

ENGAGE MORE USERS WITH A UNIFIED PLATFORM:

ONE PLATFORM TO ENGAGE THEM ALL!

Create The Perfect Engagement Solution

**ENGAGE EVERY
USER WITH
A CUSTOM & UNIFIED
ENGAGEMENT PLATFORM**

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

WHAT ARE YOU CREATING?

Who Are You Engaging and Why?

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 platform designed to identify and fit together those pieces of the technological puzzle which are absolutely essential to success.

As NextBee has led the way in creating our top of the line marketing promotions platform for businesses with a social-media-savvy audience we've developed a core passionate team who have a relentless focus on organic growth and to **Deliver Top Results for our Customers!**

We've been successful because of the extraordinary commitment from each of our employees, and are proud to say that our biggest asset is our dedicated team.

So, having said all of that it brings us to you. **What are you creating? Where do you start? What are some best practices?** In this guide we're going to discuss all of that and show you an under the hood look at our platform and what makes us different including some examples of clients working with us to drive engagement and increase revenue all from one unified platform, ours.



THE BIG PICTURE

In the big picture of engagement marketing there are really three main categories that platforms fall under; **customer engagement**, **employee engagement** and **partners/advocates engagement**. Each one has similar activities, motivators and incentives that engage users but you need to consider how each affects the other and you need to have 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?

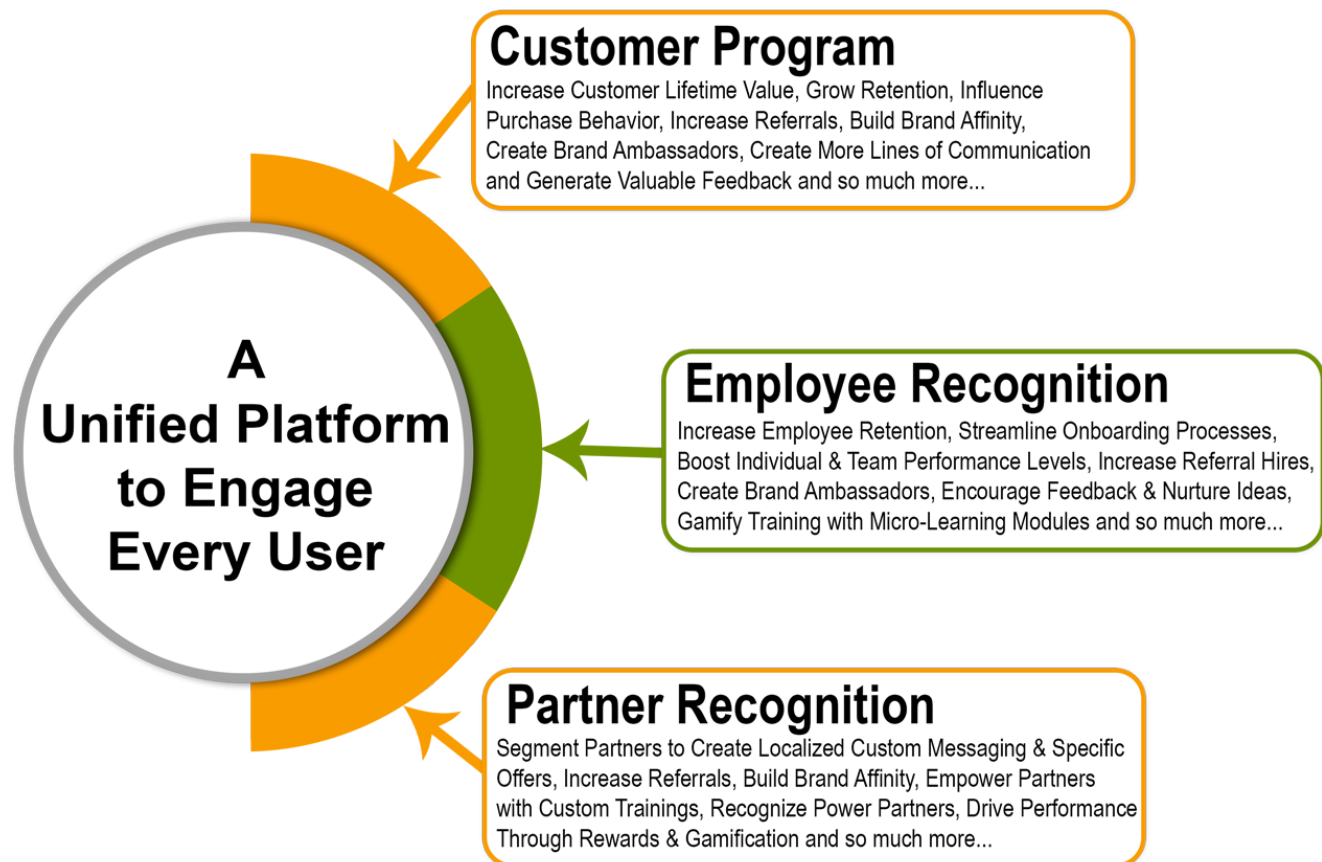
Again, it's that sphere of influence.

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.



The final piece of the puzzle for long term engagement has to do with incentives, not only picking them but validating them, the activities and other components which help drive behavioral changes. By having the proper tools in place to know what's working, what's not and then being able to change immediately you can combine that with user feedback to go beyond temporary rewards but instead **influence all interactions to keep driving engagement for the long term.**

Conclusion

When a brand has a unified engagement platform they 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 organize, develop and implement a complete unified engagement strategy as we work hand-in-hand with you to get you up and running quickly while making sure you're using the best practices to bring your program to life.

Get A Free Personalized Loyalty Program Strategy Session

Email: Sales@NextBeemedia.com

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