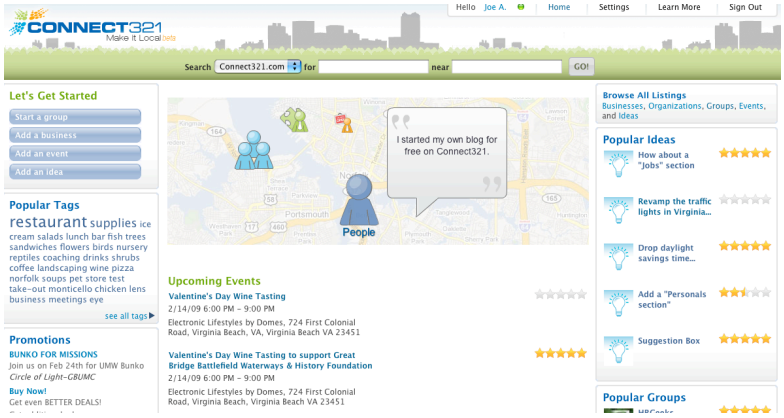
concourseconnect



Concourse Connect is a full featured online business directory and social marketing application that allows your customers, members, prospects, vendors, employees or any other stakeholders to interact with your company in a variety of real time ways.

Concourse Connect can be hosted in a Concursive Data Center and accessed through a link on the company website, or it can be kept inside the company firewall located on client servers.

Mobilize provides businesses with the entire suite of collaborative tools including:

Reviews	Document Library
Blogs	Calendars
Wikis	Promotions/Sales
Discussions	Pictures and Videos

Concourse Connect provides an easy and efficient platform for users to create collaboration entities -

Groups - individuals create groups, invite members, post documents, conduct discussion forums, and use other social tools to efficiently share common interests

Ideas - Establish a idea forum with the complete set of social tools and give a voice to people who want to develop the idea into actionable policy or new products and services

Events - Originate personal or professional events with the social tools needed to promote it

"While the overall goal of marketing remains the same, the advent of social media has changed the role of the marketer from a broadcaster pushing out messaging and materials to an aggregator who brings together content, enables collaboration, and builds and participates in communities."

- 2.0 Insights

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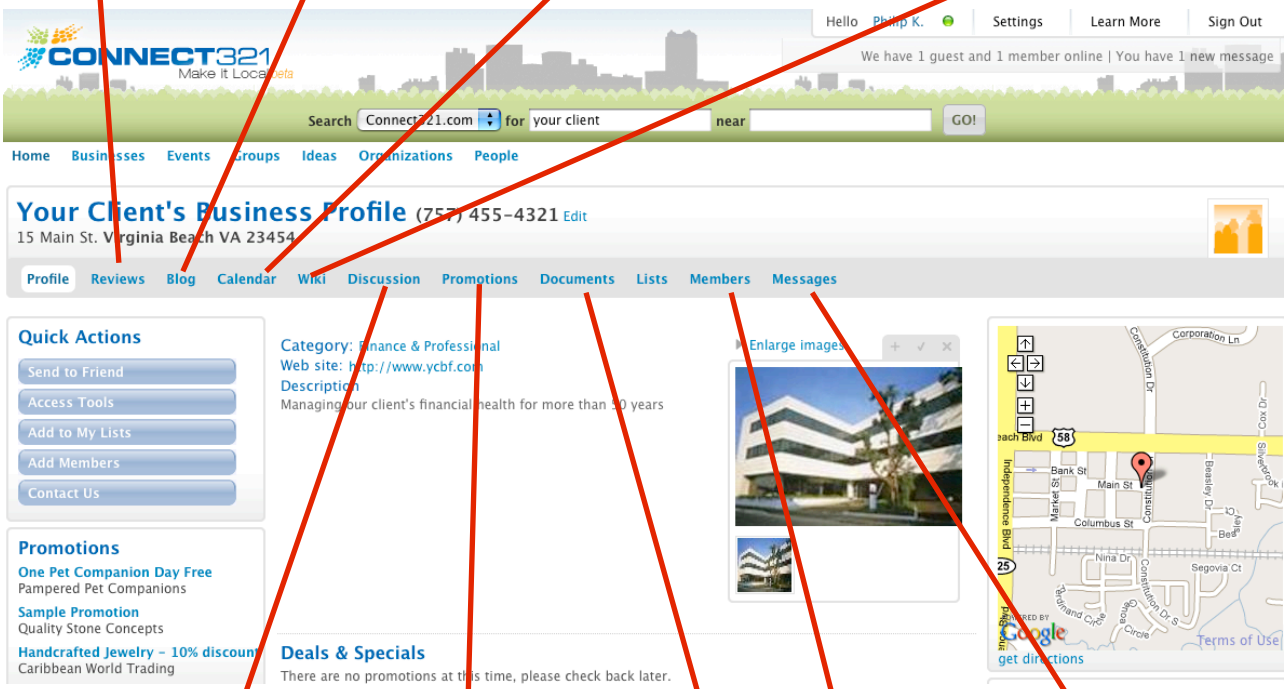
Get your customers to **Review** their experiences dealing with your company

Blogs are an online diary that a business uses to personally interact with prospects and customers

Calendars shout the start of a sale, a new product, the latest add campaign launch - tell your prospects and customers

A **Wiki** gives your customers a place to comment on topics the business selects - involve the public



Discussions start with a topic and the public can comment and answer other comments

Promotions display specials, sales, events, etc. Advertise them here

Add pictures, user guides, fliers, new ad proofs to your **Documents**

Members are people who you want to help manage your profile

Your **Message** inbox holds all the private Contact Us messages sent by prospects and customers

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