



AUTOLYST
The automobile just got social

Autolyst Launches with a Number of Initial Features in its Automotive Social Network, One of the Most Prominent is the Introduction of the Automobile as a Social Object on the Web.

Unlike traditional social media, Autolyst is a standards-based social network, users are given flexibility and tools to display their vehicle in their own way, by incorporating a hierarchical selection system; vehicles, articles, photos, video, and many other content types are related to each other based on their tagged elements, creating a content rich focused social experience.

Autolyst Company Pages

Autolyst is making a considerable effort to support the automotive industry and its related companies. Since our network is specifically geared towards automotive culture our hope is that manufacturers and product companies related to this industry will not only participate in the community but also seek to promote their brands and products within the network. Company pages are not limited to a simple page system; we are here to put automotive companies in the driver's seat when it comes to representing their brands and products. As such we are introducing our first two types of company pages with multiple levels of engagement opportunities.

Manufacturer Pages

Landing Pages: Landing Pages for automobile manufacturers; can be modified with manufacturer specific content, vehicle data, articles, news feeds, image galleries, and video feeds. By design they are specifically designed to help build, and reinforce manufacturer brand image. Landing pages in Autolyst can be simple or even full sub-domains with their own graphics template, logo placement, and custom features set. Autolyst employs a team of some of the best Drupal developers in the industry and works closely with the open source community to facilitate

Advertising Integration: Manufacturer pages are closely integrated into the Autolyst advertising system. This feature allows current generation automotive manufacturers to advertise their product lines, held subsidiary companies, and media campaigns within Autolyst. Advertisement guidelines permit the ability to link to any number of internal and external information areas. Since Autolyst is a niche based social network, advertising messages are certainly more focused and more likely to hit their aimed target audience the automotive enthusiast. Unlike traditional mainstream social media, Autolyst allows manufacturers to first target their message to its specific audience of automotive enthusiasts and influencer's; in turn that audience may choose to share that message with others outside the Autolyst network whom they feel might benefit from that content.

Vehicle Specification Database: Manufacturer users also play a critical role in the site as curators of their current and historical model specifications. With the power to add to and list data that would not be easily found or known, manufacturer contribution to this data reference system is a great way to help contribute reference information within the Autolyst community, historical photographs, and other archive information are welcomed additions to the network.

Product Companies Pages

Landing Pages: Landing Pages for product companies; can also be modified with company specific content, product data, articles, news feeds, image galleries, and video feeds. By design they are specifically designed to help inform, and promote product lines with targeted demographic and vehicle owners.

Advertising Integration: Product Company pages are also closely integrated into the Autolyst advertising system. This feature allows product companies to target messages to specific vehicle owners, and demographic users. This method not only maximizes the impact of your product message but also creates cross-linking opportunities with user testimonials and reviews.

Products Integration: Autolyst supports another related content type to the vehicle system; the product system; which is designed to allow companies that produce vehicle or application specific products, the ability to not only add that product into the network, but also cross-promote that content type on vehicle pages. This is accomplished by an automatic system generated reciprocal link between vehicle profile pages and product information pages.