

CONTRACT OPTIONS TO FIT EVERY BUSINESS NEED

Working with You to Create The Perfect Engagement Solution



**FLEXIBILITY AND OPTIONS
TO FIT EVERY BUSINESS!**

**NextBee:
10 Years of Creating
Rewarding
Engagement**

WHAT ARE YOUR NEEDS?

It's a simple and proven fact, engaged people drive innovation, create change and spur growth. Over the past 10 years we've used that knowledge as our guiding light and built an engagement platforms designed to succeed from contract to launch.

Each business we work with is unique, in their needs and in their strategies. Understanding and working with each client's unique situation has allowed us to continually lead the way in creating top of the line engagement platforms for businesses, especially those with a social-media-savvy audience. Also, over the past decade we've developed a core of passionate team members who have a relentless focus on your program's organic growth and to **"Deliver Top Results for our Customers!"**

So, having said all of that it brings us to you. **What are you creating? Where do you start? What are some contract options we offer to fit your needs?**

In this guide we're going to discuss all of that, specifically contract options, and show you an under the hood look at our platform and what makes us different.



THE BIG PICTURE: IT'S THE FOUNDATION



In order to know what contract option is best for you, it's important to define "the big picture" of your engagement marketing efforts. There are really three main categories; customer engagement, employee engagement and partners/advocates engagement.

Each one has similar activities, motivators and incentives to engage users but each can also affect the other. and having the tools in place to verify what activities, incentives and other components are working and which ones are not so you can make the correct adjustments.

Once you have control of the big picture, through a unified platform,

you can use that synergy to create a unified platform where each segment affects and influences the other thus creating an overall sphere of engagement.

Let's examine some of the more common uses of engagement efforts in these three areas.

Customer engagement programs usually have a single overarching goal to either build loyalty or to generate referrals or to build brand awareness across multiple platforms.

Employee engagement programs typically initially focus on one of these goals; increasing employee retention, enhancing training efforts (training more readily accessed, completed, and retained), or generating employee referrals for hiring and/or lead generation.

Partner engagement/recognition programs usually want to offer educational tools and programs to empower their partners' technical and sales teams and then use analytics to track and reward their efforts for training, sales and referrals.

You can definitely design a program for each of these that does all of those things and more, but a more successful engagement program connects them all, or has the ability to do so.

Why?

Again, it's that sphere of influence.

Engaged employees can help with onboarding, advocating for the program's adoption, proactively answer team member questions, suggest new ideas, etc. which in turn creates even more engaged and motivated employees. These employees have a sense of company pride and then interact on a deeper level with clients and/or partner network members and become your greatest loyalty builders and referral generators.

This in-turn creates customers who are likely to stay loyal and refer your brand more especially if your brand is kept "front of mind" through a customer engagement platform. The final portion is partner recognition. It's important because you're going to have the scenario of customers buying more or being more engaged so a partner needs to make sure they're promoting the correct offers, using correct messaging, staying up to date on company/product changes, etc.

As can be seen, each of these programs, if created and managed through a unified platform, can easily push and grow the other. There is one more part of the equation to consider for a unified platform to be successful and that's the incentives.

This allow for partners to interact with your brand employees and customers on a deeper level too which means not only can they generate more immediate revenue but they can help with long term innovation by becoming another idea factory from their continued growth and interaction with everyone.

Now that we've discussed having a clearer big picture of what you're trying to accomplish and how that can affect the overall strategies, let's discuss contracts and the various parts of them.

CONTRACT OPTIONS

While any services contract tends to have the same main goal, avoiding misunderstandings and undue liability while laying out the terms and conditions under which a company will provide services (and specifically spells out responsibilities and liabilities), we provide three types of contracts to give the greatest flexibility and options for nearly every business need.

Each of our three contract types lay out the price, terms, and conditions for using our services. They are:

- **Option 1: Standard SaaS Model - Small Setup + Licensing Fee**

This is our most commonly used option. Because NextBee is not a "cookie cutter" solution, the setup and licensing fee can vary depending upon what a clients needs and goals are i.e., what their big picture entails.

All One-Time Setups include:

A dedicated account manager who leads the in-house development team, designers and copywriters to custom-configure a program using NextBee's API based platform, template-based UI and other engagement components while creating an incentive structure and reporting unique to each business' scenario.

Monthly Platform License Typically includes:

Engagement Program Platform License with Practice Management CRM integrations, NextBee Admin Dashboard, NextBee program and rewards management, program support for current employees, and promotional support through dedicated account manager

- **Option 2: Capital Investment and Per Active User (or Per Location Fee)** - Occasionally a client will not know how many users will participate in the program (franchise based programs, media companies, etc.) so for them a better option is to pay for the initial setup and then have the monthly fee based on a per user charge.
- **Option 3: The Planning Only or Pilot/Model Launch and Per Group Customization Fees** - This option is a bit of a blend of the two previous. A client may have multiple locations (for example a retail client) where the core program is the same so the normal setup and licensing works but they need to launch it in smaller phases so they can allow for each group (location) adopt and customize per their needs.

Conclusion

Companies have unique needs from contract to launch. They need a company who helps close the loop between design, interaction, and results giving them the ability to customize engagement strategies, sustain engagement, and optimize results which equates to more sales, stronger collaborations, better ROI, deeper loyalty, higher satisfaction rates and more.

This is where NextBee excels.

Our team helps you find the right contract solution, organize, develop and implement a complete engagement strategy and works hand-in-hand with you from start to launch to ongoing success.

Get A Free Personalized Program Strategy Session Today!

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>

