About Crowdstack

Engage, Retain, and Grow ... Crowdstack is the social community for your audience. Your brand, your rules, your data.

Point. Connect. Engage! Crowdstack is an extension of your primary site. An online community that you can set up in minutes. Point to it from your main site. Watch loyalty increase and audience impact grow.

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Crowdstack (CRWDSTCK)

Stakeholder(s):

Social Media:
Does this replace Twitter, Facebook, Instagram, or other major social media platforms? Absolutely NOT! Social media is still a great place to interact with the world at large. It’s important that you stay engaged via major social channels. However, you don’t have tight connections with your audiences through those networks and you are always subject to the limitations they impose. Crowdstack is your space, where your audience posts content, converses, participates in surveys and events, and more. It’s a compliment to your main site, an SEO magnet that augments your brand and amplifies your reach.

Websites:
The Hook-Up — Crowdstack does not replace your main site. It’s your community add-on, which you link to from your main site. Because it is hosted service, you don’t have to install any software or maintain any servers. We make it easy for you to style your Crowdstack to match the look and feel of your brand and you can use your own domain or subdomain, as well. Getting started is easy and you can be up and running in minutes.

Associations:
Crowdstack For Associations — Acquire and retain members with engaging content in a space you control. Why Your Association Needs A Crowdstack:
• Stay relevant by sharing useful, timely information
• Connect between virtual (or live) meetings
• Establish a valuable hub of knowledge and resources
• Facilitate member networking and career development
• Show tangible value and ROI for membership fees
• Collect member data that you own and control

Companies:
Crowdstack For Companies — Your brand comes alive here.

• Increase Loyalty
• Turn Customers Into Brand Ambassadors

Don’t rely solely on social media to reach your consumers. Magnetize your audience with Crowdstack by giving them a place to interact with each other (and you). You own the data, set the rules, and benefit from a deeper understanding of what they think and want. You also get a huge SEO boost as they post evergreen content around your brand.

Nonprofits:
Crowdstack For Nonprofits
• Provide your supporters with a safe space to converse, share, and engage.
• Engage Supporters For Your Cause

The value proposition of your nonprofit is to champion a cause that you and your supporters believe in. Crowdstack is your rally point, a place where your supporters safely interact and shares information. Best of all, you control the experience, own all of the data, and have all of the tools you need to manage the content and members.

Institutions of Higher Education:
Crowdstack For Higher Education
• Provide your students/alumni with a safe space to converse, share, and engage.
• Increase Loyalty and Lifetime Value

The more engaged your student body and alumni is with each other, the more loyalty they have for your institution. Crowdstack is your central engagement hub, where all interactions and information can be posted and shared. Best of all, you control the experience, own all of the data, and have all of the tools you need to manage the content and members.

Vision
Loyalty increases and audience impact grows
Mission
To facilitate the creation of online communities

Values

Ownership: Own -- Don’t cede ownership of your community to a third party. Own the member data and content, set your own engagement rules, and stay in control.

Growth: Grow -- The best way to grow your crowd is to keep them fully engaged. Crowdstack provides a safe space for your audience to interact with each other and you.

Unification: Unify -- Offer a cohesive experience for your crowd, under one umbrella that you can easily manage, customize, and promote.
Marketing

*Increase the size and/or impact of user communities*

User-Generated Marketing (UGM) — UGM is perhaps the most cost-effective way to increase the size and/or impact of your user base. Turn your members/customers/coalition into a force that significantly bumps SEO, increases loyalty, magnifies influence, and improves your bottom line. Crowdstack is more than a home base; it’s a rallying base for your marketing efforts.

1. Member Management

*Manage and organize audiences*

Crowdstack makes it easy to manage and organize your audience, with tools to segment your members by role, assign permissions, track activity, send messages, and more. You can store private notes about specific members that only your admins can access, moderate or ban troublemakers, give kudos to big contributors, and track leaderboards for overall activity... Already have your own registration system? No problem! Crowdstack supports single sign-on (SSO), so you can tie into your existing registration system. That way, your people do not have to re-register to use your Crowdstack. (But if you don't have your own registration system, that's okay, too.)

1.1. Profiles

*Collect any kind of profile information*

Custom Profile Fields — Collect any kind of profile information you like and enforce the privacy level for each type of data.

2. Engagement

*Enable members to engage with each other and YOU*

Keep Everyone Engaged — Crowdstack supports engagement on many levels-- from blogging to discussion topics to surveys, calendar events, resources, and status updates. Enable all content types, or just the ones you prefer... Think of it as the new home base for your peeps. — Whether you are a company with customers, an association with members, a non profit with donors, or a university with alumni/students, Crowdstack is designed to be the place where your audience engages with each other and YOU. It is a powerful member management system combined with dynamic, user-generated content. Best of all, you control the experience, own all of the data, and have all of the tools you need to manage the members and content in your Crowdstack.

2.1. Reporting

*Track community health*

Track community health with a set of metrics, view leaderboards for your member and content, and generate member activity reports.
3. Subgroups

*Create subgroups for segmented interactions*

Segment with Subgroups — You can have an unlimited number of subgroups in your Crowdstack, for segmented interactions with their own set of rules.

4. Workflows

*Customize workflows*

Customizable Workflows — Automation rules allow you to perform thousands of different customized workflows, with their own conditions, triggers, and actions. Review new content by specific members or containing certain keywords, congratulate members for their first posts or when reaching other activity milestones, send automated welcome emails, and more.

5. Privacy

*Comply with international privacy laws*

Enhanced privacy tools are baked in. — Crowdstack has built in tools that you can enable for complying with international privacy laws like GDPR. You determine which controls you want to allow. Crowdstack makes it easy for you to enable the privacy features you want to support.

6. API

*Extend content and features*

Extend with our API — Use the Crowdstack API to extend the content/features into other areas that you control (like your existing mobile app).

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**Administrative Information**

Source: https://www.crowdstack.com/

Start Date: 
End Date: 

Publication Date: 2020-11-26

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