



WHO IS NEXTBEE?

A COMPANY DRIVEN BY PASSION AND SMART TECHNOLOGY



Our Story & Why It Matters for You!

**ENGAGED PEOPLE DRIVE INNOVATION,
CREATE CHANGE & SPUR GROWTH**

Using that above motto as our guidepost, NextBee has built an engagement platform designed to identify and fit together those pieces of the technological puzzle which are absolutely essential to the success of your promotional campaigns.

For nearly 10 years, NextBee has been the leading marketing promotions platform for businesses with a social-media-savvy audience. Through an ever-growing core product development group and a passionate sales and support team all with a relentless focus on organic growth we have single-minded focus on one thing, and only one thing: **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, let's dive a little more under the hood and show you what makes us different and some examples of clients working with us to drive engagement and increase revenue.

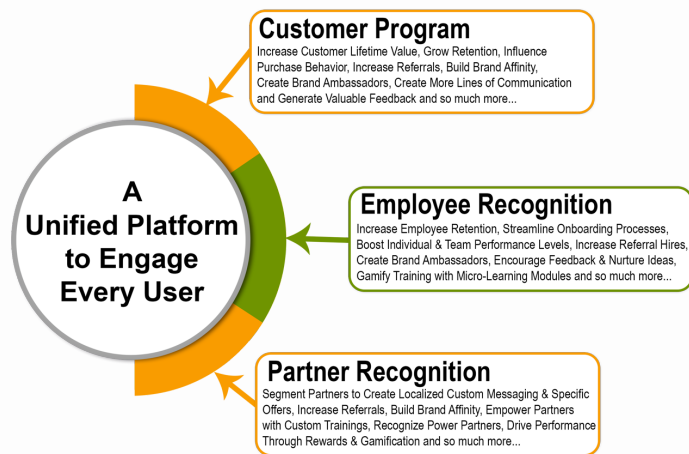
Engagement Improves
Revenue, Customer Satisfaction
& Promotes New Product Ideas

WE CAN HELP BOOST YOUR REVENUE THIS QUARTER!



Toll-Free:
800-547-1618





OUR DIFFERENCE

Oftentimes engagement, whether customer or employee, is viewed in a generic light. While some companies may have good intentions and work to create a program to grab customers' attention, more often than not, a program is created and defined based on what's right for the brand thus leaving out the most important part of the equation, the customer. However, the most effective way to connect with your customers involves cultivating a complete relationship between the customer and the brand.

Here at NextBee, that's exactly what we've been doing for the past decade, working with brands to use best practices, proven tips and award winning procedures to generate top level engagement for nearly any vertical. We look to answer three questions when working with a company...

1. WHO ARE YOUR USERS?

We first work with you to define and document your user base, both current and potential. This is accomplished by using data from your current sales, social media interaction history, and other steps such as discussing interactions the Marketing and Sales Dept.

2. WHAT MOTIVATES YOUR USERS?

Once we've helped you clearly define and document your user base we next turn to what motivates them and how to connect that with your brand's goals.

From our decade of experience we've learned that users become motivated when they're presented with:

- a clearly defined goal for them to reach,
- a system of measurable progress toward that goal,
- a notion of increased status when the goal is reached and,
- a meaningful set of rewards for achieving the goal

Fortunately, NextBee has a robust set of modules that can meet each of these needs and a near limitless set of reward options for clients to choose from all of which allows success and growth.

3. HOW CAN WE SCALE AND GROW?

A really great feature for working with NextBee is that our platform is completely able to scale. Our robust system can accommodate hundreds of user to hundreds of thousands of users and in multiple verticals. Because we work to automate as much of the process as possible and utilize features such as Machine Learning, Micro-Patterning, and Auto-Fulfillment of Rewards this means the system can grow organically as you engage and add more users.

Now that we've discussed the three main questions we ask when beginning to work with a company, let's see how you can put it all together in a framework that will give you the same success as others in our proven track record.

Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions

A SIMPLE ENGAGEMENT PROFILE FRAMEWORK TO FOLLOW IS:

Why?

"Why are users participating?" Is it for personal monetary gain? Is it for helping someone else such as a charity? Is it because they want to be recognized for their efforts? This core question needs to be answered because it will dictate nearly everything else.

Who?

Who is being engaged? Employees, current customers, influencers, all the above? What are the typical roles or titles of those who are being engaged?

Where?

Where are the users located? Local only? International? If a wide geographic area, are there be any geographic limitations for your rewards? (Some merchants aren't available in every country or region.)

What?

What types of activities and rewards are you going to offer? Will the rewards be Value Based Rewards or Status Based Rewards? Will the rewards be internal or external? Or will the rewards be a blend of all these things? What goals are you trying to achieve with your activities? Acquire new clients? Engage employees? Build brand awareness? Clearly defined goals create clearly defined and higher performing activities.

How?

How are the activities going to be completed and accessed? SSO? Iframe access through your site? A custom app? How are rewards going to be fulfilled? Will rewards be completely digital rewards or will there be physical rewards too? If there are physical rewards, how are they being fulfilled? Manually? A fulfillment center?

As you can see from the snapshot above, NextBee helps you completely from day one to develop a clearer picture of who the users are for your engagement efforts and understand the basic framework so you can choose the right messaging, actions and rewards that will get users to engage with the platform. But, having said that, let's dive deeper on what your reward options are and how they are typically used for driving engagement.



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



Robust Analytics: Keys to Success

How to use Analytics for Segmenting & Engagement

Analytics are vital for any engagement platform to succeed and a lack of them is a guaranteed way to waste effort, waste time and lose money. There's a number of ways to use analytics and it can be confusing which is part of why we have a dedicated account manager work with every account.

We ensure that each client understands the basics of tagging, segmentation, why/how we use federated data, and how to use all of that to upsell end users more and drive more revenue.

Tagging and segmentation, i.e. the ability to tag and segment members in multiple ways, based on different combinations of metrics (visits, offer views, email opens, sharing of offers, activity participation, purchases, etc.) allows you to create tiers and/or special rewards for users based on their specific value (monetary or influence ability for example).

Once you determine, via tagging and segmentation, what people are doing, what's working, what's not working, you can then do things like offering upsells or bundles. Some ideas include creating offers within the purchase flow that keeps them engaged and motivated to earn more points or get access to premium offerings. You could also offer bonus points for bundled packages or have post purchase overlays and scheduled email alerts, with additional incentives, that push to have repeat buys or moves someone towards a more premium product.

One quick word of advice, especially with today's post GDPR world, regarding all of this data and integration **make sure your solution includes no sharing or 3rd party use of your data while** still offering the most integration possibilities.

Here at NextBee we use federated data to offer Single Sign On across your website, mobile application, and rewards portal and can provide seamless CRM and ESP integration for a unified and compliant view of customer data and communication preferences. And, should we ever part ways we purge all data.

As you can see, having actionable insights derived from robust systems and analytics gives you a chance to thoroughly engage users where they're at and give them more chances to buy.

Our Success Stories



DVD.com Boosts Social influence and Online Presence member community



Zenabi drives eCommerce Sales and Referrals through online community



Indique creates a powerful omni-channel community to drive reviews, social buzz and sales



CONCLUSION

Creating an engagement program for customers or employees or both is a great way to drive more revenue, build loyalty, generate referrals and grow your brand's exposure for the long run.

Finally, really consider implementing a total engagement program one that builds loyalty while still focusing referrals. You will find this leads to overall sales growth. It's a proven strategy that cultivating relationships with your current customers is more cost effective and easier than just pushing to find new ones. Your loyal customers will refer you time and time again and keep buying from you which creates great ROI while growing your brand organically.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and develop brand ambassadors.

Would you like to see real-world examples of companies using what we've discussed to increase their revenue? Connect with us today!

Get A Free Personalized Engagement Strategy Session

Email: Sales@NextBeemedia.com

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

Trusted by Leading Brands - Loved by Small Businesses



"NextBee has helped by implementing and maintaining a robust loyalty program which provides incentives for our customers to initially begin purchasing with us, to continue to purchase with us and to share any of our products with people they know and to also be good ambassadors of Eniva products."

Mary Veloske
Vice President

