

TCMG Custom-Branded Clubs

TCMG Custom-Branded Clubs make it possible for groups of people from all over the world to meet and exchange ideas right on your Web site. TCMG Clubs integrate basic community-building tools into a comprehensive package that is simple to operate, yet leverages TCMG's industry-leading scalability and management expertise.

TCMG Clubs reduce support costs and improve customer satisfaction by turning your Web site into a dynamic community where customers can share ideas, answer each other's questions, and evangelize others. Clubs help you build loyalty-enhancing *membership brands* with practical features like chat, discussion boards, personal calendars, and file and photo storage capabilities.

High Return on Investment

Attract New Visitors

When users set up a new club on your site, they invite other users to join them, who in turn invite even more. These viral networks substantially lower customer acquisition costs.

Increase Site Stickiness

TCMG Clubs help you build and maintain a stable visitor base. Customers build loyalty to your site by adding content. The more of their own creative contributions they add, the less likely they are to leave your site and the more likely they are to return.

Convert Visitors into Customers

Studies show community referrals are one of the most important factors in purchase decisions. When it's time to buy, customers turn to their ready-made club community for advice.

Enhance Communication

TCMG Clubs offer a convenient way to bring your employees, suppliers, or customers together. As a community hub with the ability to transfer information, files, and graphics securely over the Web, TCMG Clubs enable collaboration across geographies.

Typical Uses of TCMG Clubs

Product Launches

Bring your customers together to discuss new product releases, share ideas, and solve each other's problems.

Developer Community

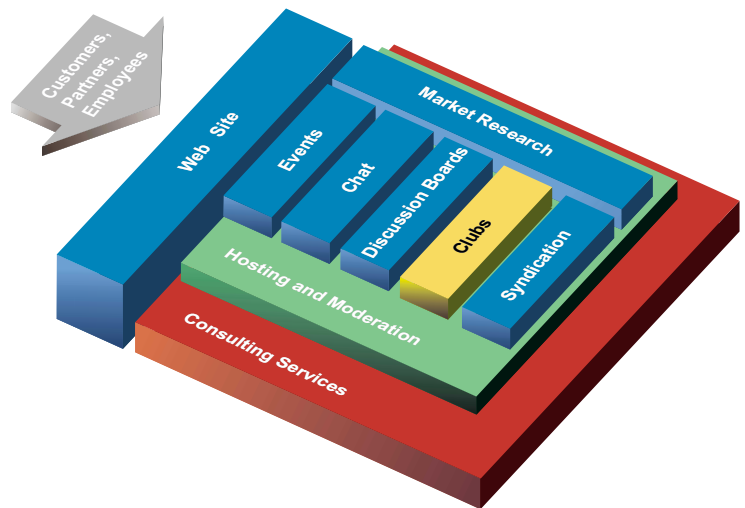
Give your developers a virtual community where they can swap tips and discuss ways to better create supplementary products to support you.

Interest Groups

Attract families, photo clubs, and special interest groups of all kinds to participate in a vibrant community built around your brand.

Employee Intranet

Use TCMG Clubs as a convenient intranet solution, enabling employees from different time zones and continents to meet, discuss problems, and share files.



TCMG Clubs Features

Seamless Integration

- Custom-branded with your logos and graphics
- Seamless integration into your Web site
- Unified registration for log-in through your existing registration page

Scalability and Stability

- Scalable to millions of users
- 24 x 7 availability
- Completely hosted on TCMG's proven infrastructure

Quality User Experience

- Comprehensive help features and support tools
- Protection against abusive behavior
- Configurable member preferences

Management Tools

- Easy-to-use directory management tools
- Ability to delete or move unfavorable content and posts
- Tools to register, manage and delete members
- Calendar to schedule one-time and recurring events

Configurable Access Privileges

- Private Clubs for "invitation only" access
- Exclusive Clubs for "apply for acceptance" access
- Public Clubs for "users join at will" access

Optional Services

- Community management and abuse monitoring services
- Designed to accommodate ad serving
- Promotion provided through TCMG properties

TCMG Clubs Components

TCMG Clubs provide all the basic elements of an online community, including:

Online Discussion Boards

Forum where customers post and respond to messages about topics of interest

Live Chat Rooms

Online rooms online where users can gather and converse in real time

Club Calendar

Convenient tool for customers to schedule events, parties, chats, and meetings

Integrated Email

Utility enabling club members to easily send messages to all members or a subset of members

Image Gallery

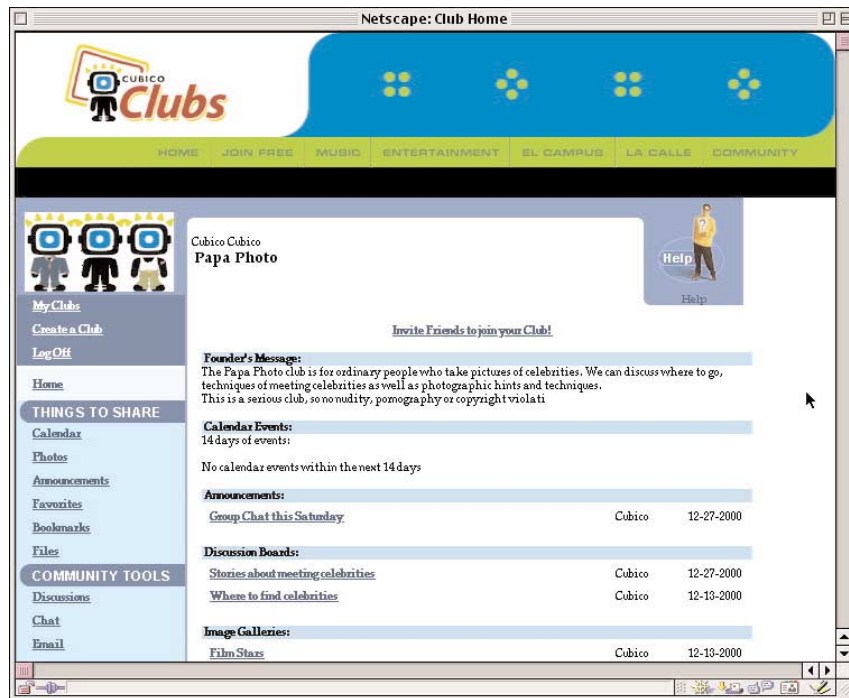
Area where members can store photos and other images

File Storage

Storage capability allowing members to share files in multiple directories

About TalkCity Marketing Group

Talk City Marketing Group is the leading provider of online communities for large enterprises. Our communities leverage the interactivity of the Internet to foster loyalty networks, which help companies increase the value of their brands and handle customer relationships in innovative ways. TCMG's clients include many of the most brand-savvy companies in the world, including Starbucks, P&G, HP, Disney, Microsoft, BMW, and AT&T.



TCMG Clubs help you enhance your brand and increase customer loyalty by providing a rich collection of community-building tools that provides users the ability to create their own full-featured destination site.