



Impact Interactions

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Our methodology is based upon proven best practices and measurement criteria that we've developed through our work with global organizations since 2003.

Impact Interactions provides a full suite of social media services to help you exceed your business goals while helping you build stronger relationships with your customers using interactive technologies.

Since 2003, Impact Interactions has been helping organizations around the globe realize measurable business results using social media. Our work with business-to-business, business-to-consumer, and membership organizations created many of the best practices other firms can only blog about. Contact us to learn how our experience can help your project succeed!

OUR SERVICES

STRATEGY CONSULTING—New communities and social networks, rejuvenate under-performing communities, social media planning that works for your goals.

PROJECT MANAGEMENT—Technology selection, processes for running a successful community, pre-launch & launch activities.

MODERATION & FACILITATION—Trained full & part time moderators to facilitate growth, moderation guide development, training services for in-house moderation teams.

SOCIAL MEDIA MONITORING—Brand Insight across the interactive world coupled with key insight reports.

REPORTING—Metrics & insight analysis, ROI frameworks, end to end reporting



OUR CLIENTS



AARP: Strategy Consulting, Social Network Facilitation Services, Reporting



American Chemical Society:
Strategy Consulting and Project Management for Social Network

Cisco: Facilitation for multiple communities including Networking Professionals Community, MyCiscoCommunity, & Partner Central. Management of NetPro Poland, NetPro Japan, Distinguished NetPro Expert Program, Social Media Monitoring, Twitter Management, and Reporting



Disney: Moderation for vacation photo and video sharing site

Intel: Strategy Consulting



NetApp: Strategy Consulting, Reporting, ROI Measurement

PDA Group: Strategy Consulting, Social Media Workshop, Social Media Training



SAP: Strategy Consulting, Analytics and Reporting for SME Channel, SAP Global Community, 18 Local Language Communities, EMEA Partner Channel Social Media Management, Best Performance Challenge, Best Performance Circle Community

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**WE HELP GLOBAL ORGANIZATIONS BUILD LEADS,
BRAND AWARENESS, BRAND LOYALTY, & REVENUES**

Why Choose Impact Interactions?

We'll let our clients and partners give you their reasons...

"Mike worked with us almost 9 years ago to help us build the Cisco Networking Professionals Connection discussion forums and our best-in-class status is in part due to his efforts. Today his company, Impact Interactions provides the moderation services we need for NetPro as well as consultation for other community projects across Cisco. I value their expertise and experience in the community field. They bring a level of insight, practicality and good sense that is particularly valuable at a time when everyone is trying to jump into the community fray and many feign expertise they don't really have."—Elaine Murphy, **Cisco**

"I've had the pleasure of working with Impact Interactions for more than seven years. They are energetic, strategic thinkers who are able to define issues and build and help implement strategies to solve them. Their knowledge and practice with online communities, metrics, and online marketing gives them the experience needed to help organizations to make an impact in their people ecosystem interactions and achieve significant results. Our work covered multiple aspects of online marketing and eco-system build for SAP. Impact Interactions was able to create and deliver all solutions on time, with great results, and within budget. Mike Rowland's focus on refining and meeting our goals is why we consider Impact Interactions a trusted partner." —Raimund Mollenhauer, **SAP AG**

"We engaged Impact Interactions to streamline and help us understand how to use social media to meet our members' information needs more effectively. The Impact Interactions team knows the space and how to reach your audience using social media while delivering tangible business results to your organization." —Mark Carpenter, **The American Chemical Society**

"Impact Interactions understands that AARP has very high standards for meeting our members' needs online. Like many organizations with a successful and large online community, we face the issue of how to continue to improve our community with features that enhance the member experience while also providing benefits to AARP. Recently, AARP launched a new social network offering on AARP.org. Impact Interactions used their knowledge of our membership and of online communities to help us manage our existing community's transition to our new social network while providing us with quality moderation services for both communities." —Sandy Moreland, **AARP**

"Impact Interactions has provided measurement and analytic reporting to our organization for the past four years. In that time, they have demonstrated a high degree of professionalism, consistently ensuring we have strong alignment to multiple stakeholders within the company. Impact Interactions consistently delivers their analysis on time and always seeks to go the extra mile. I look forward to continuing to work with the Impact Interactions team."

—Sara Larsen, **SAP Global Marketing**

"We've partnered on multi-media projects with Impact Interactions for our joint client SAP. They are creative online marketers who are able to develop ideas that get results. They have a solid understanding of the audiences for online efforts. Their methodology defines the clients' goals, and then produces results that surpass expectations. For example on a recent project, we jointly created a very successful on-demand video utilized both online and at SAP's SAPHIRE conference to attract the attention of senior level executives. The video's success enabled SAP to gain additional information on their targeted audience in an entertaining way." —Ron Giannone, **FMP Media Solutions**

"We have partnered with Impact Interactions on a number of occasions to present online community concepts to Fortune 500 retailers. They thoroughly understand the landscape and how Web 2.0 initiatives need to be woven into overall marketing plans. Most importantly, Impact Interactions stresses understanding the overall marketing objectives so that the solution and analysis are in line with the online efforts." —Brian Hartman, **SHC Direct**



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