

YOUR OWN SOCIAL MEDIA APP.

Behind every successful brand, there's a group of loyal customers.

Most companies nowadays embrace social media as the tool to engage with their customers, to build followers and a community.

But what if you could have your own social media platform?

Your brand fans data will be yours. Not owned by a public social media platform.

Engage your customers only with your content. No distractions!

Branded with your logo and colors.

Your Brand Fans love to show their level of engagement, especially if it means getting points to win things, like brand paraphernalia.

The engagement levels are directly related to the number of signed-up members. Your brand fans will help you build your data base.

FROM BUYERS TO ADVOCATES!

Brands are facing big challenges in this Digital-Mobile driven era.

Traditional means, like TV or mailing campaigns are not working anymore, as they used to. Brand managers need to think harder how to maximize their budgets to reach customers through different touchpoints and take them through the marketing funnel journey to convert them into loyal advocate customers, to finally ensure a healthy, growing business.



Source: Reports from mentioned companies last 2 years

Within the marketing funnel journey, building advocacy, and increasing engagement and interaction are becoming more important than ever. According to Nilsen, 92% of people trust recommendations from friends and family when making a buying decision, and LinkedIn studies claim that people click 2x more when family and friends share content compared to content shared by brands directly.

On the other hand, the mobile phone is becoming a key touchpoint for any brand. Facebook recent studies show that 73% of people always have their mobile device with them and spend between 2-3 hours using Apps.

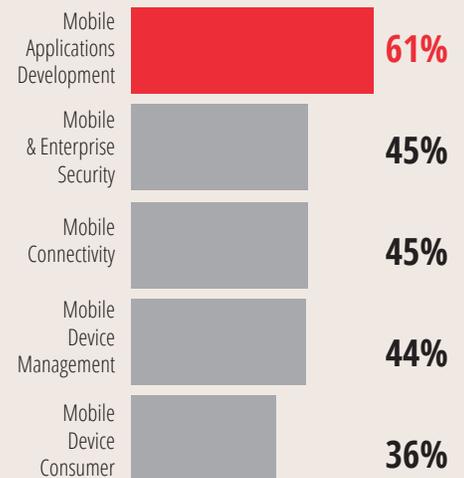
No wonder why every single brand in the world has a Facebook page and a Twitter account. Brands are able to post information about their products, but this might often get missed in the crowded newsfeeds; for example, Instagram's algorithm prioritizes some content over other, diminishing your brand's exposure. And if they are trying to gain insights and learn about their customers, there is a privacy concern that third parties might also access and take advantage of the same data.

Multi-Content Social Media apps are great tools to create awareness and top of mind but lack the power to turn customers or buyers into

advocates and let little room to brand managers to deeply learn and interact with them.

Mobile-based community social media are proving to be the future to take brand interaction and build advocacy to the next level. Data shows that 61% of businesses have invested in mobile apps within the last 12-18 months to fulfill this objective.

Mobility solutions invested by businesses within the last 12-18 months



Source: Enterprise Mobility Exchange

So, don't miss the trend. It's time to invest in your brand social media app to encourage further adoption, emotional engagement, loyalty and increase spending from your advocates. Only by making it simple for your advocates will they truly want to be on board and in fact stay on board.

RDLB

RDLB developed a platform to provide brands with a brand-tailored social media app and web-based control panel (dashboard) in order to strengthen brand-customer relations and fully engage them with your brand, by generating a unique space with your customers and convert them into advocates.

THE PLUG AN PLAY APP

...that your Brand can own right now.

Most organizations interact with their members using e-mail blasts and social media platforms where they share space with other million companies, ads and content. With RDLB Platform, an organization will be able to bring the social media experience in a completely focus and direct way. Managing the experience, the network and the content on a powerful dashboard.

Create your own online community where your fans can engage with each other and your brand, turning them from customers into brand advocates, increasing brand loyalty, customer life time value and ROI.

FEATURES:

RDLB offers the ultimate tool to build and manage your own community and a better way to measure, reward and strengthen your most loyal customers with:

A Branded App:

This is YOUR app, tailored for your brand, that you will be able to modify for different promotional or seasonal objectives.

Personalized Notifications:

With this app you no longer have to compete for space or to get your customers to see your content. With personalized notifications you can make sure your content gets seen.

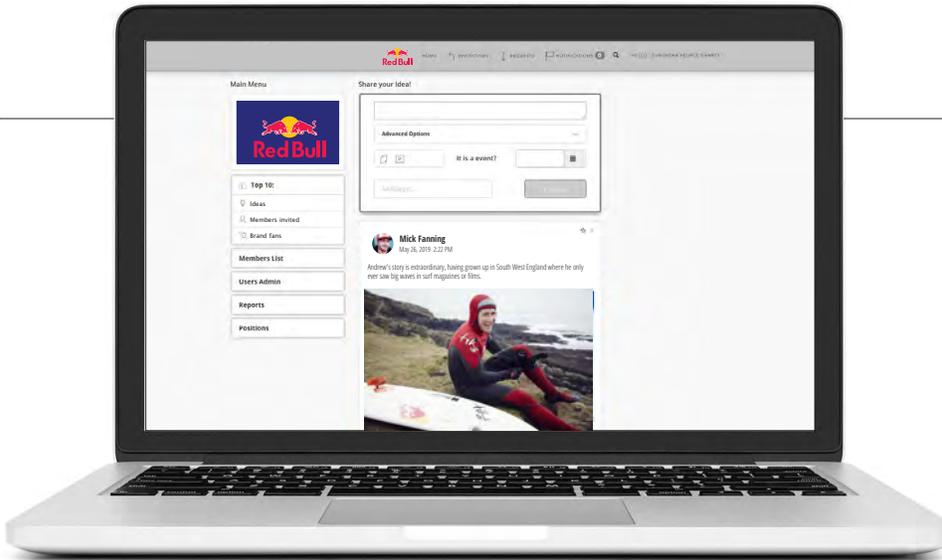
Referral System With Gamification Ability:

Measure your members activity and reward them for it. Empower your customers to help you build the community and make them co-owners. Harness customer passion and knowledge to attract new members.

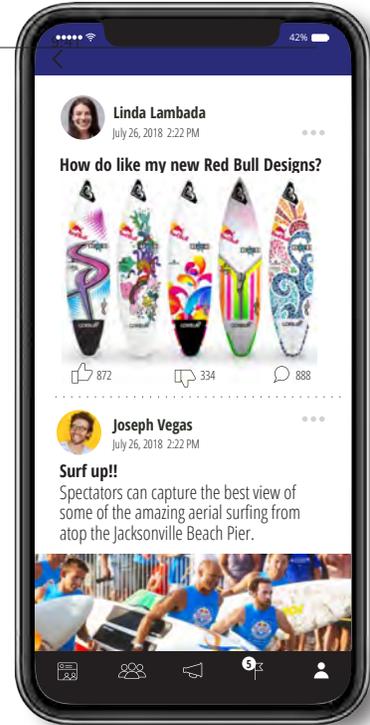
Member's Profile:

Designed to show individual efforts and elevate customers status since from the Control Panel you can promote them to "VIP's" "Elite Customers" and so forth.



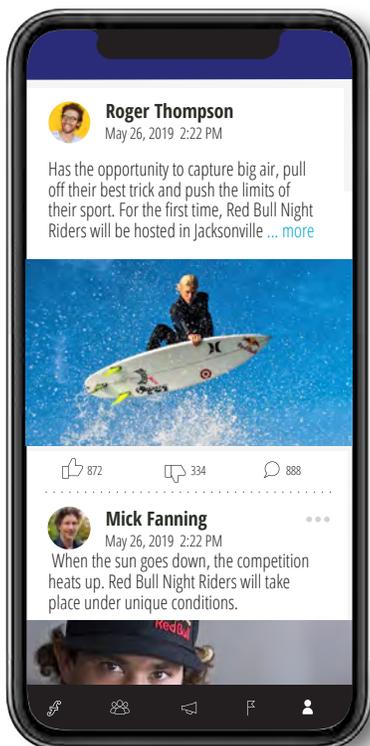


Dashboard to take Control of Your Community, Publish Updates And Manage Members.



Posting With Segmentation Ability:

It's all about catered-exclusive content. From the dashboard you can target content by age, gender, location, and by customer status to be relevant to your customers.



Analytics:

Your own simple, intuitive dashboard to help you better understand and reward your community.

Moderation Tool:

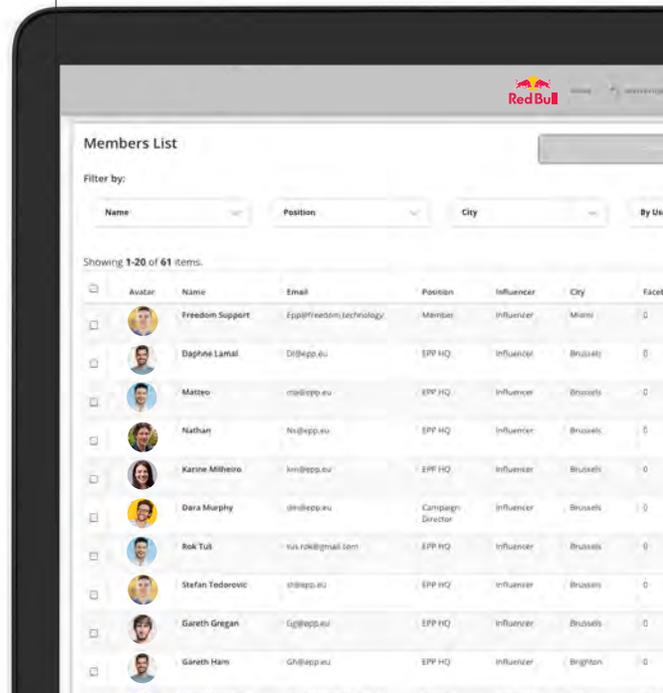
Your unique social space belongs to you. Take control of your content and what's being said. From the control panel you can manage members, content and interactions.

Members Data Base:

There's nothing more powerful than a clean, rich, automatically updated data base. With this platform you own your data base that can be exported to a .xlsx. or .csv file.

Polling:

Polls are anonymous so there's no peer pressure to vote in favor or against anything. Check the sentiment of your members, review new prototypes or products with your brand advocates, and get honest feedback automatically.



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