



Impact Interactions

Impact Interactions to exhibit at SocialTech 2010 San Jose October 26

Technology companies have lead the way in adopting social tools to meet their audiences' needs online. From their first online communities to the current growth in social media, Impact Interactions has helped major global technology companies to succeed online. By visiting our exhibition area, Impact Interaction team members will help attendees learn more about our industry leading best practices to help technology companies with their social media programs.

San Jose (PRWEB) October 1, 2010— Social media is a significant driver of business results for many technology companies. MarketingProfs' SocialTech 2010 brings together the visionaries and experts who are using the power of social media to transform the way that B2B technology companies market their products and services. Impact Interactions is exhibiting at this event to help B2B technology companies learn more about how social media can drive significant business results.

The Impact Interactions team has a long history of helping B2B Technology companies. In 2000, our president Mike Rowland helped Cisco Systems launch and manage its first online community, The Networking Professionals Community (NetPro). Mr. Rowland also helped SAP launch its first online community, the SAP Business Community as well as an additional 18 local language communities around the globe. Both NetPro and the SAP Business Community won multiple awards for their excellence in meeting member needs. Since then, Impact Interactions' team members have helped multiple B2B technology companies ranging from Cisco to SAP to NetApp to IBM to Intel understand how to use social media and online communities to generate leads, lower support costs, educate staff, and extend offline events.

“Too often companies focus on the tools or third party sites like Twitter or Facebook, then wonder why they aren't getting the results they anticipated,” stated Mike Rowland, president of Impact Interactions. “In the technology industry, the users are very sophisticated and have clearly defined needs that must be met to succeed. Our methodology begins with defining success from a measurement point of view. We then build out key performance indicators (KPIs) to track our success based upon three categories of measurement: Traffic, Behavior, and Value. Too often marketers substitute traffic metrics or behavior activities for value. This is why so many senior executives have difficulty believing that social media is effective, even in technology companies. In order to demonstrate true value to the organization, you have to move beyond traffic and behavior and find the economic value of social media activities.”

Recently, Impact Interactions was selected by Cisco to help with its launch of the Cisco Support Community Hall of Fame and Expert program, as well as the NetPro Poland and CSC Japan communities. Our continuing work for Cisco also includes social media reporting, community moderation, and social media consulting projects for the marketing and support channels.

Work for SAP includes partner channel social media enablement activities, Best Performance program training for partners in EMEA, as well as dashboard creation and management for SME online activities.

NetApp activities are focused primarily upon the NetApp Community, a leading information source for storage professionals. We also are working with NetApp to create a measurement methodology which proves the value of the community and corresponding social media efforts to senior executives. Additionally, we created measurement dashboards for NetApp's management team.

Visitors to the Impact Interactions exhibition space at SocialTech 2010 will be provided with the opportunity to sign up for a free 45 minute consultation after the event to answer their specific social media questions. The event is being held at the DoubleTree San Jose on October 26, 2010. More details can be found by visiting the MarketingProfs' event site at <http://www.socialtech2010.com> .

"We look forward to meeting with attendees to share the best practices we developed over the past ten years helping our technology clients succeed," states Mr. Rowland. "If social media is to move past the hype and become a successful long term strategic asset for companies, we have to demonstrate not only what works but how success is measured."

For additional information regarding strategic social media services including consulting, execution, social media monitoring, and measurement, please contact our business development manager Adam Crawford at Impact Interactions at (708) 929-4051.

About Impact Interactions

Based in the United States, Impact Interactions helps numerous organizations such as Cisco, NetApp, SAP, Intel, Disney, AARP, and the American Chemical Society create, manage, and measure highly successful online interactive communities and social media projects. We address the critical need of major global organizations to closely connect with their customers in the online world. Impact Interactions aligns online strategies with organizations' business goals to produce significant, measurable results through our consulting, moderation, social media monitoring, and reporting services. Learn more at www.impactinteractions.com.

Contacts:

Adam Crawford

Impact Interactions

+1 410 604-3304

ContactUs @ImpactInteractions.com