

## GAME CHANGING SOCIAL MEDIA MOMENTS FOR YOUR BRAND





Internet users will increase to approximately 3.5 billion from around 2.2 billion at the end of 2011.<sup>1</sup>

### TOTAL MINUTES SPENT ON SOCIAL MEDIA



SOURCE: nielsen

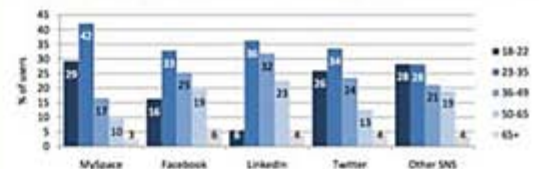


More than 7 out of 10 internet users are members of at least one social network. This implies that more 1.5 billion people use social networking sites.<sup>2</sup>

The networks have also become the centre for commerce for a growing number of them.

A majority say that they distrust traditional advertising, and buy online based on recommendations from other consumers in their social networks.

### AGE DISTRIBUTION BY SOCIAL NETWORK



SOURCE: Pew Internet

**Social networks** are especially **appealing** to users aged 18 to 29

Infographic Source: Mashable, 1: 2: InSites consulting, 2: IMRG



## FIRST GENERATION



## SECOND GENERATION



CLOSED USER GROUPS  
FINDING OLD FRIENDS  
GENERAL CHATTING



## THIRD GENERATION TARGETED E-COMMERCE NETWORKS



OPEN USER GROUPS  
FINDING NEW FRIENDS  
FOCUSED DISCUSSIONS  
E-COMMERCE

*"The promise of niche social networks and social networking applications is a more targeted audience around a specific interest that will be extremely attractive to advertisers seeking relevant content and conversations against which to place their ads."*

- Caroline Danson, IDC analyst



**ORDIOR ENABLES YOU TO AGGREGATE ALL YOUR SOCIAL NETWORK  
ASSETS IN ONE PLACE!**



## WHEN BRANDS USE GENERAL SOCIAL NETWORKS – MOST OF THE MONEY GOES TO THE NETWORK



**Unreated advertisements  
and no e-commerce  
enablement**

- Businesses have tried to reply to these trends by telling their customers to “Like us on Facebook” and “follow us on Twitter”.
- By doing so however loses customer control and revenue.
- Customers are pushed by the brands to environments where the social network, not brand is able to monetize the consumer through paid advertising and sale of services and merchandise.



## WHAT THE GLOBAL MEDIA ARE SAYING ABOUT NICHE TARGETED NETWORKS



[The Private Social Network: It May Be Just What Your Company Needs](#)



[Why Facebook may surrender users to niche social networks](#)



[Niche social networks see massive gains](#)



[The Rise of Niche Social Networks](#)



[IS 2013 THE YEAR FOR NICHE SOCIAL NETWORKS?](#)



[Beyond Facebook: The Rise Of Interest-Based Social Networks](#)



[7 Reasons Why Facebook Doesn't Give a Shi\\*t About your Business Page](#)



## HOW ORDIOR HELPS YOU

Your own branded network  
Your own URL:  
<http://www.ordior.com/>  
not [Facebook.com/Ordior](http://Facebook.com/Ordior)

Online reporting and  
management dashboard

The brand can moderate

Branded mobile, branded apps and  
branded web networks

ordior

Set up an online storefront in the  
dedicated network

You get the user details - On all  
other social networks you do not

On Facebook the brand needs to  
pay to promote to all the users.  
On ORDIOR you do not

Aggregation of all your social  
pages in one network

Generate revenue  
on the network



## ORDIOR:

- Access the data from your audience
- Monetize the data from your audience
- Access a proprietary dashboard that empowers you to make immediate changes to your social network







## GIVING YOU CONTROL

ORDIOR's advanced, flexible platform enables the brand through its own branded social e-commerce network which in turn enables its customers to:



**CONTROL**



**MONETIZE**





## MONETIZE YOUR AUDIENCE BY CONTROLLING THE ADVERTISING





ordior.com

## MANAGE YOUR OWN E-COMMERCE STORE AND GENERATE REVENUE FROM A PROPIETARY PAYMENT PLATFORM





## THE TECHNOLOGY ENABLES THE CONSUMER TO LINK TO ANY OTHER SOCIAL NETWORK FROM WITHIN THE BRANDED NETWORK

- Ordior's unique technology enables a link to any social network from within the targeted network Ordior builds for the brand
- Any post on the brand's targeted network can be posted on any other social network and vice versa, other social network can be linked into the brand's targeted network, driving membership





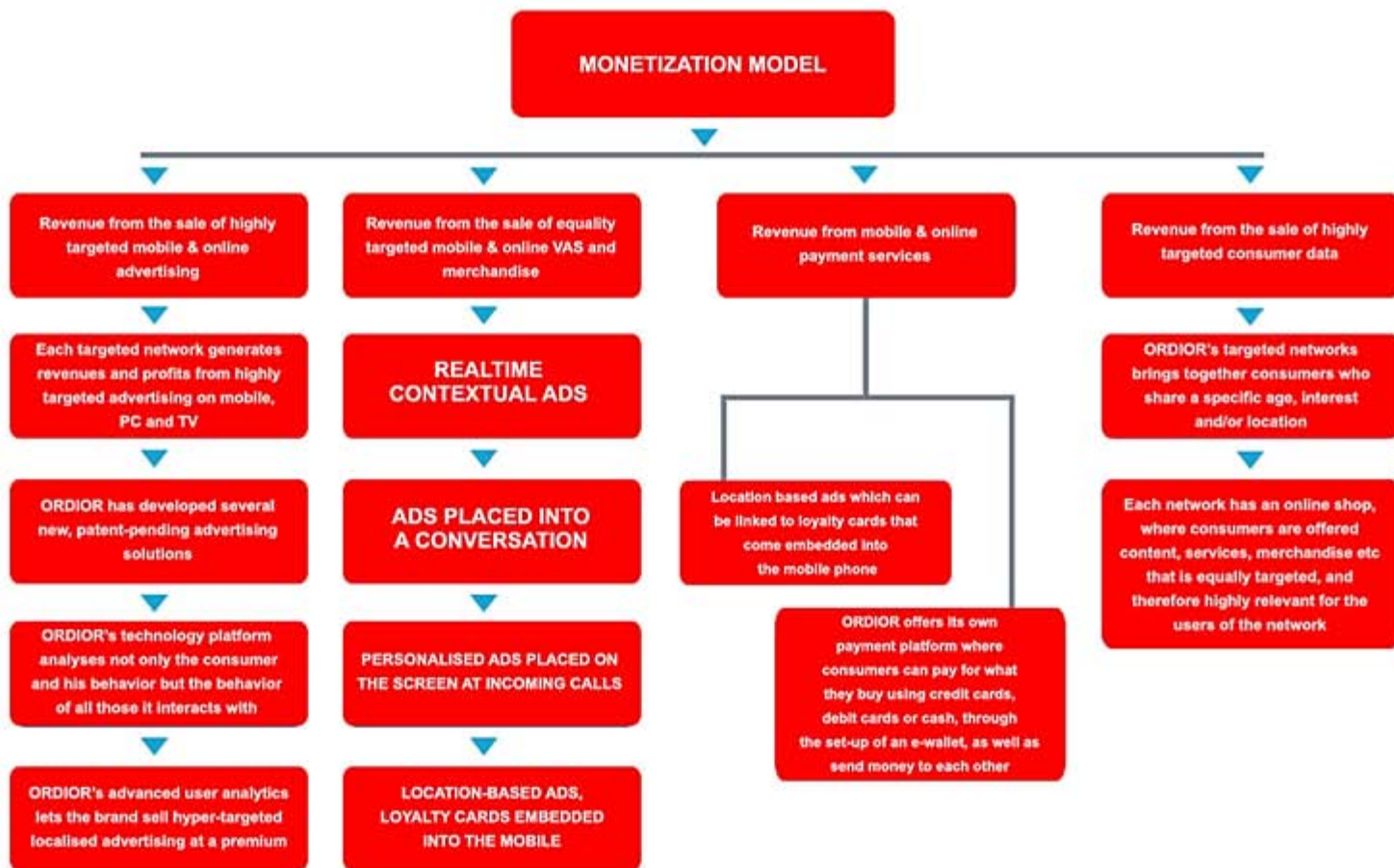
## LINK BETWEEN MOBILE AND TV INCREASINGLY IMPORTANT

- In addition to the phones and online, Ordior is in 2013 launching an app on Samsung's and LG's Smart TV's
- This will enable the consumer to view all that his phone can offer on the screen of the TV
- The consumer can control it all via his phone. This means that the small screen size of the phone is a non-issue when watching movies, videos and pictures





## HOW YOU MAKE MONEY





**YOUR COMPLETE ORDIOR SOLUTION**



**FROM  
CREATION**



**THROUGH  
POPULATING**



**TO  
MAINTENANCE**



## CONTACT



### **SYD, AUS – HEAD OFFICE**

EXPO112  
Unit 20/112 McEvoy St  
Alexandria, NSW 2015  
Australia

P: +61 2 9310 0155  
F: +61 2 9 930 0166  
E: [sales@ordior.com](mailto:sales@ordior.com)  
W: [www.ordior.com](http://www.ordior.com)



### **NY, USA – OFFICE**

616 Corporate Way,  
Suite 2 Valley Cottage  
NY, 10989  
USA

P: +1 310 254 5676  
F: +61 2 9310 0166  
E: [sales@ordior.com](mailto:sales@ordior.com)  
W: [www.ordior.com](http://www.ordior.com)



### **GOA, INDIA – OFFICE**

EXPO112  
Unit 20/112 McEvoy St  
Alexandria, NSW 2015  
Australia

P: +61 2 9310 0155  
F: +61 2 9 930 0166  
E: [sales@ordior.com](mailto:sales@ordior.com)  
W: [www.ordior.com](http://www.ordior.com)



### **SHANGHAI, CHINA – OFFICE**

EXPO112  
Unit 20/112 McEvoy St  
Alexandria, NSW 2015  
Australia

P: +86 130 2017 5390  
F: +61 2 9 930 0166  
E: [sales@ordior.com](mailto:sales@ordior.com)  
W: [www.ordior.com](http://www.ordior.com)