



# SPIGITENGAGE™ for Facebook 2.0

## CROWD INNOVATION

Executives, at organizations large and small, are feeling the overwhelming need to innovate in order to compete, retain customers, and improve market share. They face mounting pressures from how to engage employees, customers, partners, and suppliers within the community to implementation challenges in the organization. Crowd innovation is a new paradigm for finding unexpected business value. Instead of building out centralized innovation teams, you make use of the edge: your employees and customers.

*By facilitating social conversations on Facebook, we can create unique and impactful marketing campaigns that resonate with our current supporters; uncovering new ideas from the Raider community that will help us develop and leverage the power of our fans.*

- TOM BLANDA, SENIOR EXECUTIVE, OAKLAND RAIDERS



## INGREDIENTS FOR SUCCESSFUL INNOVATION

Spigit offers an enterprise-level solution that lays the foundation for crowd innovation. Innovation arises when people connect with each other and form communities to solve a particular problem, or create a new product or service. Spigit enables innovation by providing a common, centralized workspace where employees, customers, and others can capture and share ideas. Spigit believes good ideas get better when people work together.

## THE SPIGIT SOLUTION

Spigit offers a solution that lays the foundation for crowd innovation and allows organizations to:



### ACTIVATE THE CROWD

Mobilize the wisdom of the crowd to generate innovative ideas for your organization.



### ENGAGE COMMUNITIES

Inspire communities to proactively collaborate, and improve and refine ideas through incentives and competition.



### DRIVE RESULTS

Select and transform ideas into products, services and processes for your organization by balancing creativity with process discipline.

## CAPABILITIES

**USER COMMENTING, VOTING, AND SHARING** - Users are able to show their support for ideas through a number of communication mechanisms native to Facebook

**VIRTUAL CURRENCY AND COMMUNITY STORE** - Provide your customers with a fun way to earn real rewards by engaging with your brand.

**TAGS AND SEARCH** - Easily search for ideas that are of most interest with easy-to-use idea tagging and search capabilities.

**PUBLISH TO PROFILE AND SEND AS FACEBOOK MESSAGE** - The platform takes full advantage of Facebook's viral nature and increase brand awareness by allowing users to post ideas and other communication to their Facebook profile update or by sending a private message to a friend.

**MULTIMEDIA ATTACHMENTS: PHOTOS, VIDEOS, DOCUMENTS AND LINKS** - Multimedia inclusion capabilities allow users to include all graphics and/or documentation necessary to bring their ideas to life.

**ADMIN DASHBOARD WITH REPORTING CAPABILITIES, SITE STATS AND SETUP FUNCTIONALITY** - Capture contact information and valuable business data that can be leveraged for new product/process development, revenue generation, and cost savings.

**5 STAR RATING SYSTEM** - Increase engagement by incorporating a more in-depth content rating system that allows users to provide more specific feedback as opposed to standard "like" versus "dislike" functionality.

**INVITE FRIENDS WITH "SEND A MESSAGE"** - Broaden interaction and dialogue within the social network on Facebook via connecting Spigit's "invite friends" capability with Facebook's "send a message" capability.

**RSS FEED** - Enhance connectivity and visibility among individuals on SpigitEngage for Facebook via an RSS feed that displays dynamically updated data on submissions made via Facebook, and contains links to direct users back to the Facebook application.



*SpigitEngage for Facebook will have a significant role in the practice of social creation, as it strikes an attractive balance between engagement and economic feasibility.*

- PATRICK BRYNE, CHAIRMAN CEO, O.CO



## SPIGITENGAGE FOR FACEBOOK™

SpigitEngage for Facebook is the answer. As the first product in Spigit's Social Sense product suite, Spigit's Facebook application allows your fans to post ideas and respond to the ideas of others. Here, you can pose challenges, questions and contests, and fans can engage in the conversation by posting ideas and responding to the ideas of the user community.

Facilitating social sense, SpigitEngage for Facebook, allows companies to reach out through idea generation, free thought, campaigns, contests, and use game mechanics to engage customers and prospects and create more loyal followers.

Some of the biggest names in the business world today – **Overstock.com, AAA, US Bank, City of New York, Estee Lauder and Capgemini** utilize Spigit's powerful idea management platform with proven success. SpigitEngage for Facebook allows you to easily engage with your external customers and is seamlessly integrated with Facebook's social network.

## LEVERAGING THE BENEFITS:

### ATTRACT MORE FANS

Users can publish their ideas to their Facebook wall or share it with select friends via Facebook Message. Your logo appears as part of their post along with a link to your Facebook page where users can like or dislike current ideas and comment or post their own ideas. The average Facebook user is connected to more than 130 Facebook friends, so the potential for viral propagation is huge.

### KEEP THEM ENGAGED

Once people are on your Facebook page, you need to find a way to make them stay, peruse, post an idea and ultimately return. With SpigitEngage for Facebook, users are provided an outlet to express their ideas and opinions. Through creative marketing you can host contests, offer prizes, provide discounts or coupons, and advertise interesting projects that your company is initiating.

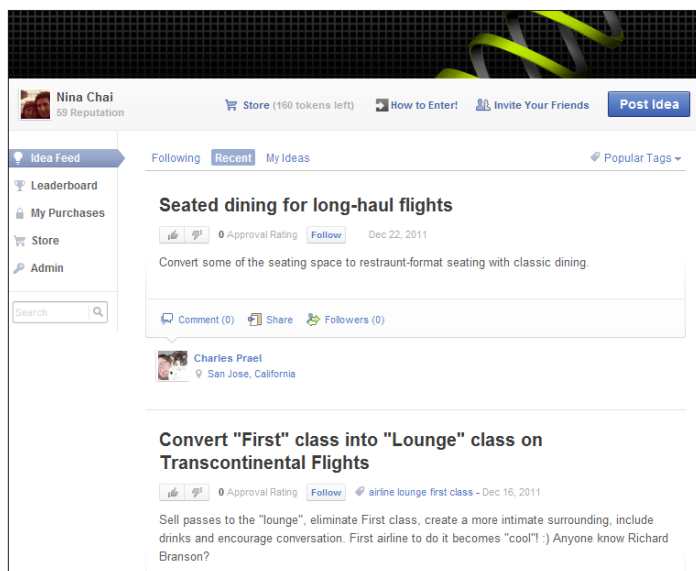


## REWARD POSITIVE PARTICIPATION

Encourage quality as opposed to just the quantity of votes. With Spigit's patented "RepURank" technology, each user receives a reputation score, so the most influential contributors are weighted more when they vote or comment. To show appreciation, you can offer coupons, store credit, or other rewards to encourage community activity.

## TURN IDEAS INTO INNOVATION

SpigitEngage for Facebook turns your Facebook page into an innovation platform. People submit ideas, either broadly or based on specific topics you provide, and those ideas are vetted by a community of your fans. SpigitEngage for Facebook uses crowdsourcing as a filter so that you are not inundated by ideas without merit. The underlying Spigit technology helps to elevate and graduate the best ideas so management is left to consider only the best ideas for implementation.



## ABOUT SPIGIT

*Spigit, the crowd innovation company, creates a new paradigm for realizing untapped business value - connecting employees, customers and business partners for innovation and insight discovery. Using social crowd technology, Spigit's solutions elicit insight and business intelligence from an organization and transform it into actionable, predictive information. By incorporating game mechanics, social recognition and rewards, idea graduation, and automated workflow, Spigit activates crowds and allows companies to harness the social capital within their internal or external communities.*

*Spigit's technology is used by the largest and most innovative companies in the world including, Overstock.com, AAA, US Bank, City of New York, Estee Lauder and Capgemini. For more information, visit [www.spigit.com](http://www.spigit.com), email [info@spigit.com](mailto:info@spigit.com) or call 1-855-SPIGIT1.*

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