



COMMUNITY ENGINE

Background Information

Community Engine was founded in 2008, born out of the growing, but latent, demand among organisations to take advantage of the social media phenomenon, arguably the most significant developments in communication since the advent of the internet.

Social media has changed the way people interact and therefore the way organisations need to do business.

Community Engine builds proprietary social networks for organisations to enable them to harness the power of social media as a means of forming direct and meaningful relationships with their customers and other stakeholders.

This in turn helps organisations increase revenue, decrease costs and improve overall customer and stakeholder satisfaction.

Social media is now the most effective and efficient way of reaching customers and potential customers, and, put simply, organisations which do not have a social media strategy risk missing out on the most important communications opportunity of this generation.

While Facebook, Twitter and YouTube are useful channels for listening to the conversations taking place among their customers and stakeholders, these third party platforms do not permit organisations to own any of the information being generated by them. What is more, third party platforms do not provide for open and direct dialogue between organisations and their customers.

More and more organisations now realise that proprietary social networks are the only truly effective way of facilitating this crucial direct interaction.

The 2010 Nielsen-Community Engine Social Media business Benchmarking Study revealed that More than a third of big businesses and 27 per cent of SMEs said they would prefer to create their own social network as an extension of their own website.

A total of 77 per cent of businesses said the reason for this preference is the importance of owning the information they capture through their social media activities, as opposed to the information they derive from third party platforms.

Community Engine's proprietary social networking technology allows organisations to invest in a sustainable system which can grow and deepen their relationships with customers and stakeholders.

Community Engine provides social networking for all types of organisations, including:

- Business
- Government; and
- The not-for-profit sector

Community Engine editions include products for professional associations, incorporated associations, unions, political parties, government agencies, destination marketing organisations, corporations, community radio, sport & recreation, charities, the performing arts and festivals

In a marketing context, the great power of social networks is that they are effectively networks of networks, so the customer has a relationship not just with a company and/or a brand, but also with other customers.

A social media campaign is not, however, a campaign in the conventional sense. Social media, unlike campaigns in traditional media, cannot be turned on and off. Social media is about building long-term relationships.

Community Engine allows marketers to unlock the social network's capability of creating deeper engagement, collaboration and ultimately advocacy among customers.

While Community Engine still advocates that companies make good use of social networks like Facebook to build communities, its technology allows organisations to capture and internalise those relationships, while at the same time enabling interaction with the mass, global social networks.

Smart organisations recognise that they can't control the "conversation" but they can move into the conversation space and be a part of it. Conversations among an organisation's communities are happening anyway, the only question is whether an organisation is involved at the centre of them.

Community Engine's solutions are faster, better and more accessibly priced than any other social networking enterprise. The company is Australian-owned, the technology Australian-made.

The company's clients include Federal and State governments, Events New South Wales, the ACTU, the Mortgage and Finance Association of Australia, the Australian Labor Party, the Australia Council for the Arts, National Parks & Wildlife, Tourism Tasmania and Fbi Radio

Community Engine has a staff of 45 employees and is headquartered in Sydney with local offices in Adelaide, Brisbane, Canberra, Darwin, Melbourne and Perth.

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