



A Word-of-Mouth Marketing and Brand Advocacy Technology Solution

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 technology brands capitalize on **QUALITY VS QUANTITY IMPRESSIONS**. Word of mouth and brand advocacy are proven marketing methods and are an essential component to any successful marketing campaign.

The Fancorps platforms specialize 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. Utilize Fancorps to generate valuable word of mouth impressions.



- ✓ Social Recommendations
- ✓ Product Reviews
- ✓ Peer to Peer Endorsements



Reward your brand advocates for their efforts and influence. 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 rewards, prizes, and content.

Quantify results with detailed insights. Track and gauge advocates in real time with in depth reporting via the Fancorps community management dashboard. Our interface makes it easy to determine how effective tasks, advocates, and the community as a whole have been at making an impact for your brand.

CURRENT CLIENTS

