



# Word-of-Mouth Builder

## Promoting Your Online Store in Social Networks

Get the most influential people talking about your business

Celebros Word-of-Mouth Builder provides you with a single point of service to initiate and manage word-of-mouth campaigns over social networks such as MySpace. This easy-to-use tool relieves you from the risk, learning curve and administrative burden often associated with building your business through social networks.

Two-thirds of the U.S. economy is influenced by word-of-mouth.

McKinsey & Company

### How it works

**Develop relations with top influencers** - Celebros' social network analysis algorithm and search technology enables you to meet and develop relationships with the most influential social network members within your targeted consumer community.



**Stimulate top influencers to talk** - The Celebros incentives feed helps you streamline and manage your giveaways and exclusive offers (such as premium discounts, special event invitations, VIP status) to encourage top influencers to try your product.



**Ongoing word-of-mouth activity** - Once you've established contact, you have the option to expand your Word-of-Mouth Builder campaign to promote new products to new communities and grow your top-influencers' fan community.

Thousands of brands are promoting themselves on social networks.

Emarketer.com

Features unique proprietary social network analysis algorithm

Celebros uses proprietary academic research and a unique social network analysis algorithm to identify and locate the top influencers in any given consumer community. Rather than target masses of individuals, you can now target the most significant individuals who will spread your message most effectively, word-of-mouth.

### Pay for performance

Celebros Word-of-Mouth Builder emphasizes clients' ROI, allowing you to:

- Start with a minimal budget
- Pay per month, based on performance (Cost-Per-Action)
- Receive monthly reports tracking your word-of-mouth progress

Over 64% of marketers find word-of-mouth "very important" or "extremely important".

Emarketer.com

### How your business benefits

- Buzz - generate buzz by having top influencers spread the word about your product
- Traffic - obtain new traffic sources from increased word-of-mouth activity
- Sales - develop brand image and credibility from top influencers' recommendations

### Consulting services

Whether you work with an external marketing company, PR company, or do the work yourself, Celebros has a word-of-mouth solution for you. For help building your social networking campaign, contact us now.