

Frequently Asked Questions

What is vSocial?

vSocial is a hosted software platform for online promotions. We host the content and power the social media tools that engage your customers. As opposed to on-site installations, our solution frees clients from any hardware installations, software updates, or system maintenance.

What does vSocial do?

vSocial provides a platform that integrates video, audio, and images, with features such as commenting, rating, profiles, and voting to enhance online promotions. See our one-sheet for more details.

How does vSocial add value to my promotions?

vSocial enhances your online promotions by providing a customizable toolset that allows you to add social media to your promotions to increase traffic, registration, and return on investment.

What is social media?

Social media is a reference to the tools that people use to communicate and share information. Examples include blogs, forums, podcasts, social networks, and other publishing tools.

Why does social media matter?

Social media and social media promotions provide an opportunity to create lasting relationships with your customers. For instance, social media promotions exponentially increase your web traffic. This increase will be reflected in your page ranking, making it easier for potential customers to find you. Additionally, audiences who have participated in your social media promotions will receive a positive branded experience and will be more likely to become your customer in the future.

What are social media promotions?

Social media promotions are online promotions that encourage audience participation and viral sharing of content by offering social media tools.

What do social media promotions mean to my business?

Social media promotions provide a higher return on investment of your marketing efforts by enabling your customers to spread brand messaging that enhances customer loyalty, strengthens brand identity, and increases sales.

How long does a social media promotion take to launch?

Typically one month from the time you've delivered the creative assets to us.

What type of metrics does vSocial provide on campaigns?

vSocial provides you with real-time promotional campaign statistics including average time on site, number of page views, signups, ratings, sessions, comments, and more.

What features are available to add to my promotions?

vSocial allows you to integrate video, audio, and images, with features such as commenting, rating, profiles, and voting to enhance online promotions. We enable end users to easily share content via email, embed video to personal websites, and share content on websites like MySpace and Facebook.

What is the process to add social media to my promotion?

1. Design a promotion that will engage your customers.
What are the goals that you hope to receive?
What social media tools and features would you like your community to have?
What are the launch, and end dates of your promotion?
How many phases will the promotion have?
2. Design a website that will resonate with your customers.
3. Provide vSocial with your creative assets.
vSocial will need your approved copy and images. Layered Adobe Photoshop files are preferred. Examples of the assets you must provide include pictures, logos, color schemes, video, and audio.
4. vSocial builds your site.
We'll use the creative assets you provide to build your site and include the features you've requested.
5. You review the site before it goes live.
6. Launch!
vSocial will launch your site on the date you specify.
7. Manage, report, and optimize your promotion.
The vSocial dashboard is the window to your promotion. Our web-based dashboard allows you to manage your media, comments, and users, and provides real-time promotional campaign statistics.

What are some examples of your social media promotions?

vSocial has handled promotions for major brands; please visit our showcase for specific examples of our added value.



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