The rel*e*net Platform
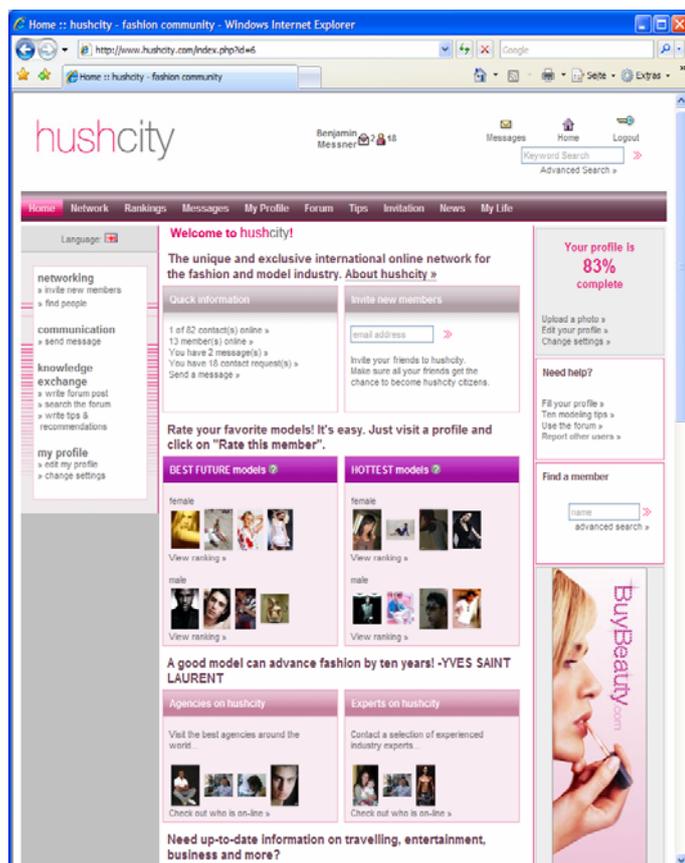
White Label Social Networking Communities

Background

In the past few years, a phenomen has established in the world wide web which is denoted by the terms **User Generated Content** and **Web 2.0**. Meant are herewith web-applications, which enable the user to publish and evaluate contents, to exchange messages with other users as well as to establish relation networks on the internet.

A new sort of web 2.0 applications are **thematic social networks**, in which people with similar interests can meet in order to discuss specific issues, but also to socialise und cultivate social or business contacts related to the topic of the community.

Our Offer

We offer a so called White Label Service. This means that you are able to operate a professional Social Networking Community under your own brand and corporate identity. We provide the technology of the online-platform, while you label it with your logo and your design. The name rel*e*net remains in the background. End-customers only see your brand name. Within a short period of time we are able to have your Social Networking Community up and running, and time is a critical factor of success. Furthermore, we constantly develop and enhance the platform, so your Web 2.0 Community is always state-of-the-art.

Advantages of Social Networking Communities

Web 2.0-Communities provide a multiplicity of advantages to different kinds of organisations:

Enterprises, associations, organisations:

- Networking of members or employees
- Exchange of knowledge and information
- Visualisation of internal relationship networks
- Supporting of discussions

Manufacturers of branded products:

- Extension of the impact created by marketing campaigns due to the long term loyalty which members of a community show
- Targeted creation of word-of-mouth advertising
- Market research and subtle and highly credible communication with your target group

Operators of portals und forums:

- Extension of your existing website with attractive communication tools
- Drastic increase of customer loyalty
- Further growth and attractive income opportunities are possible

The Start of Your Project

First, you define which range of functionality you need for the start of your network. After signing the cooperation agreement, you assign the visual appearance of your site within a given framework. Thereby, the appearance of your Social Network, e.g. your logo, your Corporate Identity, the adjustment of the colours etc. will be determined. A web developer needs 10-40 working hours for this.

You can conduct other individual adjustments afterwards, e.g. specific profile sections as well as select the categories of your discussion forum. In addition, you have the possibility to create an own login page, which appears when your internet address is accessed.

Once you have adjusted the Social Network to your individual requirements, the LAUNCH of the Community can be carried out. It has been shown, that a clear marketing concept which has been developed before the launch can accelerate the start and the growth of a network enormously. In this regard, we also offer you our consulting services. You can benefit from approved online-marketing-concepts and our experience.

Contact

We are looking forward to discussing your community-ideas with you and would be very pleased to set up your Social Networking Community soon.

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