

# Avolin

## GoMembers Social Commerce

Extend the Reach of your  
Organization through Social  
Media



GoMembers believes the future success of organizations depends on innovative ways to reach this global audience beyond your known members and prospects. Social Media has changed the way members interact with your organization and one another. As social media channels gain popularity, organizations are adjusting their communication strategies to extend their reach and promote their mission to a global community.

GoMembers Social Commerce enables you to add new followers and generate revenue by promoting special offerings through Twitter and Facebook while tracking purchases in the GoMembers database and redemptions through your current eBusiness Suite.

### How Does It Work?

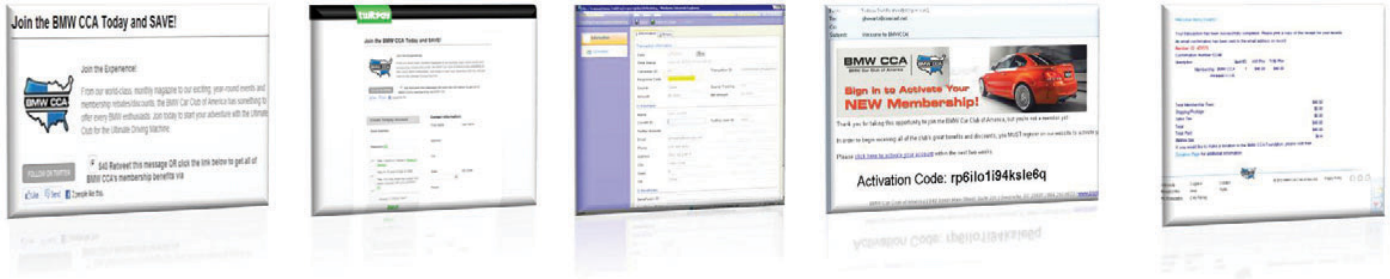
First, you establish a campaign by defining the parameters of the offering, the messaging to be used, and the timing of your Tweets and Facebook posts.

A follower retweets or reposts the offer to their Twitter account or Facebook profile which exposes your message to all of their followers. The follower is directed to your customized landing page to enter payment information. Upon completion, a record is written to the GoMembers database and the purchaser receives a confirming e-mail with a link to your eBusiness site that includes a unique transaction code to redeem the item.

### Key Benefits

- Promote revenue opportunities to your Twitter and Facebook followers
- Increase donation contributions beyond your contact database
- Gain new membership enrollments
- Sell more gift cards and products
- Automatically track campaign success within GoMembers and provide redemption through eBusiness Suite

All eBusiness redemptions are validated against the transaction record in the GoMembers database and, when successfully completed, the associated membership, donation, and other transaction records are created in your GoMembers database.



Extend the reach of your campaign significantly by re-sending the Tweet, re-purposing with new messaging or asking influencers in your industry to re-tweet your offer as a 'Celebrity Tweeter'.

## What Are The Results?

Early results from BMW Car Club of America's pilot campaign quickly yielded six new memberships.

In addition to new revenue generated, you can increase your social following, extend your messaging beyond your known audience and capture new members, subscribers to your publications, donors to your foundations and more using GoMembers Social Commerce.

Contact GoMembers today for more information and details on GoMembers Social Commerce.

# Avolin

Avolin provides critical software solutions to enterprises around the world, specializing in Customer Relationship Management, Knowledge Management, IT Support and Supply Chain Management. Over 1,400 customers in more than 50 countries use our portfolio of solutions to help them provide outstanding customer service, keep their day-to-day operations running smoothly and make intelligent decisions based on relevant and real-time data. Our customers are at the center of everything we do and our singular goal is to deliver the right solutions for their industry-specific workflows helping to keep them at the forefront of their industries. For more information, visit [www.avolin.com](http://www.avolin.com).