

Where Prospects Become Customers and Customers Become Advocates

Looking for an online community to build brand mindshare, fuel sales or drive customer loyalty? Jive-x Marketing Engagement Communities do it all, activating and accelerating every step of the customer journey, from discovery and product research to purchasing and advocacy. They turn visitors into prospects, prospects into customers and customers into champions – who convert more prospects. Jive communities are quick and cost-effective via the cloud, and they've helped many of the world's top companies attract, win and retain customers like never before.

Solve Your Biggest Marketing Challenges:

Increase inbound traffic and awareness: Jive maximizes discoverability and visibility, raising your company's profile and making your community a go-to destination for information and expertise.

Speed buying decisions: Jive communities provide fast answers, captivating content and peer recommendations that speed purchase decisions and shorten sales cycles.

Drive engagement and loyalty: Great experiences and authentic conversations between customers, company subject matter experts and partners foster deep relationships, better satisfaction and lasting loyalty.

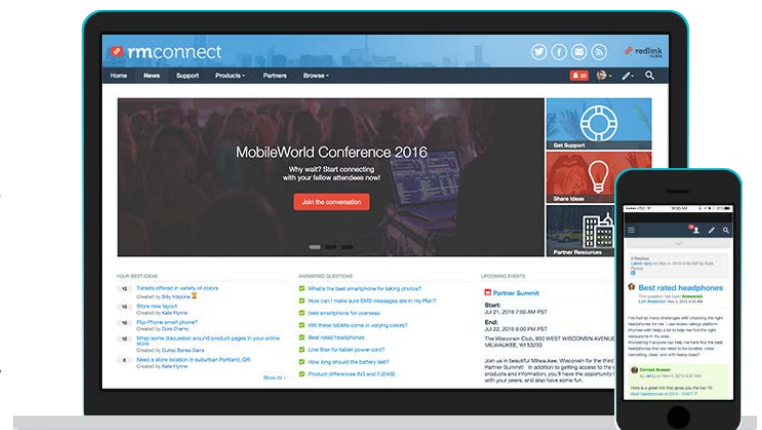
Build an army of brand advocates: Jive turns enthusiasm into advocacy, cultivating product champions and letting them act as trusted brand ambassadors.

Know your customers and market: With the industry's most powerful community analytics, you get the detailed insight you need to build a thriving community and engage customers at every stage of their journey.

Features and Capabilities:

- **Built-in SEO:** all community content is optimized for search engines, driving awareness and inbound traffic.
- **Rapid Q&A:** instantly identifies the best answers and expert responses from the community.
- **Rich Content:** videos, blogs, shared files, public and private groups, interactive discussions, live events and more.
- **Advocacy Accelerator:** out-of-the box capabilities for nurturing advocates – special groups, missions, rewards.
- **Marketing Automation Integration:** integrations with systems like Marketo support targeted, personalized offers.
- **Engagement and Rewards:** powerful game mechanics drive participation and advocacy.
- **Best-of-Breed Analytics:** industry-leading tools and metrics provide unprecedented insights into community health, engagement, sentiment and influencers.

Companies using a Jive customer community:



What Jive customers are saying



"Jive is helping us win at both ends: at the bottom line because we're saving money, and at the top line because we're earning more money from customers."

- **VP Digital, Cisco**



"Our Jive community fosters a highly loyal, high-value customer base actively engaged in our brand that helps us grow revenue, shorten the sales cycle and improve overall cost of ownership."

- **VP Corporate Marketing, EMC**



"Our Jive community has really strengthened the voice of the customer and made us a much more customer-centric organization."

- **Community Manager, HomeAway**



"Jive has been critical to the success of our business, winning new customers and providing an awesome user experience to our global community."

- **Global Community Development & Operations Manager, Premier Farnell**



"It's helped improve marketing, sales, product development and overall customer satisfaction. It's driving immense value for our company and customers."

- **Community and Product Marketing Manager, Tableau Software**



"It's just really easy for customers to find what they're looking for, get fast answers and make connections that foster enthusiasm and brand loyalty."

- **Director of Knowledge Management and Social Customer Support, T-Mobile**

Build mindshare, fuel sales and brand advocacy with a Jive-x Customer Community.
Learn more at jive.to/jive-x



Jive Customer Community Resource Kit

Download this collection of resources and see how a Jive-x community helps you engage customers at every stage of their journey:

(<https://www.jivesoftware.com/resource-library/resource-kits/jive-x-online-communities>)