

BOOST CUSTOMER AND EMPLOYEE ENGAGEMENT IN A VIRTUAL WORLD

As more staff work remotely and more businesses offer virtual services and experiences, keeping your employees connected and customers engaged has never been more important.



Local Measure's publishing solution showcases the best customer and employee social content on your website or intranet to help your business build a shared sense of community and stronger culture in an increasingly virtual world.

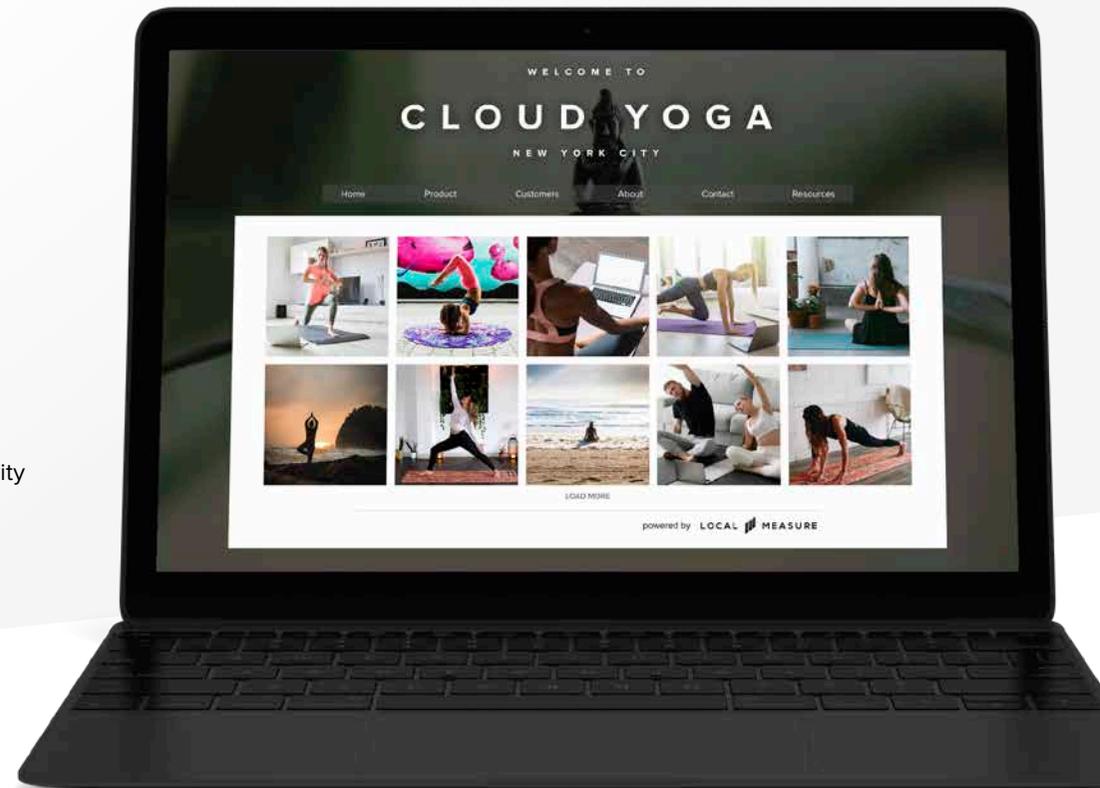
Benefits

- **Improve employee engagement:** Cultivate strong employee connections and company culture, regardless of where your people are
- **Improve brand engagement:** 92% of consumers trust organic, user-generated content (UGC) more than traditional advertising*
- **Improve community engagement:** Create a strong sense of community by showcasing your customers' shared experiences

Features

- Create online galleries on your website or intranet that showcase user-generated content
- Instantly publish and display the best employee or customer social content
- Quickly obtain user rights to publish social content to protect brand integrity

*Source: <https://www.nielsen.com/us/en/press-releases/2012/nielsen-global-consumers-trust-in-earned-advertising-grows/>



USE CASE

Engage Employees

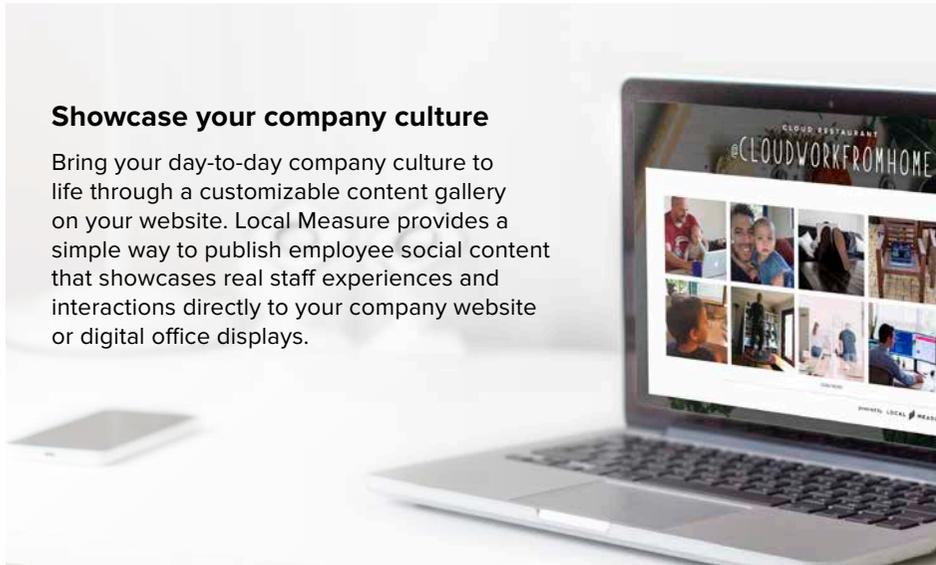
Keep your employees engaged - wherever they are

Cultivate strong connections and improve staff engagement through content galleries on your intranet. Whether your staff are working remotely or in the office, Local Measure allows you to easily publish the work-life photos and stories employees share on social media directly to your internal channels.



Showcase your company culture

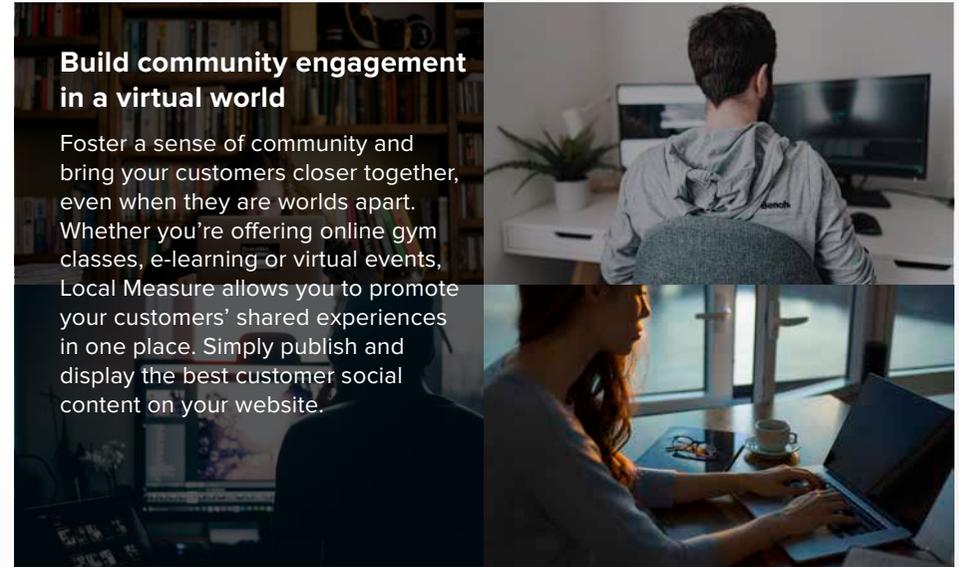
Bring your day-to-day company culture to life through a customizable content gallery on your website. Local Measure provides a simple way to publish employee social content that showcases real staff experiences and interactions directly to your company website or digital office displays.



Engage Customers

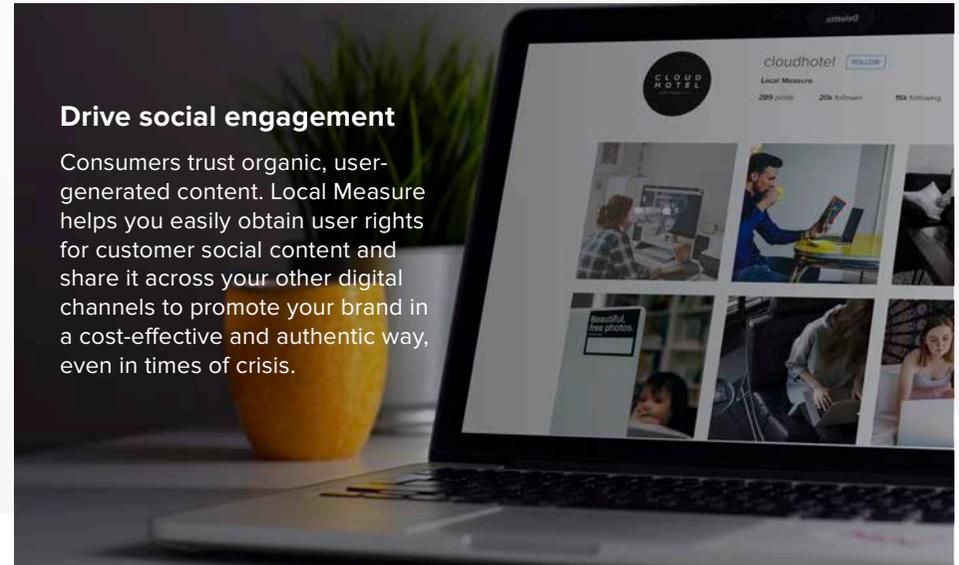
Build community engagement in a virtual world

Foster a sense of community and bring your customers closer together, even when they are worlds apart. Whether you're offering online gym classes, e-learning or virtual events, Local Measure allows you to promote your customers' shared experiences in one place. Simply publish and display the best customer social content on your website.



Drive social engagement

Consumers trust organic, user-generated content. Local Measure helps you easily obtain user rights for customer social content and share it across your other digital channels to promote your brand in a cost-effective and authentic way, even in times of crisis.



Contact us at sales@getlocalmeasure.com to find out more.