedback goes into a black hole. Jive-x ideation lets you rapidly capture, share and discuss the best and brightest ideas in your community.



## Lead Prospects with Targeted Search Content

Choose specific content that always shows up when specific keywords are used, using promoted search results. Combine this with well-configured landing pages featuring high-priority items and official documentation, and you're guaranteed to get eyes on the content you want people to see.

## Tailored Communications

Target your messages to specific audiences for greater impact, factoring in user location, profile information and more. Organizations can build out their user groups, and users can subscribe to specific product spaces and blogs.

## Enriched Marketing Leads

Our integration with marketing automation leader Marketo lets you nurture prospects based on

community interactions. You can track user activity and leverage the resulting insights to provide your sales team with better leads. And the lead data can be used to personalize users' community experience.

## Valuable Insights with Analytics

Jive-x ROI analytics provide community managers with hard data that measures and demonstrates the value of the community. And Community Health Reports provide fast answers on community growth, activity and performance. Compare key metrics from the last 24 hours, week and month.

## Integrated with the Social Web

Manage all your online conversations in one convenient location. Surface community content in Facebook and other web resources. Automatically display Facebook fan page content and Twitter activity in your community, and let resident experts respond. The responses get posted back to wherever they originated: Facebook, Twitter – you name it. All environments stay in sync, and customers everywhere get the answers they need.

## Nurture Your Prospects

Get the attention of prospects with simple customization tools that enable you to highlight hot topics or strategically place product advertisements in your community. Jive-x makes it easy to implement custom navigation, visuals and integration experiences, with the ability to place impressive JavaScript, HTML, CSS and images that you can easily manage. Point-and-click theming lets you quickly create an elegant look and feel that perfectly matches your brand.

### **Drive Desired Behavior with Advanced Gamification**

Jive-x comes with the industry's most advanced gamification right out of the box. Drive desired behaviors with badges and tailored missions. Amp up enthusiasm with points that users can redeem in your rewards store. Grant special privileges to nurture fans and product champions.

### **Easy Moderation**

Role-based administration and advanced moderation give you all the control you need. Permission and profile settings, configurable phrase monitoring and spam detection let you be the gatekeeper.

### **Built-in SEO (Search Engine Optimization)**

All content including user posts is automatically optimized for search engines, ensuring that your community is the go-to source for answers, information and conversation. And your reach will broaden as community content grows, pulling in more prospects and buyers through organic search.

## **Unmatched Expertise**

Jive-x isn't just the industry-leading community platform. It's also backed by the most experienced and knowledgeable professional services team in the business. Our community strategy experts have helped companies like Nike, T-Mobile, McAfee, EMC, Tableau and Okta—and hundreds more—plan, design, launch and manage successful communities that deliver rapid bottom-line results. We can do the same for you.

Learn more at

[jivesoftware.com/marketing-communities](http://jivesoftware.com/marketing-communities)

or call (877) 495-3700.

Jive-x communities can do more than marketing engagement. They're great for customer support and partner enablement, too. Learn more at:

[jivesoftware.com/products-solutions/jive-x](http://jivesoftware.com/products-solutions/jive-x)