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“While social communities aren't a new concept, how brands build them is changing the way we interact with them. There are many brands, both B2C and B2B, that have massive followings with no real engagement. The bottom line is your online presence should expand your reach, to ultimately drive more conversions.

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The overarching goal of a brand transformation is to elevate your brand above “features and functions” and to help you identify and discuss true differentiators. By default, many companies and employees speak only about the things they make or do, yet this hardly addresses a customer need.

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And in the words of the great ABBA: " If you change your mind, I'm the first in line, Honey I'm still free Take a chance on me..." Lance Shields:

lance@bluecreativestudio.com I work in the social web:

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