



CUSTOM LINKEDIN COMMUNITIES PORTAL FOR OUR SOCIAL MEDIA MARKETING CLIENT

CLIENT OVERVIEW

Our client is a provider of social media marketing solutions to help marketing departments of enterprises of all sizes, including Fortune 500, to develop successful B2B Social Media strategies by creating social groups, implementing thoughts and ideas that drive powerful conversations, and leverage the “social authority” they gain to benefit their brand marketing. Our client is responsible for grouping more than 100 of the largest LinkedIn communities worldwide, all professionally-moderated. All together these business communities represent more than one million members. Our clients’ goal is to allow professionals to gather and share expertise related to their specific business interests and creates a profitable B2B community that serves your customers’ needs - and yours.

KEY REQUIREMENTS

- One of the key motives was to provide tools and intelligence frameworks to help clients understand the conversations occurring in their business communities. Development of a custom portal solution enabling business visibility through professional and social networking website supporting the following functionalities:
- Single sign-on using social networking websites
- Allow creating groups of various categories like
 - Human Resources
 - Career Management
 - Information Technology
 - Energy
 - Finance
- Participate in the discussions through email
- Publish material in the form of whitepapers and case studies on the portal for other members to download
- Build a profile and - follow-on discussion topics
- Launch and review polls and surveys
- Share blogs, webinars and podcasts online to build business dialogues
- Host events online
- Community Team Training & Coaching
- Personalize targeted campaigns through it Xoriant Solution

KEY CONTRIBUTIONS

- Used LAMP, Amazon cloud architecture on Drupal 6 as the basic framework to extend the functionalities as per the requirements of a community portal. It started with creation of a single unified interface to architect, manage and monitor for different social networking websites like LinkedIn.
- Enabled to showcase the marketing materials like presentations, case studies, other collateral on these community portals which are downloadable and members could leave in their views and opinions.
- Allowed the members to participate in various groups and discussions by integrating these entities with the portal and registering with respective social networking website APIs

KEY BENEFITS

- Helps client moderate the group, formulate ideas to create conversations, and build the social dialogue to subtly bring in the brand authority
- Increased the followers base for the groups manifold and helped enhance the brand awareness by 20%
- Added to the business leads by 15%
- Increased the client's focus on core strategy, market intelligence, and program development
- Saved costs up to 30% for these focused marketing strategies with the help of cloud environment

- Created a database for all the members and their participation in the community portal which could be retrieved to understand the profiles and followers of the discussion topics
- Invited and allowed real time participation of members in the polls and surveys carried out as well as host events
- Integrated the portal with email accounts for easy participation in discussions
- Integrated Apache Solr search engine to enable the members to search their desired information thereby boosting the performance over site-wide search.

TECHNOLOGY STACK

- LAMP Architecture
- Amazon Cloud Architecture
- Apache solr search engine
- Drupal 6 framework



About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.