

The Social Imperative

The Internet is going social. Companies and organizations that continue to rely on one-dimensional static websites are missing out on opportunities to more deeply connect with their customers. If your business isn't actively focusing on social communities, you are limiting your opportunities for connections, engagement, loyalty, and revenue.

“Consumers are very willing to become advocates for brands, products, and services they care about.”

– The Incyte Group

The social web helps companies deepen relationships with customers and other critical audiences, better attract and retain customers, reduce their sales cycles, and improve customer service and support. Integrating social communities into your website helps you:

Increase sales by facilitating the dialog between customers and prospects, encouraging community recommendations that increase buyer confidence and helping customers make more informed purchase decisions.

Build brand advocates by identifying and nurturing brand champions to increase word of mouth/peer-to-peer marketing.

Drive product innovation by crowdsourcing ideas from your social community, capturing and curating feedback, and running cost-savings social focus groups.

Improve customer service and customer satisfaction by enabling trusted peers to provide help and answers.

Reduce support costs by enabling peer-provided support to deflect in-house customer service costs.

Social communities are critical to supporting collaboration with customers, suppliers, and other partners. By connecting people, data and systems, social tools can help businesses more intelligently surface and filter information from multiple sources. The social paradigm is fundamentally altering the value companies are getting from the Internet by helping it evolve beyond its initial one-way broadcast paradigm, to support more collaborative and informal means of communication.

Building Your Own Communities to Retain Control and Optimize User Experience

While the vast majority of Internet users engage in social websites like Facebook and Twitter on a regular basis, those sites are typically not where they go to learn more about products and services. A recent study by The Incyte Group found that companies' websites are the primary place they go for information to support purchase decisions – cited by 89.3% of participants, compared to only 21.2% who prefer to use social networks to obtain that information.



KNOW THIS...

“94% of customers trust word of mouth over recommendations over company advertising”

– Forrester Research, March 2013

Further, the Incyte study showed that consumers have a strong preference to visit company-branded communities over open social networks to build relationships with those brands. When introduced to a new product or service they want to learn more about, 81.1% said they would first visit the company website, compared to 19.9% who would visit a Facebook page.

It's not enough to simply put a presence on Facebook or Twitter. When your social strategy is limited to participating in others' online social communities you are losing out on opportunities to engage with your customers in the manner in which they prefer and in the context of your business. Further, you don't have control of the conversation - or of the data. By building communities around your own website presence you better serve the needs of users, who want and expect a more direct interaction with the brands they care about.

The Challenge of Becoming Social

Integrating communities into your web presence using traditional approaches can be a challenge. Most sites are built on CMS systems designed for content management, not social interactions. In fact no CMS vendors have integrated best-in-class social community functionality into their offerings. Likewise, vendors focused on social platforms offer an abundance of features, but it is difficult and costly to incorporate these platforms into existing sites, even after considerable integration efforts. This leads to inflexibility and inability for you to roll out new social aspects on your website, and increased management difficulty and overhead.

“Consumers don't want brand relationships to be a part of their open social networks; instead they want company websites to be more like their experiences with open social networks.”

– The Incyte Group

Implementing a social solution that's separate from your CMS ordinarily requires you to maintain two separate customer databases. This involves a large amount of resources and investment in infrastructure, and high operating costs. Multiple

separate databases typically have multiple internal owners which increases management overhead, and introduce challenges associated with tracking and communicating maintenance status and addressing technical issues. It also presents challenges when you look to roll out and manage new social components.



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“45% of the buying decision is made before the buyer speaks with a sales rep.”

– IDC, March 2013

Disparate systems also negatively impact the user. Users see a disjointed experience between the community areas and the rest of the company’s web presence. Navigation may not be consistent, comments made in one area don’t necessarily show up in other areas, and they may even have different brand experiences and separate user accounts. It is important for your social solution to integrate easily and effectively with back-end systems.

“Aggregating or augmenting current business processes to deliver a new user experience requires social tools to be integrated with other enterprise systems.”

– IDC, Enterprise Social Networks, October 2012

Evoq Social Combines Best-In-Class Communities with Your Existing CMS

Now there is great news for websites built on the DNN Platform. With Evoq Social, for the first time organizations have access to a full suite of community features integrated natively into the DNN Platform.

Evoq Social is not simply a bolt-on to DNN. It is a fully-fledged solution built on the DNN Platform that provides an inclusive suite of best-in-class tools and capabilities. Evoq Social offers the broadest set of leading-edge social functionality of any fully fledged CMS system. It provides you with a fully integrated experience across your traditional and social web presences, and makes it easier for your staff to manage and maintain.

Only DNN combines the broadest range of leading edge social functionality with an enterprise-class content management system. This means your customers get a single, seamless experience throughout your content, rich media, and communities. They only log in once, comments they make in one place can be reflected in another, and all branding elements and site design are consistent across your site. Importantly, there is one customer database across your entire Web presence which means richer data analytics to better understand and connect with your customers and increase revenue.

Evoq Social Capabilities

Evoq Social provides a wide set of leading-edge social capabilities to help you build, manage, and maintain

a successful social community. These capabilities help drive real business outcomes – increasing revenue, reducing maintenance and support costs, improving customer satisfaction and retention, and building brand advocacy.

“50% of social media users express concerns about brand/services at least once a month.”

– IDC, Enterprise Social Networks,
October 2012

Four key Evoq Social features include:

Gamification: Introducing gamification encourages user interaction and return visits in a fun and engaging manner. With Evoq Social you can reward interaction through point awards, special privileges, badging, and recognition based on activity and contribution, with leaderboards that show users’ points and rankings. Evoq Social’s gamification features can transform nearly any repetitive task into a fun, interactive experience.

Data Analytics: Evoq Social provides powerful data analytics and reporting to help you optimize community health. The interactive dashboard shows metrics based on user, group, date, and activity to identify trends and insights and influence desirable behavior. It makes it easy for marketing, support,

and product innovation personnel to manage the community – without the need for social website administrators.

Ideation: Crowd-sourced ideation enables faster and better product and business model innovation. Evoq Social enables you to solicit feedback and collaborate with customers to gather insights on ways to improve products and services. It lets you allocate users a fixed set of votes, ensuring prudent voting for the most valued ideas.

Q&A: Evoq Social lets you provide crowd-sourced knowledge management, in which community members provide valuable answers and support. Members submit or search for previously submitted questions and answers to gain input from peers and receive more “real” customer service. Q&A can significantly reduce your customer service costs and build a more engaged community.

 **KNOW THIS...**

“Nearly half of US social media users today actively seek customer service through social media.”

– NM Incite Social Care Survey, 2012

Additional Evoq Social capabilities critical to building and maintain a social community include:

- Blogs
- Discussions
- Activity Streams
- Leaderboards
- Badges
- Status
- Relationship Tracking
- Bookmarking
- Search
- Profile Progress
- Tracking
- Content Flagging
- Customer Personalized Dashboard
- Journal API
- Unified Comments Support
- Groups Related Content

Evoq Social features for community managers and developers for easy implementation and administration include:

- Moderation
- Developer Controls and APIs
- Social Library
- Notifications
- Social Dashboard
- Social Skin

A Natural Progression for Sites Built on DNN

Easy Upgrade Path

Evoq Social provides a simple upgrade process for websites built on the DNN Platform to integrate new social community capabilities. With minimal technical skills, time, or effort you can get up and running with a fully functional social community that is deeply integrated into your current DNN environment. There's no need for expensive custom integrations or long implementation cycles and Evoq Social uses your existing web infrastructure so the impact on IT resources is low. Branding, styles, and content assets from your existing website will integrate seamlessly with Evoq Social and you can also take advantage of the wide variety of third party commercial modules and skins available in the DNN Store. Get your social web presence up and running with minimal effort.

Transform your Website into a Thriving Customer Community

Not only is it easier to integrate DNN Social into your DNN website than other stand-alone social platforms, but you can leverage your existing site membership to quickly and effortlessly build out your community. Evoq Social uses the same site membership, user profiles, and security model as your core CMS platform, so you don't have to worry about migrating or synchronizing your user accounts. There is no need to recruit customers to your community site or have them sign up a second time as their existing login credentials are automatically accepted.

Highly Extensible

Built on top of the enterprise-proven DNN Platform, Evoq Social benefits from the extensibility model provided by the DNN architecture and huge commercial ecosystem. The DNN Store offers tens of thousands of turn-key complementary solutions built and supported by commercial ISVs that enable

be easily managed by marketing, support, or product innovation personnel and don't require special web administrators. Our intuitive, GUI-based dashboard puts all the information you need at your fingertips. This means you spend more time on higher value added tasks and less on the details of managing the community.



KNOW THIS...

"92% of people trust the product recommendations from **people they know** while **70% trust consumer opinions** posted online."

– Nielsen Global Trust in Advertising Survey, Q3 2011

you to quickly and easily extend the functionality of your social site. Taking advantage of off-the-shelf solutions can save you thousands of dollars in custom development effort and significantly reduce your deployment time. Sites that require custom business functionality tailored to their specific needs can take advantage of the DNN public API to quickly build their own custom apps, or tap into one of DNN's global network of solution provider partners.

Simpler Management Tools Means Less Struggle for You

With Evoq Social, we have simplified the task of managing an online social community. Everything is task-driven and activity based. Communities can

It's Time to Act

In today's social world, users expect a more direct interaction with brands they care about and customers want to interact directly on business' social communities. Evoq Social lets you harness the opportunity to incorporate community capabilities seamlessly into your existing website with it's a unique integrated CMS and Social solution.

For sites built on DNN, adding Evoq Social provides an easy upgrade path to integrate best-in-class social functionality and provide your customers with a seamless user experience. Enable social customer communities, gather valuable product feedback, crowd-source support, and build brand communities – with Evoq Social.

Get started building your online community today – call us at (650) 288-3150 or visit www.dnnsoftware.com

About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

CONTACT

For more information about Evoq Social, visit

[**www.dnnsoftware.com**](http://www.dnnsoftware.com)

Call us:

(650) 288-3150

Email us:

[**sales@dnnsoftware.com**](mailto:sales@dnnsoftware.com)



155 BOVET ROAD, SUITE 201 SAN MATEO, CA 94402 WWW.DNNSOFTWARE.COM

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