

# Digital TV Show Showcases Jive Powered Community Network of 280,000

TAMPA, FL, USA, February 18, 2014 /EINPresswire.com/ -- The current episode of "[Social Business Engine](#)" features EMC's conversation marketing strategy. Comprised of a Jive-powered community 280,000 strong, these EMC communities have dramatically increased customer engagement, content consumption and increased sales.

In a two-part episode of digital TV show Social Business Engine, hosted by Bernie Borges, marketers get an opportunity to see behind the curtain of a global leader in big data cloud solutions' successful modern marketing initiatives.

The episodes feature EMC, a Jive customer since 2003. EMC's Liz Brigham, Sr. Product Marketing Manager at Jive Software and host Bernie Borges, reveal the business outcomes from EMC's Conversation Marketing strategy. EMC's story from concept to present day results, features results that illustrate compelling evidence of how social business strategy combined with powerful social business software creates measurable business outcomes. Jive also offers viewers a case study detailing how EMC's success has allowed them to:

- Explode the community to 280,000 members
- Increase content downloads by 50%
- Increase video consumption by 200%
- Boost online event participation from hundreds to more than 10,000 per event
- Increase engagement 60% year over year
- Measure incremental sales bookings of 240% from community members versus non community members.

In this two-part episode, viewers learn how EMC's Conversation Marketing strategy has created an army of brand ambassadors that include its employee workforce, as well as thousands of customers and partners.

"I'm honored to showcase EMC and the Jive Software team on the Social Business Engine show. The EMC conversation marketing program is a very impressive one with the kind of results any



The Social Business Engine digital TV show hosted by Bernie Borges showcases companies producing measurable business results on their social business journey.

CEO would love to have," said Borges.

"EMC is a showcase customer for Jive Software," says Liz Brigham, Sr. Product Marketing Manager at Jive Software. "EMC's Jive powered communities deliver measurable and powerful ROMI - return on marketing investment."

Download [the case study](#) to get all the insights into this modern marketing success story.

Subscribe to the [Social Business Engine YouTube](#) channel to receive alerts when new episodes air:

#### Social Business Engine Show Information

\* For more information about The Social Business Engine digital TV show, episode availability and case study downloads, visit:

<http://www.thesocialbusinessengine.com>.

\* To download podcast episodes of the show from iTunes visit:

<http://bit.ly/1in6Ms5>.

\* Stitcher users can listen to the show here:

<http://bit.ly/1fBG0vQ>.

\* View on YouTube by subscribing to the Social Business Engine YouTube channel:

<https://www.youtube.com/user/socialbusinessengine>

#### About Social Business Engine:

Hosted by Bernie Borges, CEO of Find and Convert, the Social Business Engine digital TV show gives social technology solution providers a channel to showcase their customer's success, through compelling case-study storytelling. Brands and social technology vendors can showcase their success stories through high value content that is educational to marketing professionals. For marketers the Social Business Engine is a source of educational content to learn directly from these success stories. Social Business Engine (SBE) is available on YouTube with full episodes as well as 60 to 90 second excerpts. SBE is also available in podcast format on Stitcher and iTunes. Bi-weekly newsletter-style alerts provide subscribers updates on content and social business best practices.

#### About Find and Convert:

Find and Convert is a digital marketing agency based in the Tampa Bay, Florida area providing transformational digital marketing services to help B2B clients across the U.S. and Canada expand their brand, generate leads and increase sales.

Press release courtesy of Online PR Media: <http://bit.ly/1j8NTJW>

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