



What is a Branded Community®?

A Branded Community is an ongoing, revenue-positive program that builds your existing users' loyalty and brand awareness on a regular basis. Instead of your company blasting e-mails from anonymous servers, Branded Community® users share their brand-related interests and interact with each other under guidance from real human beings. That's how we produce high-margin dollars, increased number of users -- and enhanced loyalty and usage -- for your brand.

1. We create brand-enhancing services and products for the brand's user base
2. We hire, manage, operate and report everything for the client brand.
3. We gather real, reliable marketing data for the brand
4. We create a distribution channel for couponing and testing
5. We host, monitor and program all technical operations at our cost.
6. Up to 50% of the revenue we earn from our custom-created products and services go straight to the brand's bottom line.
7. The brand keeps 100% of sales from its own products and services, whether marketed through i-legions or not.
8. The brand retains complete ownership of all user data. *i-legions is a **totally turnkey operation, whose only duty is to mobilize and monetize your user base while you continue to focus on your core competencies.***

i-legions turns your users into a sales force, by allowing them to explore and share their interests that go beyond your brand's core deliverables – courtesy of your brand. Branded Community is *not* an affinity or direct sales program. We use no third party sponsors, advertising or gimmicks.

What are you doing to turn your users into evangelists?

While most brands are good at *amassing* a user base for their goods and services, none possess the knowledge, time, tools or resources for actively engaging those users on a regular basis. *i-legions has proven extremely successful in mobilizing any brand's user base: not only increasing users' loyalty and frequency of transactions, but increasing their dependence on the brand and generating revenue, as well. i-legions also provides brands with real time marketing insights and data that's far more reliable than traditional means.*

i-legions also embraces non-users into the Branded Community®, allowing your brand to become a category leader on emerging issues and solutions.

i-legions expands your brand's deliverables to its users on a turnkey basis – which requires no effort, personnel or resources on your part. Everything is managed for you, on a revenue-positive basis. The result is an ongoing relationship between brand users that grows stronger (and more productive) on a regular basis.

Widespread Myths About User Management Programs

1. Many brands believe they manage their users with customer support. **Not true.** Customer support is *reactive*; its purpose is *crisis control* (solving users' difficulties and questions). Customer support and CRM programs do nothing to generate revenue or enhance the brand's value to users on a regular meaningful basis. *i-legions pro-actively creates programs, products, services and venues, building users' loyalty and gratitude by allowing the brand to help them in their lives on a regular basis.* **Unlike all other programs, Branded Community® members actually grow their usage, reliance and interaction with your brand over time.**
2. Many brands believe web-based programs generate user loyalty. **This is also not true,** for two reasons: First, web-based programs are *reactive*, relying on users to log on to the site. *i-legions programs generate up to 100 times the user activity of web-based programs.* Second, server-based, software-managed programs rely on *user to machine* interaction, where no brand-based relationships can be built. *i-legions programs are built on human to human interaction, fostering relationships between brand users. Those human relationships are founded on common interest in the brand and grow stronger over time.*
3. Many brands believe that users interact with their servers. **This is not true.** Members interact with *each other* via the server, sharing information, needs and wants that exceed the deliverables offered by your brand. The resulting relationships and rewards are all delivered under your brand, creating additional value attributed to your brand.

Doing the math

What kind of revenue can a brand expect from i-legions? A very basic calculation begins with the following:

1. The number of users in the user base
2. The psychographic profiles of the users
3. The number of products and services made available to your Branded Community®.
4. Price points at which users feel comfortable with purchase

It's important to remember that **i-legions does not rely on third party products** to Branded Community® members. We custom create brand-compatible products and services for each client, making sure that each one furthers the users' investment in the brand.

All products and services are reviewed and approved by the client before they are offered to the Branded Community.

Each Branded Community[®] is led by a qualified Branded Icon

A Branded Icon serves as its human group leader, moderator and authoritative host. Users look to the Branded Icon for approval, advice and direction. Consequently, the Branded Icon plays an important role in conveying the brand's human side: concern for users on an active, personal level.

Each Branded Community is led by a Branded Icon, recruited, trained and paid by i-legions. The Branded Icon is carefully screened and selected based on his/her ability to represent the brand, along with his/her ability to project those brand qualities to the Branded Community. The Branded Icon manages all phases of your Branded Community[®].

Real Time Marketing Data/Queries/Distribution

As users take ownership of the brand itself, the Branded Icon can solicit users for input regarding new product, hidden problems and ancillary agenda, which get reported to the client in real time. By simply monitoring the "chatter," the brand can derive the truest form of market research in the most natural and reliable environment, free of staged presentations or flawed research methods.

Additionally, you can use the i-legions channel to distribute coupons or test special offers.

Real Time Reporting

In order to provide accurate, informative data, i-legions makes its reporting data available in real time by way of our web-based reporting system. At any time, you have password-protected access to a variety of reports, including list activity, revenues and inventory, across a matrix of parameters. This allows you to make changes and target the programs to make them even more effective.

Frequently Asked Questions About Branded Community Programs

1. *What exactly is Branded Community[®]?*

Branded Community is the 24/7 brand-centric program that mobilizes and monetizes your user base, allowing them to endorse your brand to each other, increasing interaction and brand loyalty, while generating additional and incremental revenue for your brand.

2. *How does i-legions achieve that?*

We create an environment in which brand users interact with others on issues related to your brand. i-legions creates a custom suite of programs that reinforce and validate users' choices of your brand's products and services.

3. *Don't we do that already -- with our customer support service? How is i-legions different?*

Actually, while customer support is a good thing, its main purpose is *crisis control*, solving users' difficulties and questions. It does nothing to generate revenue or enhance the brand's value to users on a daily meaningful basis. i-legions pro-actively creates custom programs and venues to help your users advance their own lives and businesses.

4. *We already have a web-based system for users. Why would we need anything else?*

Web-based programs produce a tiny fraction of activity, for two reasons. First, they rely on the user to log on to the site, whereas i-legions contacts them on a regular basis. Second, web-centric programs rely on user to machine interaction, while i-legions programs rely on human to human interaction.

5. *What kinds of programs are involved?*

Much depends on the specifics of your brand. A Branded Community begins with a free service to which users subscribe in their own interest. That service cultivates brand involvement. After a certain time period, the members of the Branded Community realize that your brand is helping them to further their own agenda with real, tangible results: they meet new people with similar interests, network with others and purchase the product we create for them. Eventually, members invest more dollars -- and data -- into more sophisticated products and services for which they're willing to pay. Those products and services can be anything from e-mail and web-based subscriptions to hard goods and physical inventory.

6. *How many programs are involved in i-legions?*

The number of programs is determined by the wants and needs of the users. Executed properly, the Branded Community members take ownership of the Branded Community, suggesting new products and services themselves. The more programs they suggest, the more revenue they generate.

7. *Why can't we just build our own in-house program?*

There are several reasons, but the short story is that deploying i-legions costs far less – in both time and money -- than hiring, training and trying to build a system from scratch.

First, our experience with Branded Community lends itself to a high degree of success.

Second, while you could ostensibly *build* a Branded Community, *managing and operating* the Branded Community with effective and productive results is another matter entirely. Your business is built to run the business, not a Branded Community. If you expect your present employees to create and operate a Branded Community, it will fail for the simple reason that it is not part of their daily job description, and so the Branded Community will die of neglect.

Third, having specialized in Branded Community for as long as we have, i-legions is able to bring a suite of proven products and services to your Branded Community without the pain of building them from scratch.

Fourth, even if you could amass the talent, time and skills, it would still cost you more in time and money to hire, develop and deploy an in-house program. Even longer to generate revenue of any kind.

8. *It sounds expensive. How much does it cost?*

i-legions programs are split revenue, based on paid performance. There is a low monthly maintenance fee, but the bulk of the costs are borne through revenue sharing. The monthly fee that covers both management and technical administration. The balance of revenue is earned through a percentage of gross revenue earned by the programs.

9. *How much of our time does this require?*

None. The whole point of i-legions is to allow you to focus on your core business, which is why i-legions is designed to be turnkey in every aspect. Your participation is usually not required beyond approving proposals.

10. *How do we track activity?*

All program activity, including revenue and participation, is available to you in real time reports via a web-based control panel. You are assigned a password protected URL into which you may log at any time.

11. *What are the non-revenue benefits of an i-legions Branded Community?*

Increase Brand Loyalty & Awareness: Remember, that the main point of branding is to “turn users into evangelists.” By providing the Branded Community for their own purposes, your brand benefits as it's perceived as more than just a vendor or provider. Your brand is seen as truly lending itself to its users' growth -- just one brand aspect that no competitor can offer in such real, appreciable terms. This leads to further endorsements to like-minded prospects and the public.

Market Research: Surveys are well and good, but i-legions Branded Communities allow directed free exchanges in which users take ownership of the brand. When they do, they volunteer far more reliable information, to the point where they actually suggest meaningful improvements to your business that might not otherwise have occurred to a research firm.