

NETWORK MARKETING

Personal advice exerts great influence on 42% of all Germans in terms of product choice.* „Nothing is more interesting to a person than recommendations from a close friend“, says Facebook founder Mark Zuckerberg. Network marketing reaches new dimensions in Web 2.0. Also you should use this successful sales channel.

FUNCTION

- + Implementation of a „recommendation button“ and an incentive model on your product or service website
- + Recommendation of products and services by the web user to his or her circle of acquaintances
- + Payment after each successful intermediation
- + Scalability of solution from basic mail recommendation to high-end platforms
- + Development of comprehensive customer loyalty programs

ADVANTAGES

- + High conversion rates due to customer recommendation to acquaintances
- + Ability to reach new groups of customers
- + Generation of master data of prospective target customers (basis for downstream communication measures)
- + Increased customer loyalty within existing customers („reward effect“)
- + Highly efficient marketing measure (unbeatable cost-benefit ratio)

SERVICES

As a full service agency, we offer a complete and competent implementation of your network marketing campaign. Our services include amongst others:

Analysis

Disclosure of cross selling potentials, identification of appropriate product categories, analysis of potential target groups, and monitoring of competition activities

Concept

Conceptual design of the platform, development of a network marketing strategy concerning action planning, commission models, target group segmentation, communication measures, development of incentive schemes, etc.

Setup

Textual and technological setup of platform, support of technical implementation, assistance during process integration, and product data base interfaces

Optimisation

Ongoing control and adaptation of programs through market and competitor screening, contact person for (and supervision of) adviser and end customer, billing, and supervision of payment

Tracking & reporting

Continuous tracking of campaigns and delivery of reports according to relevant KPIs

ICROSSING EXPERIENCE

- + Long-standing international experience with B2B and B2C campaigns
- + Recourse to established technology platforms
- + Campaign success thanks to iCrossing expertise
- + Comprehensively skilled customer support team

* Defacto Group Study „Opinion Leader“ April 2008