



Overview

IGOpople is a new service that allows brands and organisations to find, connect and do business with consumers.

The service is created using the best bits of social networks, directories, search and blogs. It brings together individuals, groups and organisations in one place, so that they can find, connect and converse with the right people, to help get things done.

Brands can use the service to;

- listen to consumers and collect ideas and feedback
- collect sales enquiries and make offers
- provide improved customer support

For consumers, IGOpople offers the convenience of connecting with all the brands they deal with, from one place.



Figure 1. IGOpople Overview

Why do I need IGOpople?

Today consumers are increasingly using services such as social networks¹ and discussion forums, to organise and to share opinion with friends.

Brands are often the topic of discussion, but the brands themselves are struggling to take part in this discussion, as they are often not well received or in some cases may even be excluded. At the same time, traditional broadcast media is proving less effective for brands, particularly in addressing a younger audience, who can be less receptive to the marketing message.

The Internet has become a more popular advertising media, as the rate of growth of spend on advertising outstrips other forms of media². However, advertising alone does not realise the full potential and “two-way” nature of the internet – to create a conversation with customers!

Many brands are starting to develop an approach with the aim of creating conversations with customers using social media. Forrester have measured spending in this area of social media, growing at 150%pa³.



Figure 2. Forrester Research on Social Media

¹ Ofcom : Social Networking, April 2008: 22% of adult internet users have a profile on a social network

² PWC: Entertainment and Media Outlook 2007-2011: Internet advertising growing at 22% v 7% for other forms

³ Forrester Research's 'U.S. Interactive Marketing Forecast, 2007 to 2012,' Oct. 2007

How can IGOpeople help?

So how can brands connect with this audience, in a way that allows them to be part of the discussions that are taking place? How can brands use conversations to build better and more loyal customer relations?

IGOpople provides a recognised place for brands and organisations to connect with consumers. People using the service can form their network of friends, but can also create a network of organisations with whom they deal

Using this network, consumers can make requests or suggestions to organisations, report problems or complain. Brands can listen to discussions, collect ideas and feedback, make offers and offer a more personable customer service.

Example: *One of the first customers of IGOpeople is Barry Meehan, who runs an online cycle site – www.worldwidecycles.com. Barry is keen to reach out to cycling clubs, to connect and discuss cycling, and to offer these groups special deals for his products. Barry sees this as a great way to build a relationship with a number of cycling clubs. Being a huge cycling fan, Barry can converse with these clubs, getting to know what they need from him.*

Why would consumers sign-up?

IGOpople offers consumers an easier way to deal with organisations. From one place, they can manage their communication and correspondence with organisations, ranging from the mobile phone company to a local restaurant.

Individuals have adopted social networking tools to connect with friends, share information, socialise and be entertained. They are comfortable with the ease of communicating using social networks. Connecting with an organisation can be so much more difficult! IGOpeople allows individuals to find and connect with people within organisations, to help them answer queries, provide quotes and resolve problems. This offers consumers a much more convenient and efficient way of doing business with organisations.

How do I use IGOpeople?

IGOpople is free to use for individuals and groups. Organisations pay a license for each user of the system. This enables the organisation to post information on their IGO

page, collect information and requests from consumers and to make offers.

Each organisation member is given an identity with a photograph and name, which is used in all messages sent. This can help brands to become less anonymous, presenting a more personable image.

The service includes a comprehensive directory of organisations. Each directory entry allows individuals to connect with the organisation, to make suggestions, requests or report problems.

The service is completely internet based, and includes a range of functionality to allow organisations to administer organisation representatives or members, manage allocation of queries and provide reports. The service is easy to use, with simple, intuitive messaging.

The IGOpeople service has implemented processes to manage and moderate content, with community reporting any abuse of the service. The IGOpeople team have implemented best practice to ensure the protection and privacy of customers information.

Questions?

IGOpople is currently planning a pilot of the service during the Summer of 2008. If you would like more information regarding the service and how it can help you connect with consumers in a new and engaging way, please contact the IGO team.

Sign-up for BETA launch at www.igopeople.com

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