

Lithium LevelUp

Take Facebook Customer Relationships from Like to Love

Your Facebook page gives you hundreds of opportunities every day to build trusted relationships with customers. Are you taking advantage of those opportunities, or do they fly by like so many posts on your Facebook wall? With LevelUp for the Facebook Platform, you can deepen consumers' engagement with your brand on Facebook—moving their relationship with you from Like to Love.

Why LevelUp?

Maybe you're new to Facebook marketing, or maybe you've spent the last two years building up a million fans. Either way, you've taken a big step in social customer engagement by meeting your customers where they live. So what's next?

Facebook gives your customers an opportunity to sound off, ask questions, sing your praises, make suggestions, and share their enthusiasm—or their anger—with millions of people. In short, Facebook has many of the attributes of a vibrant customer engagement channel and more reach than any social medium in human history.

And yet. How often do customers get great purchasing advice on your Facebook page? How often do they talk to other customers who are excited about your products or your brand? Do people who visit your page know who your most trustworthy fans are? And what happens to all the content they create when it scrolls below the fold?



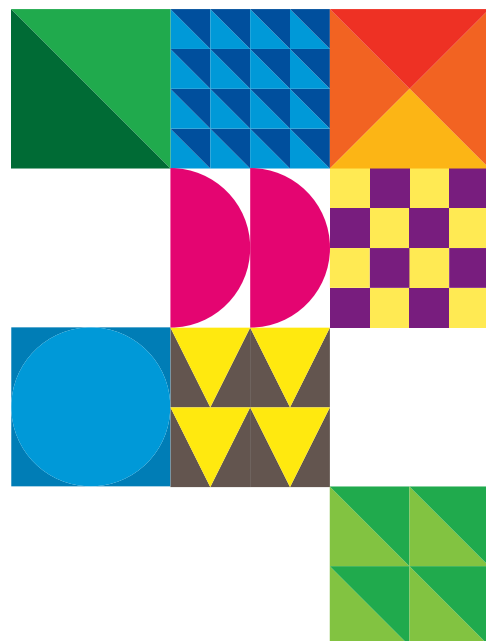
How Does It Work?

LevelUp turns an ordinary Facebook page into a social destination populated by superfans—your company's most fervent supporters. With LevelUp, you can take the ordinary wall posts and turn them into extraordinary social marketing opportunities.

- **Create Powerful Applications:** The app builder lets you quickly create new Facebook applications that let fans seek advice from peers on purchasing decisions, share ideas, review products, and trade tips and techniques.

Lithium

We created LevelUp to help you make the most of all the opportunities that Facebook provides—to capture that transformative moment when customers move from Like to Love.



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Take Facebook Customer Relationships from Like to Love

- **Personalize The Customer Experience:** Gaming mechanics keep your customers deeply engaged, providing personalized experiences as they achieve rank and reputation.
- **Empower Your Superfans:** Identify the fans who are the most active contributors and reward them with greater visibility and privileges, increasing return visits and creating incentives to engage their friends.
- **Manage the Conversation:** Tag, filter, and moderate wall posts and comments across all your Facebook pages. Find the most valuable and actionable contributions from your fans so you can focus on what matters most.
- **Gauge Facebook Engagement:** Lithium's proprietary metrics allow you to measure your fans' quality of engagement over time, which provides crucial insights towards helping ensure long-term success.
- **Perform Comparative Analysis:** Measure and compare your brand buzz and sentiment on Facebook against your competitors and other channels.
- **Measure, Monitor, Analyze:** The Customer Intelligence Center measures social interactions—providing a single, powerful experience for managing social customer relationships on Facebook and beyond.

LevelUp and Up

All you need to get started with LevelUp is a Facebook page. From there, you can build widgets filled with content that's already there on your wall.

But you don't need to stop there. Because LevelUp is a Lithium product, you can take advantage of Lithium Social Media Monitoring to track buzz, sentiment, and quotes across millions of social sites across the Internet.

If you've got a Lithium community, all the content from LevelUp can be mirrored there, so you're getting the best of both worlds. If you don't have a Lithium community, content from LevelUp is like a down payment for a vibrant community presence on your dot-com site whenever you choose. Either way, you control the content that your customers create, and you build the relationships with your superfans.

Lithium

Featured Benefits:

- Engage with your customers
- Gain timely insights
- Ensure consistent brand communication
- Build loyalty with superfans

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit lithium.com.

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