

## Operate a Social Network Community for Your Niche Topic

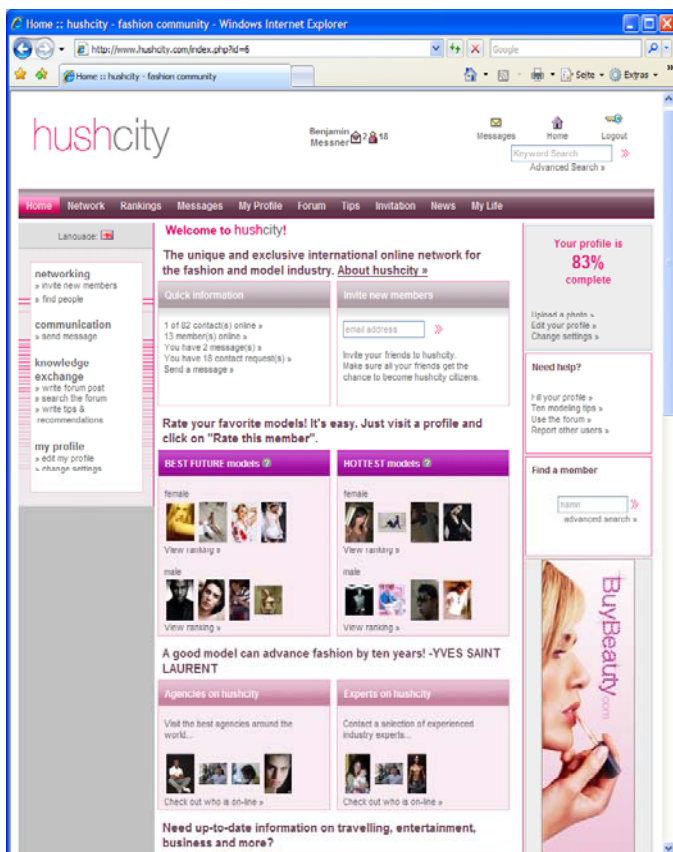
Do you want to operate a social network community for your niche topic under your own brand?

### Background

In the past few years a new phenomenon has arrived on the world wide web: Social Network Communities. Whilst the time to establish generic Communities, such as mySpace, Facebook, LinkedIn, Xing is over now, the second wave is in full swing with **social network communities for niche topics**:

- **Sports** (e.g. community for soccer, golf, basketball, sailing, fishing, scuba diving...) or
- **Specific hobbies or interests** (e.g. community for horses, dogs, gardening, handicrafts, ...)
- **For an industry** (e.g. social network community [www.hushcity.com](http://www.hushcity.com) for the international model and fashion industry: Connecting models, model agencies, scouts, service providers, such as photographers, hair stylists, want-be-models, ...)
- **For specific healthcare issues** (e.g. diabetes, heart attack, lung cancer, aesthetic medicine: Connecting patients, doctors, specialists, clinics, pharma, therapists, the cured, relatives, ...)

Like-minded people with similar interests or problems meet there in order to present themselves and to find peers or experts: to ask questions, to obtain answers, to discuss specific issues, but also to socialise and cultivate social or business contacts related to the specific topic of the social network community.



### Our Offer

relenet offers highly customizable social network software. It enables our clients and partners to operate professional social network communities on-demand under their own brand. Within a short period of time we set up your social network community of the highest quality and customize it to your individual requirements. While we take care of the technical operation you can focus on marketing and moderation of the community. We also help you with the planning and the realization of your community project.

In contrast to traditional editorial web sites including a forum, where visitors come - look - and leave, Social Network Communities lead to **high usage** as the members return to the site daily. **Strong customer loyalty** and **viral membership growth** are further benefits of social network communities. And the last main difference to traditional web sites or forums is that social network communities allow for **revenues** by selling premium memberships next to advertising.

Niche social network communities are highly valuable particularly for the following businesses:

Media	Special Interest Magazines focussing on a specific topic
	High-traffic web portals which focus on a specific niche topic (e.g. interests, industries, sports, health topics, hobbies...)
	Radio stations that are already community-driven
Sports	Operators of large sports web sites and forums for specific sports (e.g. soccer, golf, sailing...)
	Successful sports clubs that want to organize their fans in a community
	Sporting goods manufacturers who are looking for new opportunities to gain customers
Healthcare	Health web portals and forums that want to build communities for specific health topics (e.g. diabetes, fertility, headache, lung cancer...)
	Private clinics that are specialized on certain health topics or treatments (e.g. fertility, plastic surgery...)
	Pharmaceutical companies that want to build a community for the target group of a certain product
Industries	Industry associations that want to improve the connection amongst members
	Entrepreneurs looking for new ways of organizing their industry (e.g. our social network community <a href="http://www.hushcity.com">www.hushcity.com</a> for the international modeling industry)
Companies	Companies who are looking for new ways to interact with their customers as well as an opportunity to increase customer loyalty
	Companies use Social Network Communities internally to enhance knowledge management and employee feedback

We will help you with our vast experience in social network communities and you can benefit from our proven online marketing to grow the community fast.

### Contact

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