

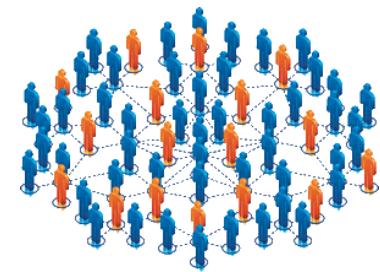


# Impact Interactions

***Driving Business Results With  
Social Media***

*Making Business Social 2010*

# **A Message From Our President**



*“Thank you for your interest in Impact Interactions. We are in business to make your project and team succeed using the best practices we’ve developed over the past ten years in social media and online community management.*

*The team that you will work with hasn’t just read about social media, or used Twitter to become social media celebrities, or worked solely as part time moderators or chat hosts; instead they’ve been busy helping some of the largest brands in the world realize measurable results using social media. Our team has practical real world experience which will help your project exceed its objectives.*

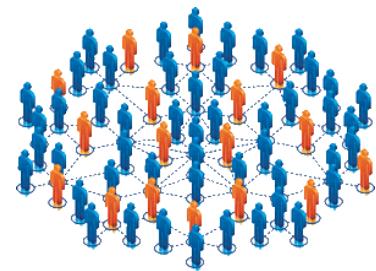
*Impact Interactions is ready to be your trusted advisor and partner in the evolving social media world. After your review of this introduction, please give me a call to discuss how we can help you join the list of our successful clients.”*

**Mike Rowland, President**

**(410) 604-3304**



# Our Experience



Our Clients include:

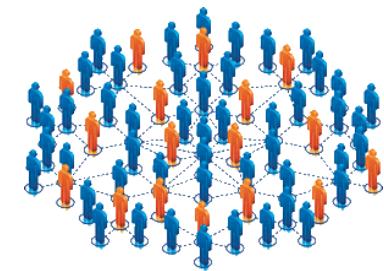


American Chemical Society



Other organizations we've helped\*:





# **Our Consulting Services**

## **Social Media & Online Community Consulting Services**

- Maximize online results through proven strategies using interactive features like communities, Twitter, Facebook, LinkedIn, and events to meet specific business objectives
- Bring the best practices and real world user experience into the planning process in order to accelerate results while avoiding the common mistakes most organizations make using social media and communities

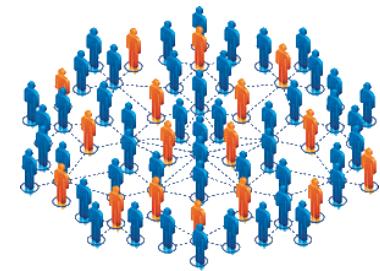
## **Project Management Consulting Services**

- Support from developing Business Requirements documentation to pre-launch management processes and activities
- Technology selection to find the platform(s) that will best fit your plans and provide measureable results

## **Web Analytics & Reporting Services**

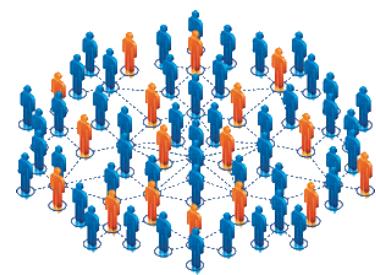
- Clear concise reporting on how Social Media is performing against your organization's key performance indicators (KPI) using multiple tools to deliver results and insight
- ROI framework and analysis to provide executives with the value of your project

# **Our Consulting Work Focuses On Your Success**



- **Social Media Training** for management of global services company
- **Creation of new “Hall of Fame” recognition program** for large global technical community covering online and offline activities to promote long term value
- **Partner Training and Recognition program** for technology partners and value-added-resellers in EMEA for large global software company
- **Social Networking consulting** for large consumer online site covering video, photos, blogs, message boards, email (private messaging), profile management, and social networking privacy issues
- **B2B community strategy and management of SME Partners** for a global technology company
- **Online Community Strategy, Management, and Technology Selection** for member association
- **Consulting and Project Management** for emerging markets native language community
- Launch of **local language international communities** (both marketing and support)
- Developed **Member loyalty and recognition** program for developer community
- **End to End Reporting** for global integrated campaigns utilizing PPC, Web, and Call Center lead generation activities
- **Web analytics workshop** for global webmasters

# Recent Consulting Engagements



**NetApp**

Login Library Communities Contact Us

SEARCH

Our Products & Support Our Solutions Our Company

## Communities

How to Buy

Let's get started  
+1-877-263-8277 | Email us  
Print  
Send to a colleague  
Tag this page

Home > Communities

Communities Blogs RSS Subscriptions

How Can We Help You Go Further, Faster?

Participate in Our Online Communities

Discuss NetApp Products and Solutions  
Get your questions about NetApp features and capabilities answered while learning how other users deploy and manage NetApp® technology.

Access Tools and Resources.

**ACS**  
Chemistry for Life™

Join ACS

Publications Meetings Careers Membership & Networks Education Policy Funding & Awards Press Room

You Are Here: Home > Membership & Networks > Collaborate

## Community Networks

### Discover resources

- ACS Careers Blog**  
Find out what others are saying about scientific professions.
- Flickr**  
Find or post ACS-related images. Use "American Chemical Society" to tag images of your ACS event for others to find.
- Google Gadgets**  
Add them to your iGoogle page:
  - Molecule of the Week
  - This Week in Chemical History
- Green Chemistry Resource Exchange**  
Learn more about advances in green chemistry.

### Network with other members

- ACS Network**  
Professional networking tool for the global chemistry community, hosted by ACS.
- ACS Chemical Biology**

ACS is changing the way that we deliver our services to you. We're making them:

- Easier to access
- Easier to find

And we're exploring new platforms for delivery. Read the [ACS Careers Blog](#) to find out more.

[www.acs.org/globalchallenges](http://www.acs.org/globalchallenges)

**PDA Group**

enabling best performance®

Work Play Support About Intel Change Location

Contact | Login | Register

search...

Home PDAgroup Activities Performance Center

Talent Net  
Connecting SAP Partners with the right talent  
» Read more

What's new?  
• Photos from our latest Productivity Camp in Walldorf

On Calendar  
SAP Business Objects Vertriebstraining Oct 13

**intel**

Intel® Software Network  
Connect with developers and Intel engineers

Communities Downloads Tools Forums/Blogs Resources Software Support

Home > Intel Software Network communities  
Intel Software Network communities

Academic | Manageability | Mobility | Parallel Programming and Multi-Core | Virtualization | Visual Computing | See All >

**BREAKTHROUGHS ACCELERATED.**  
Intel® Atom™ Developer Program  
Netbook application development—streamlined. [Learn more >](#)

Intel® Software Network TV - live shows on Parallel programming, Visual Computing and Teach Parallel

- Tue 10/6 8am PST - **Parallel Programming Talk:** Monthly Listener Question Show
- Tue 10/6 10am PST - **Teach Parallel!** Developing Computational Thinking in High School Science and Mathematics

Learn how from developers from DreamWorks, Avid, Cadence and SIMULIA. Free Software Developer Webinar Series, Fall 2009 >

Enabling High-Performance Video Encoding, Decoding, and Preprocessing: using the Intel® Media SDK to create video solutions with standard APIs. [Download the Media SDK now!](#)

Intel Software Network Idea Zone - Share and discuss your ideas for the

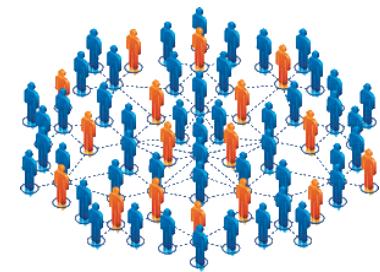
English | 中文 | Русский | Français

**Login**  
Login ID:   
Password:   
Remember Me:   
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New Registration? [Forgot Login ID?](#) [Forgot Password?](#)

**Contribute to ISN**

# **Our Management Services**



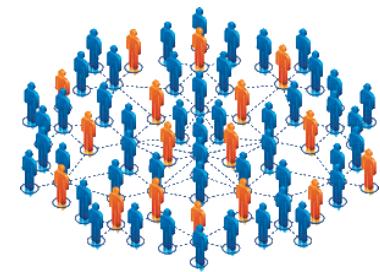
## **Online Community Moderation Services**

- Outsourced community moderation services to increase interactions, drive traffic, and increase results for online communities and events
  - Professionally trained moderators to ensure social media and community is working towards organizational goals, not just random chatter
- Clear concise reporting of online activities based upon best practices and business goals
  - Strongly rooted in data analysis and reporting of web metrics tied to organizational goals

## **Social Media Monitoring Services**

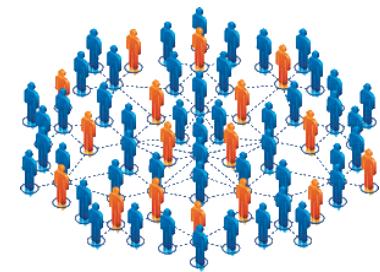
- Expand the network of information sources beyond your project to gain additional insight and opportunities for your brand and project
- Understand when to engage with critics and when to wait on the sidelines while identifying the enthusiasts for your brand
- Drive quality interactions to your project through effective use of third party sites while being seen as a thought leader

# We Help Execute the Tactics of Your Strategy



- **Moderation of large consumer online community** with over 1,000,000 registered members; features include blogs, forums, newsletters, and email. (Spanish and English language.)
- **Moderation of large technical online community** with over 500,000 active members; features include forums, newsletters, and online events
- **Moderation for global branded community** using photos to create videos for use on personal social media sites (Twitter, Facebook, MySpace)
- **Moderation of global Partner community** with over 25,000 members participating on multiple topic and product discussions, videos, blogs, and document collaboration
- **Community management workshop** for global webmasters in Austria
- **Global Brand social media** monitoring to measure audience share and reach for new segment and offering
- **Social Media monitoring** to develop panel of influencers for top technology brand

# Recent Moderation Engagements



**Cisco Support Community**

Welcome, Guest | Login | Feedback | Contact Us | Help | Search the Support Community

Cisco Support Home | Top NetPros | Ask the Experts | Product Reviews

**Cisco Support Community**

Welcome, Guest | Login | Feedback | Contact Us | Help | Search the Support Community

ANNOUNCEMENT: CSC Mobile Update

Cisco Support Home | Top NetPros | Ask the Experts | Tech Docs

**NetPro Polska**

Welcome, Guest | Login | Feedback | Contact Us | Help | Search the Support Community

ANNOUNCEMENT: Witamy w nowym NetPro Polska

Wspieracie Społeczność | Społeczności NetPro Polska

Home | Infrastruktura Sieci | Sieci LAN, Przelotania i Routing | Sieci WAN, Routing i Protokoły | Bezpieczeństwo | Zaufana Komunikacja | Zajęty Ekspert

Najnowsza aktywność

- krzysztofkrzakowski reacted to PMP® now reprezentuje Kartę 105-47804, 100%
- majkowicz created NAT 2 entries publicane do 1 proxy, 100%
- majkowicz created Projekt skutki sieci LAN i druk ayo
- majkowicz reacted to WOL przekazane do 100%
- Adam Kłosowski reacted to Skuter jaka K102 przera 100%

**Support Communities**

Network Infrastructure | Security | VPN | Network Management | Firewalling | Intrusion Prevention Systems | IDS | Physical Security | MARS | MARS Package Sharing | Other Security Subjects

Welcome, Guest | Login | Cisco Community Central | Search

**Cisco Community Central**

Welcome to Cisco Community Central

ANNOUNCEMENT: Nexus 1000V Beta Test Community

Communities

- Industries
- Service Provider SP360
- Products
- Technologies
- Small Business Support Community
- Innovators Forum
- French Community
- Community Central Help

Recent Discussions

- Re: IPSEC VPN - WRVS4400N to Cisco ASA 5510
- Re: Guest VLAN not assigning IPs, authenticating
- Re: ExternalRuggedized WAP options for UC500 or Guest Access/CoS with built in UCS40 AP?

AARP.org HOME | AARP The Magazine | Bulletin Today | AARP Segunda Juventud | TV | Services & Discounts | AARP Foundation | Research | Divided We Fall

**AARP.org**

Enter Search Terms | SEARCH | Connect to the Community | JOIN AARP TODAY | LOG IN | REGISTER

HEALTH | MONEY | LEISURE | MAKE A DIFFERENCE | FAMILY | ONLINE COMMUNITY | MEMBERSHIP

PEOPLE | PHOTOS | VIDEOS | JOURNALS | GROUPS | TAGS

**ONLINE COMMUNITY**

User Spotlight

Traildr This cheerful Arizonan rounds up lively discussions in The Great Southwest group.

Who would you like to see in our User Spotlight? NOMINATE USER

Featured Discussion

Raising Grandchildren

I can see the change in our relationship... He has said that he just wants me to be Grandma again." - Laura53

How to Get Started

Register for free on AARP.org Build your personal profile Join groups and connect with others

START NOW

BECOME AN AARP MEMBER

Join and get exclusive member discounts on travel, insurance and more.

JOIN TODAY!

Native American Dance By jilliebean

Disney Parks | SPECIAL OFFERS | FREE VACATION PLANNING INFO

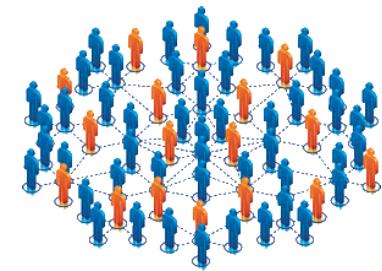
**MY MAGICAL DISNEY VACATION**

CHECK OUT YOUR VACATION

CREATE ANOTHER VACATION | SHARE YOUR VACATION

Disney Castle | Mickey Mouse | Epcot Center

# **Our Engagements Deliver Measurable ROI**



## **Our Return on Investment Analysis for clients:**

**“We have seen an overall lower churn rate among our customers, which really points to the power of community to enhance customer loyalty and retain customers.”**

Ed Plaskon, ATT WorldNet’s Product Manager for Interactive Service

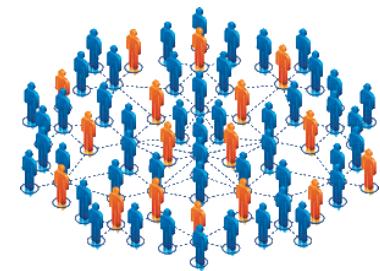
**“We realized an ROI of over 100% from our online community.”**

Helen Lechner, Cisco’s Senior Program Manager for NetPro

**“It’s a cost avoidance argument. The savings total is in the low six figures every quarter, and over \$1,000,000 in the past two years. Support site visitors have more than tripled while calls to support engineers have actually declined.”**

Patrick Saeger, Mercury’s VP of Customer Service

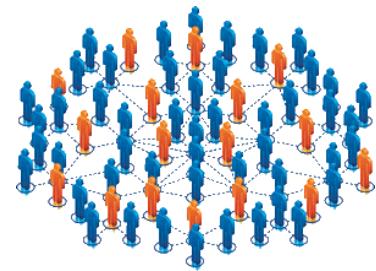
# **Take Our Clients' Word for It ...**



*“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 he provides the moderation services we need for NetPro as well as consultation for other community projects across Cisco. I value his expertise and experience in the community field. He brings 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***

*“Impact Interactions helps us better understand and increase our value to executive business decision makers interacting with SAP online. With our goal of engaging top-level executives efficiently, Impact Interactions developed and helped us implement a holistic online marketing process to improve our online effectiveness in reaching these important executives while increasing the value back to SAP.” - **Raimund Mollenhauer, SAP AG***

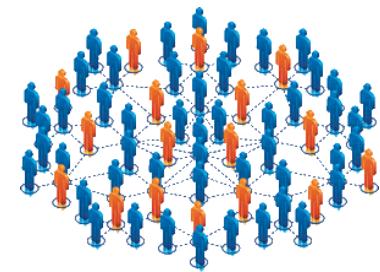
# ***...And our Partners and Roundtable Attendees***



*"We've partnered on multi-media projects with Impact Interactions for our joint client SAP. Mike is a creative online marketer who is able to develop ideas that get results. He has a solid understanding of the audiences for online efforts. Mike defines his clients' goals, 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 SAPPHIRE 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**

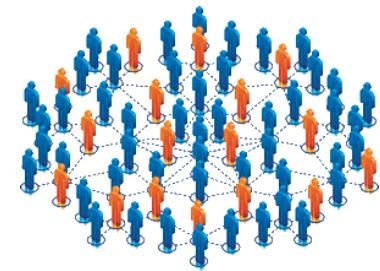
*"I've attended conferences for online community/social media professionals organized and presented by Mike. This field is complex and fast-growing and easily swamped with hype. Mike always managed to retain the excitement but present solid, actionable information and ideas, along with opportunities to meet other highly accomplished practitioners."* - **Anne McKay, Consumer Reports**

# **But Wait, There's More....**



- Impact Interactions was founded in 2003 by Mike Rowland
  - LinkedIn Profile: <http://www.linkedin.com/in/mikerowland>
- Current staff of 10 social media professionals and growing
- Average tenure of clients is five (6) years
- Located in Maryland with additional office in Chicago, IL
- Global Capability through Partners in Europe and Asia
- Our Web site and Blog can be found at [ImpactInteractions.com](http://ImpactInteractions.com)
  - Additional social media resources from speaking engagements available online
- Our Twitter Accounts:
  - @ImpactInteract –500 followers and growing
  - @MRowland602 – 325 followers and growing
- Staff have been featured speakers at multiple Social Media and Online Community Conferences:
  - Internet World London (2010)
  - Online Community Business Summit (2008, 2009)
  - ICSC National Conference (2009)
  - Online Community Roundtable (2003, 2004, 2005, 2006, 2007)
  - Internet Strategy Forum (2006)
  - Web Manager's Roundtable (2005, 2006, 2007)
  - IBM's Institute of Knowledge Management (2002)
  - Multiple un-conferences and tweet-ups (2008, 2009)

# Contact Us



- Mike Rowland, President of Impact Interactions

[MRowland@ImpactInteractions.com](mailto:MRowland@ImpactInteractions.com)  
(410) 604-3304

- **Personal Background:** Prior to founding Impact Interactions in 2003, Mike Rowland helped build Participate Systems into one of the pioneers in the online community world. In his role, Mike was responsible for designing, launching, and managing interactive communities, as well as developing and measuring the ROI for the majority of Participate's corporate clients. He was responsible for a team of over 40 people and a P&L of more than \$6 million. An entrepreneur in the classic sense of the word, he has been involved in the start-up of several companies. With a strong background in financial analysis and marketing, Mike brings a disciplined, focused approach to our engagements. Mike holds an MBA in Marketing and Consumer Behavior and a BA in Economics and Latin American studies.

For more information visit our website [ImpactInteractions.com](http://ImpactInteractions.com)