ripple6

Engage and interact with your customers at their place.
Cloud Communities™

Social media has changed the way consumers want to interact with companies online. More than ever, consumers have the ability to tune in to what they want and tune out what they don't. Simply put, marketers should talk *with* their customers, not *at* them.

85% of social media users believe companies should interact with them in social networks.*
Research shows that online, people feel a stronger connection with, and are better served by, companies that interact with them in a social environment. They want companies to help solve customer problems, solicit feedback on products and services, and develop new ways for customers to interact with the brands.

Cloud Communities make it easier to build ongoing conversations and relationships with customers.

We create one community for the brand that exists in and across many different social networks. Although it exists in multiple networks, a cloud community is managed, monitored, and maintained from a single dashboard. And the community is seamlessly integrated into each social network to simplify the user experience.

Distribution of content has never been simpler.

All content is syndicated to all sites automatically. Likewise, all member comments appear on every site, so no matter where someone joins the conversation, they see the entire conversation.

Monitor and measure all community activity from one place.

Ripple Analytics provides a simplified means to collect insights and identify areas for improvement in real time. A thorough set of data points is available for instant analysis, whether you're monitoring the flow of content through the entire community or examining a single message.

Reach relevant customers again and again.

Cloud Communities are an effective social media strategy. They allow easier access to consumers in their own communities, where you become a trusted part of the larger social network. Interacting on their terms and on their turf further develops an ongoing relationship between consumer and brand.

* Cone, Inc. & Opinion Research Corporation: 2008 Business in Social Media Study.