

The average consumer mentions specific brands over **60** times per week to their friends, family, and co-workers (WOMMA)

**90%** of online consumers trust reviews and recommendations from their friends and family (Econsultancy)



The Fancorps concept is simple. You need to promote a product, and the best way to do that is to get the people who are familiar with that product passionately spreading the word about it. By utilizing the Fancorps platform brands capitalize on **QUALITY VS QUANTITY IMPRESSIONS**. Word of mouth and peer to peer marketing are proven methods and should be an essential component of all long term marketing plans.

Fancorps specializes in identifying and engaging your most influential advocates with today's relevant social media channels, encouraging them to amplify your brand's marketing message to a new audience of their peers.

- ✓ Social Recommendations
- ✓ Product Reviews
- ✓ Virtual Currency & Rewards
- ✓ Badges and Achievements



Your brand advocates will be rewarded in many ways. Aside from gaining exclusive access to the community they will earn virtual currency for completing promotional tasks. Credits earned can be redeemed for a variety of prizes and content.



**Weekly Insights and Statistics** delivered by Fancorps via email with detailed reporting of overall Community growth, activity, tasks, and demographics

- ✓ Social Reach
- ✓ Recently Sent Tasks
- ✓ Member Count & Growth
- ✓ Demographics Data
- ✓ Advocates by Rank & Klout
- ✓ Most Active Advocates
- ✓ Current Event RSVP's
- ✓ Top Member Referrals

CURRENT CLIENTS

