

GreenIvory SocialTalk



Solution Description

SocialTalk is a modular social network solution dedicated to building communities among stakeholders with an e-marketing focus. The solution consists of nine modules that help to create value with your customers and partners. The modules are:

- Public Profile
- Exchange
- Working groups
- Collective publication
- Newsletters
- Events
- Photos and videos
- Recommendation system
- Interconnection

Features & Benefits

SocialTalk gives a strong identity to your social network. Expand it by involving your employees, your partners and your customers; give them the opportunity to become the best ambassadors for your brands and products. You have the metrics to control, analyze and lead your e-marketing strategy.

With SocialTalk you can profile your customers more efficiently. Provide all the tools to discuss, share and adopt the wiki culture. Co-create your new products and services with customers.

Value Proposition

SocialTalk is a flexible and modular SaaS solution. This is the appropriate tool to boost your Customer relationships. You are able to analyse and anticipate client needs and strengthen your brand image.

SocialTalk allows you to use your personal network to secure and value all client exchanges. These capabilities not inherent with social networks such as Facebook and LinkedIn. The solution is a comprehensive vehicle for creating an optimal e-marketing strategy at the best price and with a strong ROI.

Company Description

GreenIvory is an e-marketing software vendor focusing on innovative Web tools that will increase the efficiency of your Internet communications. We specialize in processing and enhancing information.

Our technologies, products and services include mashup, online reputation, social networks, and collaboration portals. Our customers are communication agencies (both traditional and digital) and other companies for whom the web is essential to their activity, like pure players. The company has expertise in website enhancement, technology and competitor monitoring, portal building and social network creation.

IBM Segment

- Data Management
- Informix

Business Function

- Social Network for e-Marketing Strategy

Target Industry

- Media and Entertainment

For more information, contact:

sales@greenivory.com

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