

## Putting the Social Back in Social Media.

Enterprises are constantly adapting their social media strategies to more effectively identify, connect and engage influencers, customers and partners in their online community.

Innovative businesses are using #hashtags as the linchpin for connecting to people and content in the “crowd”. Hashtags are becoming the anchor to build user experiences around topics of interest- in real time. But despite basic analytics on their hashtag communities, social media teams lack information on the actions necessary to discover and locate top influencers in their crowd.



At CrowdChat™ we leverage data science to drive the development of engaging social communities. We developed a state of the art platform to empower social media teams to engage across multiple social networks as well as the tools and intelligence for businesses to target specific users through our advanced community search and filtering features.

The CrowdChat Platform™ provides a trusted place for conversations and a closed-loop solution for businesses by delivering measurable engagement with their community. Improve the productivity of your social media team by harnessing the power of the CrowdChat™ multi-platform control and innovative 1-Click Community™ technology to deliver real business value and insert your brand’s presence into your digital community. Find and build engagement to deepen your relationship with the customers, partners and influencers that make up your crowd.

**CrowdChat™ makes online connections easy, fun and measurable: We’re putting the social back in social media with the data science to measure it.**

## Selecting a CrowdChat™ Edition: Community or Enterprise

The information below will give you an overview of the features each CrowdChat Platform™ edition provides.

<p><b>Community Edition</b>  <b>Audience:</b> Community Managers, Social Media Managers  <b>Price:</b> Free</p> <p>This is the basic entry level service for group conversations across multiple social networks using #hashtags. Chat transcripts are permanent, on the record conversations for communities, conferences and events.</p> <p>Features include: voting, conversation threading, basic analytics and automated chat transcripts. Additionally, you can invite users from the most popular social networks (Twitter, Facebook and LinkedIn) and embed CrowdChat™ on blogs or websites for increased reach, participation and engagement.</p>	<p><b>Enterprise Edition</b>  <b>Audience:</b> Enterprise Social Marketing Managers, Large Active Communities  <b>Price:</b> Paid</p> <p>Enterprise Edition provides insights using the new innovative 1-Click Community™ technology as well as #brand protection. This edition also includes advanced data science, predictive signaling and real time search capabilities for your “crowd”.</p> <p>Features include: chat moderation and the ability to reserve multiple #hashtags that preserve social branding. Our unique auto-build capability called 1-Click Community™ enables you to turn your Twitter followers from an unmeasured data set into a real-time monitored group.</p>
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## Choose the best CrowdChat Platform™ for your business.

Community	Enterprise
Basic entry-level service for engaging group conversations across multiple social networks with hashtags.	Extend data science to accelerate engagement data for advanced social marketing performance.
<p><i>Includes the following features:</i></p> <ul style="list-style-type: none"> <li>User participation from Twitter, Facebook and LinkedIn</li> <li>Embed chats in blogs/websites</li> <li>Easy to read comment threading</li> <li>Voting</li> <li>Automatic chat transcripts</li> <li>Mobile responsive design</li> <li>SEO</li> <li>Basic social analytics</li> <li>Limited CrowdChats™</li> </ul>	<p><i>Includes all Community features PLUS:</i></p> <ul style="list-style-type: none"> <li>Unlimited CrowdChats</li> <li>Chat moderation</li> <li>1 Click Community™ technology</li> <li>Full Twitter Firehose</li> <li>Top trending Stories</li> <li>Hashtag trend prediction</li> <li>People classification</li> <li>Engagement/influencer metrics</li> <li>Analyze your follower's tweets</li> <li>Custom data science modeling</li> <li>Brand protection</li> <li>Reservation of multiple hashtags</li> <li>Searchable dashboard</li> <li>Social media team impact analysis</li> <li>Social media team training</li> </ul>