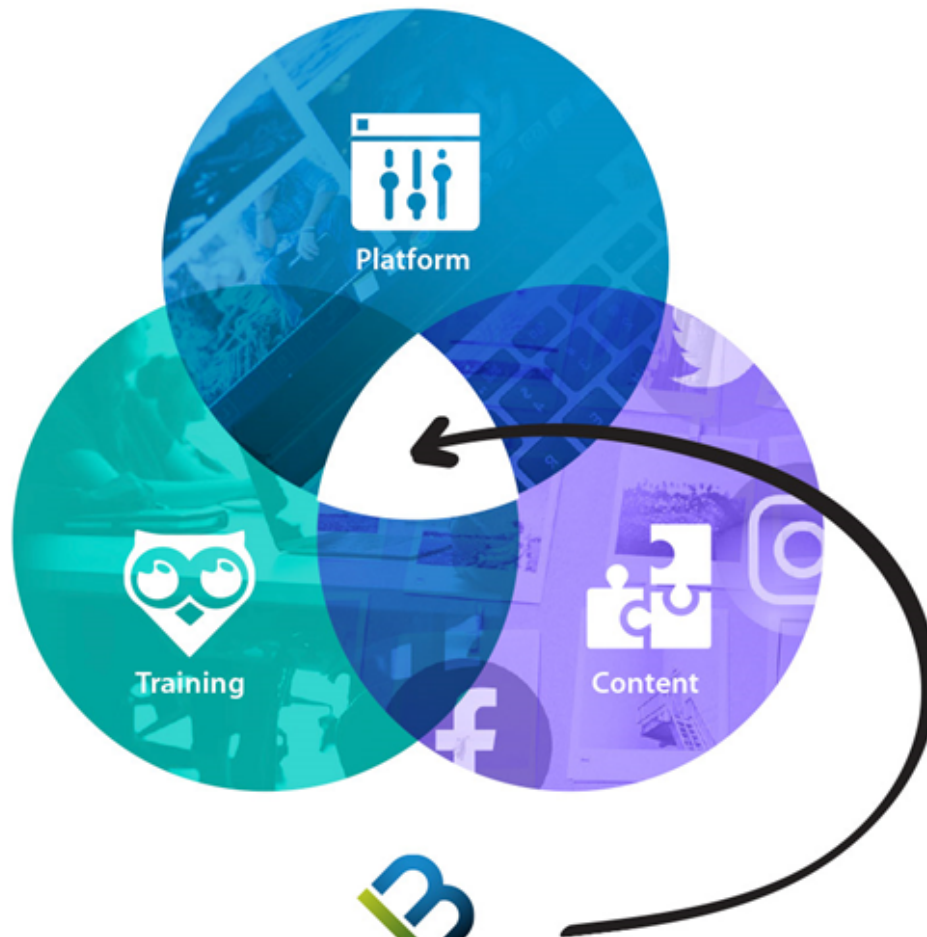




This is Social.



**DSA Partnership Award
Submission**



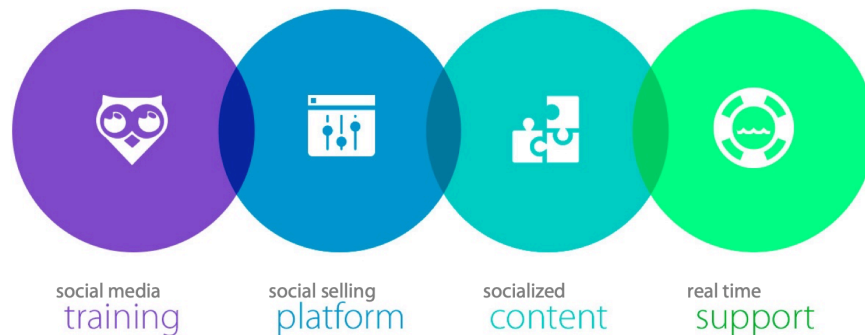


HELLO MULTIBRAIN

In 2012, Chief Brain and CEO of Multibrain Scott Kramer met a table full of legends in Direct Selling during a DSA luncheon. From there, the entertainment and media pioneer, dedicated his company (Multibrain) to building the tools and training much needed to take the Direct Selling industry to the next level in technology, and a mission of defining Social Selling in the digital arena.

Over the last (7) years, the team at Multibrain has given total focus to training, supporting and providing the tools for Direct Selling consultants to build their business, via social media and establishing their own communities/networks.

Today, Multibrain provides solutions for the four core aspects of what they define as Social Selling, beginning with Training the field on the ever-changing world of Social Media.



Multibrain has evolved in step with technology and developed a business focused on four pillars for enterprise corporate success, termed “controlled empowerment,” with an approach of “bottom up” beginning at the field level. To date, the Multibrain platform has been successfully implemented by top Direct Selling companies and over 280,000 individual consultants who have generated over 10 million new prospects (connections) in a funnel approach to generating new sales and recruits. Multibrain thrives in its ability to “find new people to talk to” for its users, and a platform as easy to use with a single click.

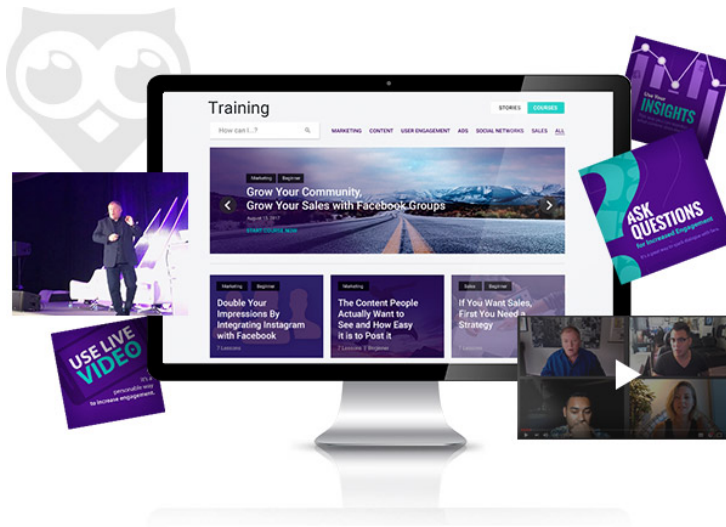


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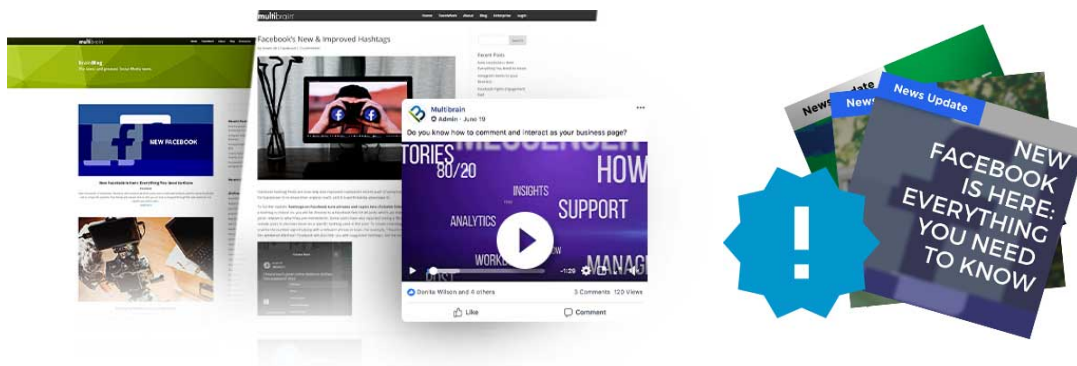
Social Media Training

For its multiple Direct Selling partners, Multibrain provides customized training around Social Media and specifically Social Selling Simplified. For many of its partners, they produce weekly and monthly live social events (social selling webinars) which address the many facets of marketing on Facebook, Twitter, Pinterest, Instagram and other networks, as well as new tips and tricks for social selling.



Over 8 million minutes of video have been viewed by Consultants to date. Consistently the LIVE video training provided by Multibrain has seen the highest engagement, most views and best overall performance for many of their Direct Selling partners. Overall, Multibrain has provided training to include:

- Keynote speaking at annual conventions with Scott Kramer and the brains
- Event workshops
- Live webinar training (monthly shows)
- Social Selling courses and dedicated training sites)
- Articles, How To's and Quick Tip videos
- Daily Social Media Tips and Inspiration
- Dedicated Facebook Group for support
- Text/chat support within platform



multibrain



Social Selling Platform

Multibrain provides Direct Selling partners a social selling platform (we like to call the “front office”), and available on desktop, laptop, tablet or mobile via the partners back office provider. The platform provides reps with the tools to schedule, post, boost and manage prospects from Facebook, Twitter, Instagram and Pinterest. The platform includes both branded content, as well as a library of lifestyle content produce and curated by the Multibrain team. For Distributors, the platform provides the following features:

Personalized Dashboard: Every Consultant receives their own personalized dashboard with all our features, along with their own connections to social networks, targeting and custom content.

Content Planner: Consultants can post and schedule content to social network, including a ‘Set Up Your Week’ feature. This helps publish a week of curated content in just minutes.

Content Calendar: Consultants can manage their content with a daily, weekly and monthly view of scheduled posts. They can edit posts and easily drag and drop to adjust dates.

Post Creator: Consultants have the option to upload original images and/or other personalized content for posting and scheduling. They will also be able to save, repost and build their own library as well.

Prospect Center: Consultants get alerts about any new activity on their Social Media pages. We prioritize each contact by who’s most likely to become a lead, then suggest how to respond.

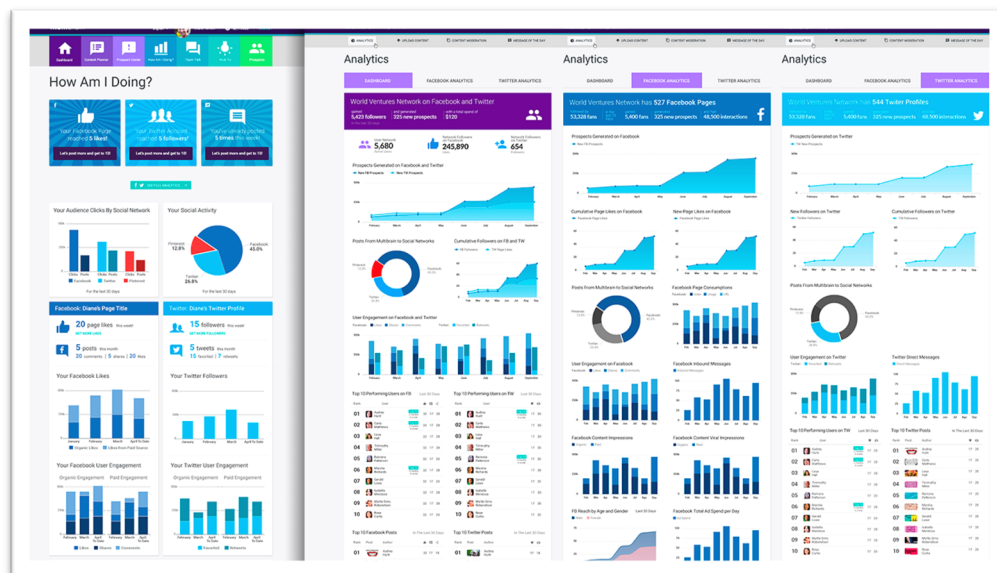
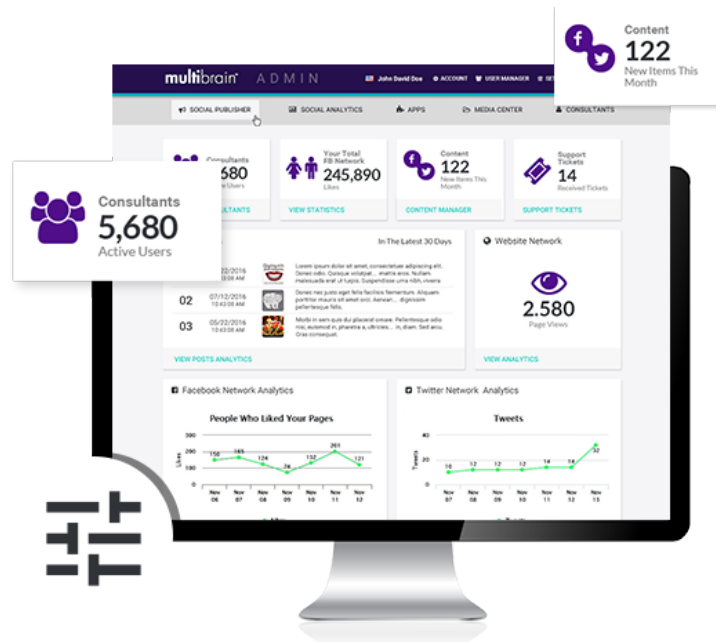
Media Center: Proven effective library of lifestyle and industry-specific content, as well as any branded content will ensure Consultants have all their content resources to spark new conversations.





Multiverse: Enterprise Analytics

For its partners, Multibrain provides a totally unique focus on Social Selling statistics including a roll-up of user data as it relates to social media, as well as analytics on content across the entire network of users to determine effectiveness of promotions, produce campaigns and recruiting efforts. Multiverse analytics provide partners with not only what Consultants are doing best, but the content performance as well. Partners can see how content is performing by engagement, views, posts, and more.





Content Machine by Multibrain

In addition to training and providing customized social selling platforms for our partners, we also provide important creative services to further “socialize” content to be engaging and designed to start conversations. Our “content machine” solution take existing assets (ie. Catalog/brochure) from a Direct Selling partner and turns it into a library of content including posts, GIFS, templates, stories, covers and more, which are then provided to Consultants to schedule/post and engage with their communities.



Campaigns with Brains

Additional creative services include custom campaigns and promotions, which are then provided to Consultants to run their own personalized campaigns to generate new prospects, followers, engagement and direct messages via connecting with Messenger within the sweepstakes or promotion. Each promotion provides each Consultant with her own version, with various CTA's including enter to win, LIKE my Facebook page, share with friends (with links going to consultant version), shop my store, join my team, connect with me in Messenger. To date, our campaigns have generated over 6 million prospects for our partners.

