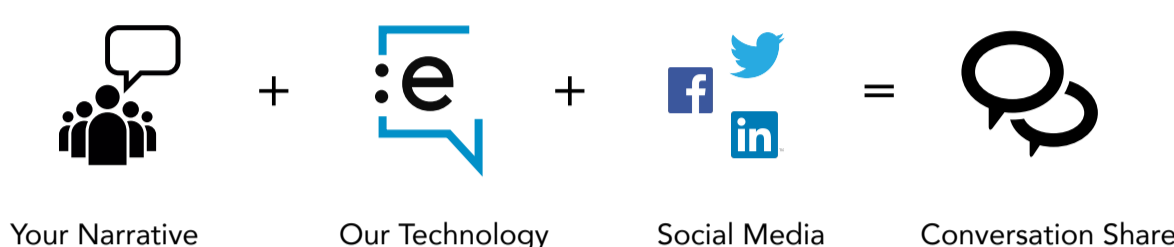


Word of mouth is the most powerful form of marketing.

Conversation is any organization's greatest asset.



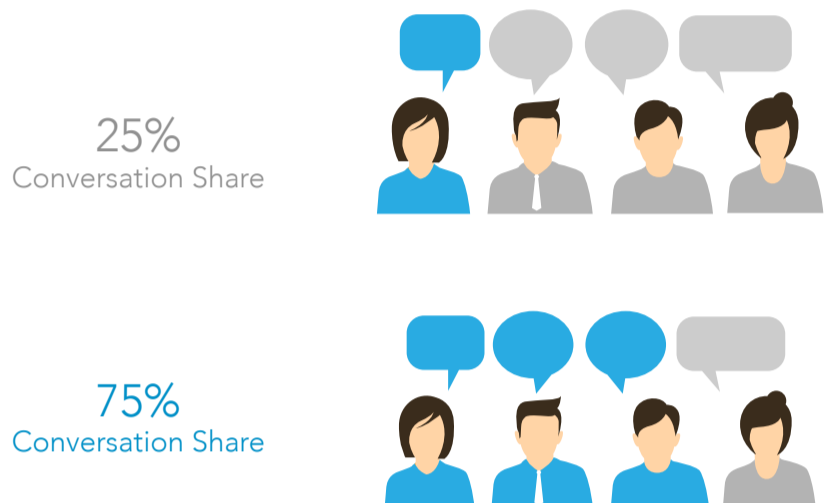
EdgeTheory is a conversation media company that specializes in smart marketing automation. We help organizations take their social media presence to the next level by providing them with content, at scale, that intersects with the interests of customers who are not yet looking for them. Our platform amplifies an organization's message, manages reputation, and builds influence.



Conversation Share

The more conversation share you have, the more of relevant conversations your own. More conversation share means more mind share which directly translates to more market share.

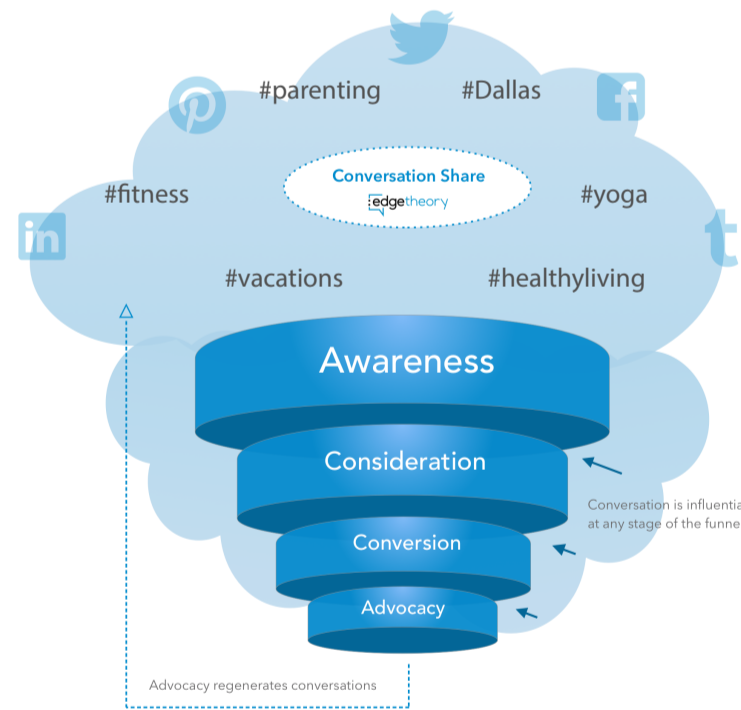
$$\frac{\# \text{ Your Social Mentions}}{\# \text{ Total Social Mentions}}$$



soundboard)))

Soundboard is a smart marketing automation tool that allows organizations to unify the voices of their advocates and amplify their message. Advocates sign up through a customized landing page and tweets that are approved by the organization are automatically sent out through their Twitter handles a few times a week.

Soundboard leverages the passion of advocates to help organizations manage reputation, increase their conversation share, and spread their message to a wider audience.



Conversation Funnel

How do you reach an audience that isn't even looking for you? Consumers trust recommendations from peers over all other forms of advertising. Social conversations and recommendations help drive users into conversion funnels. Social recommendations become visible to the followers of followers and they are indexed by search engines, increasing visibility.

The potential audience is so large that it's easier to think of it as a cloud of social conversations. Each conversation can build an organization's visibility, influence crowds, and amplify an organization's message.

Our Platform



Listen

We take your input and our social listening technology to find new ways for you to connect to a wider audience.



Create

Our technology creates authentic content at scale so you never run out of things to say.



Deploy

Our technology delivers time-optimized messaging across all social platforms in multiple languages.



Analyze

Our interactive reporting platform provides actionable intel that helps you make more effective business decisions.

Our Process

