

■ Social Media paving the way to the Social Web

The incorporation of Web 2.0 and social media into your website allows for direct communication with existing or potential customers in both directions. pirobase creates the conditions required for user-generated content as part of your online service and can subsequently bring this content together. Users can integrate themselves and their content at many points via various functions such as blogging, comments and ratings.

This creates the basis for a community, either internally for your employees or externally for customers, suppliers, multipliers or applicants. The reusability of the content this generates is very simple with pirobase: that is because our system does not need to be prepared specifically for the use of content from Web 2.0 or social media – we deliver these functional capabilities together with the implementation.



■ Blogging

Editing and commenting on blog entries is easy and intuitive when using pirobase. Thanks to the greatly simplified editor, even untrained members of staff can familiarise themselves with it very quickly. Subscriptions to blog entries are also available by RSS or e-mail. In addition, the blog editor provides an auto-populating input box that enables tags to be entered for blog entries. It also facilitates the categorisation of contents, and a 'tag cloud' provides your users with a better overview of the topics discussed.

■ Facebook

With Facebook Publisher, you can maintain contents on your fan pages very easily from pirobase. Thanks to the Inplace Editor, the page can be edited directly in the output view. Contents can be added or moved using Drag & Drop. This complies with the editorial standard workflow, which in turn ensures that the correct content really is set up. With the amendment history, you can easily establish who edits a given page and then also who made the changes. The integrated targeting function makes it possible to deliver appropriate content directly to Facebook users when they visit Facebook pages.

■ Your benefits

- Upgrading your existing content by adding user-generated content
- Strong brand loyalty through user commitment
- Interaction with your customers and direct feedback from the target group
- Target group-orientated presentation of content
- Knowledge transfer within your company
- Support with customer self-service

■ Commenting

Commenting - Any content may be commented on, regardless of whether it consists of pictures, blog entries or entire websites. As well as the scope for performing individual settings, a check can also be made of individual blog entries by the editorial team.

■ Bookmarking

Particularly popular or important pages are often saved as bookmarks by the users. Users can mark content that is relevant for them and manage it centrally with pirobase.

■ Evaluating and subscribing to pages

Users can view, evaluate and subscribe to pages at any time. By subscribing to pages, users arrange to be notified at all times by e-mail of changes to their subscription.

■ Forum

The basic package comprises technical services, templates, standard features and the administration of rights. It can be tailored to suit your precise requirements.

The forum shows all important items of information such as the topic, together with associated threads, the author, the creation date and the number of contributions and site visits. The threads are sorted chronologically, and the sequence and number of answers listed can be configured to suit personal preferences. The moderation function can be used to block and delete contributions.

■ User Self Registration

Create user-loyalty to you and your website by enabling them to register themselves and to create their own accounts.

Contact

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