## Our Products /// The Sociogram:

We're data nerds, but we're also humans, and we know that the typical community builder doesn't tend to think in rows and columns. They think visually, spatially, almost artistically. They look for patterns, and patterns are very hard to spot in a traditional CRM. We built a tool to help visualize relationship networks, pulling in realtime from Salesforce. We call it the Sociogram.

Here's how it works:
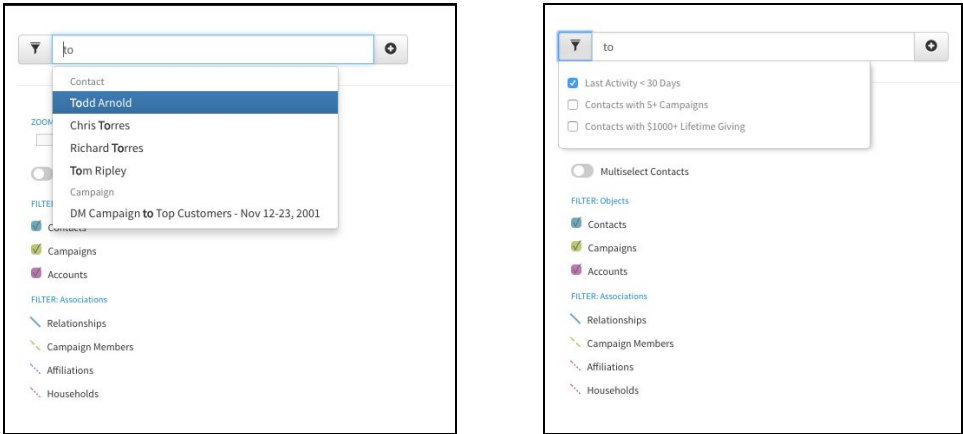
The Sociogram starts with the search bar, a powerful tool for adding "roots" to the network map. You can search for contacts, accounts/organizations, and campaigns/programs (seen on the left). You can also search for filtered groups, like "All Contacts We Saw in the Last 30 Days" or "Contacts who have given over $1000" (seen on the right).
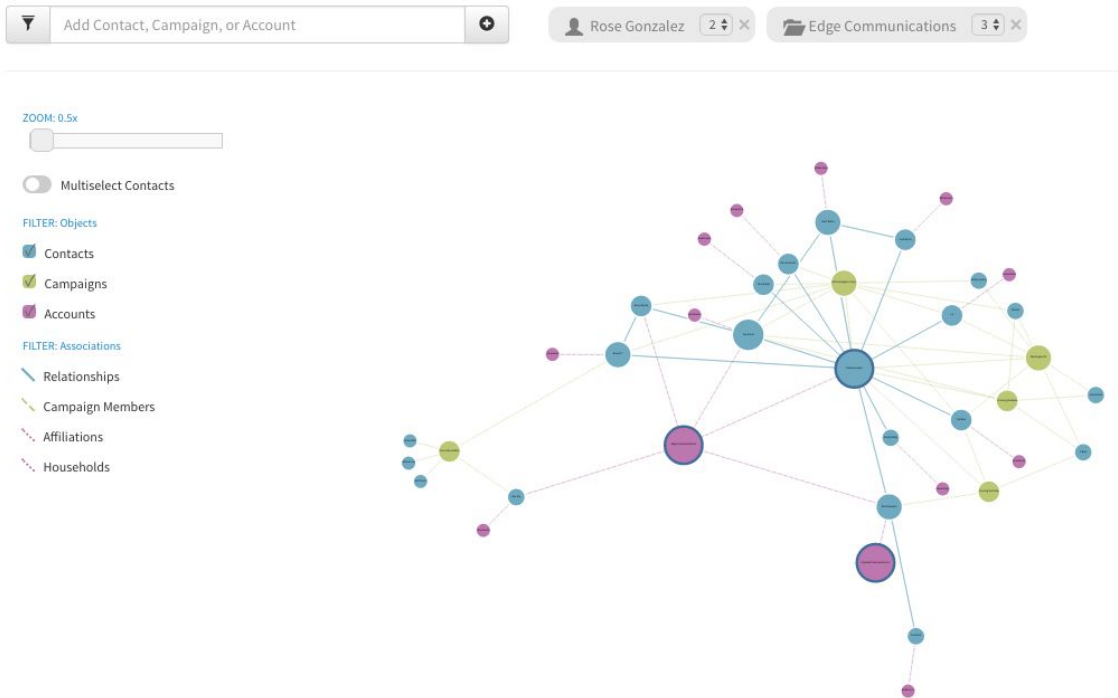
You can add multiple "roots" to a network map, each with their own degree settings. In this view, Rose is selected with degree 2, and the account called Edge Communications is also loaded in with a degree of 3.
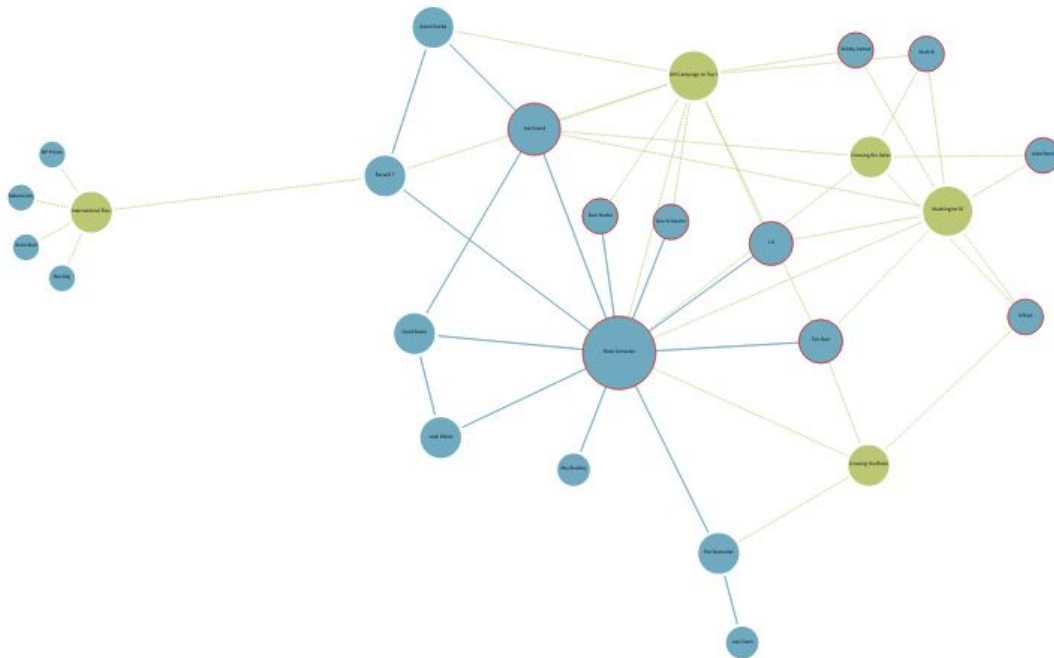
In this view, we've turned off Organizational Affiliations, and now we see a pattern of contacts and campaigns/programs who are connected to Rose up to four degrees away. That cluster on the left side shows four people who came to a certain program along with Rose's friend, who is the bridge between Rose and that program (and therefore to the other four attendees).
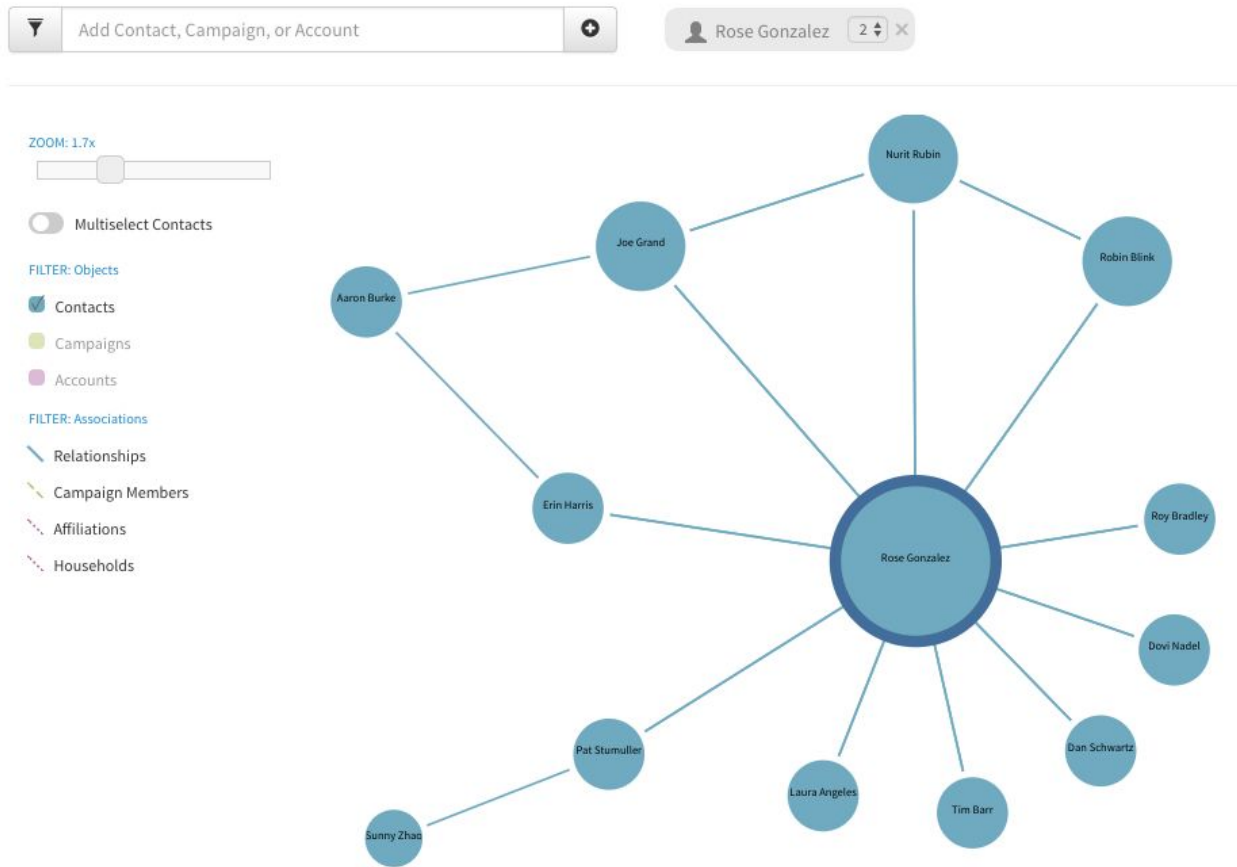
This map of contacts at degree = 2 is super useful: it's easy to detect that Rose and Aaron Burke have two mutual friends. If Rose is a close contact for us, and Aaron is a target we want to reach, we can now spot two bridges to Aaron, and we can ask Rose to make those connections for us. This kind of pattern-spotting is extremely difficult to do in a traditional CRM.

Selecting multiple contacts opens up the sidebar, which allows us to click straight into those records in Salesforce, add them all to a new Campaign/Program, or email them all at once.

We plan to continue iterating on this tool so that the application automatically illuminates patterns and useful action-oriented findings: the shortest path between two people, people who we haven't seen in a long time but who are connected to people who showed up recently, organizations which have recently become hotspots for our major donors, etc.

Our Products /// The Facebook Sidebar:

Our clients were doing a lot of work on Facebook, and there wasn't a good tool available to pull Salesforce data into the Facebook browsing experience or send Facebook info to Salesforce. So we build a Chrome extension we call "Balcony." It's a view down into the social melee of Facebook, from the perspective of a community builder looking to make connections happen.

The tool is easily extensible to be used on Twitter, LinkedIn, Instagram, and any other social network.
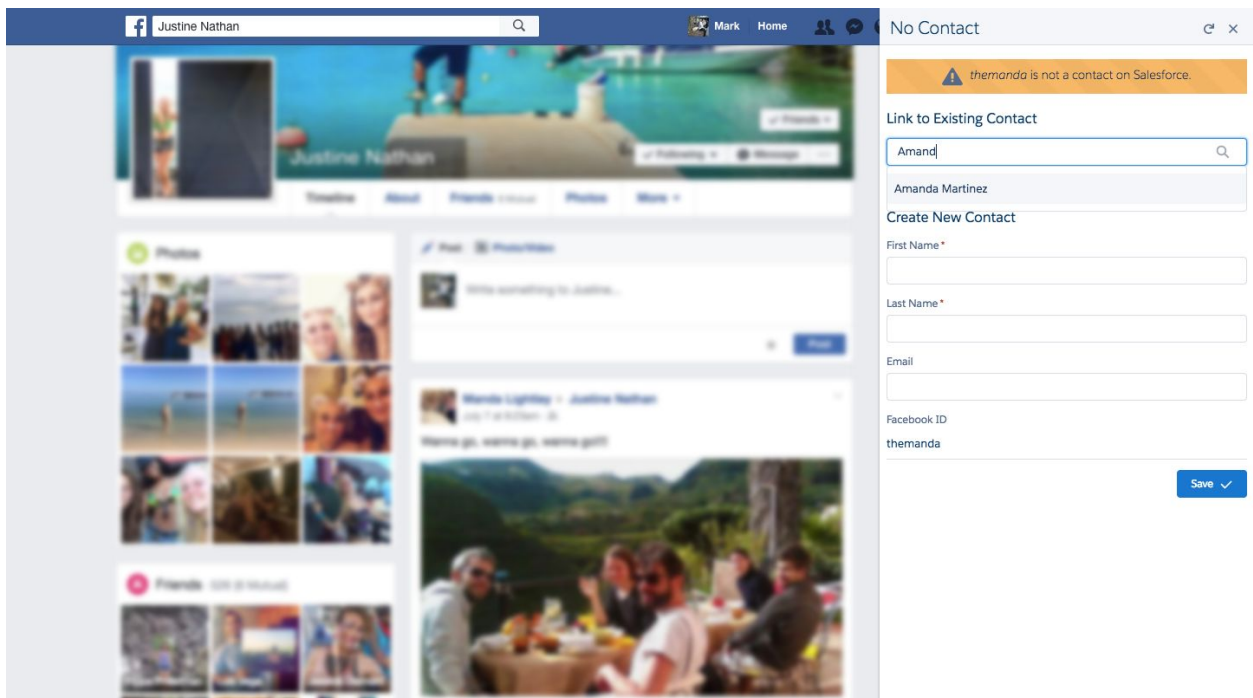
Here's how it works:
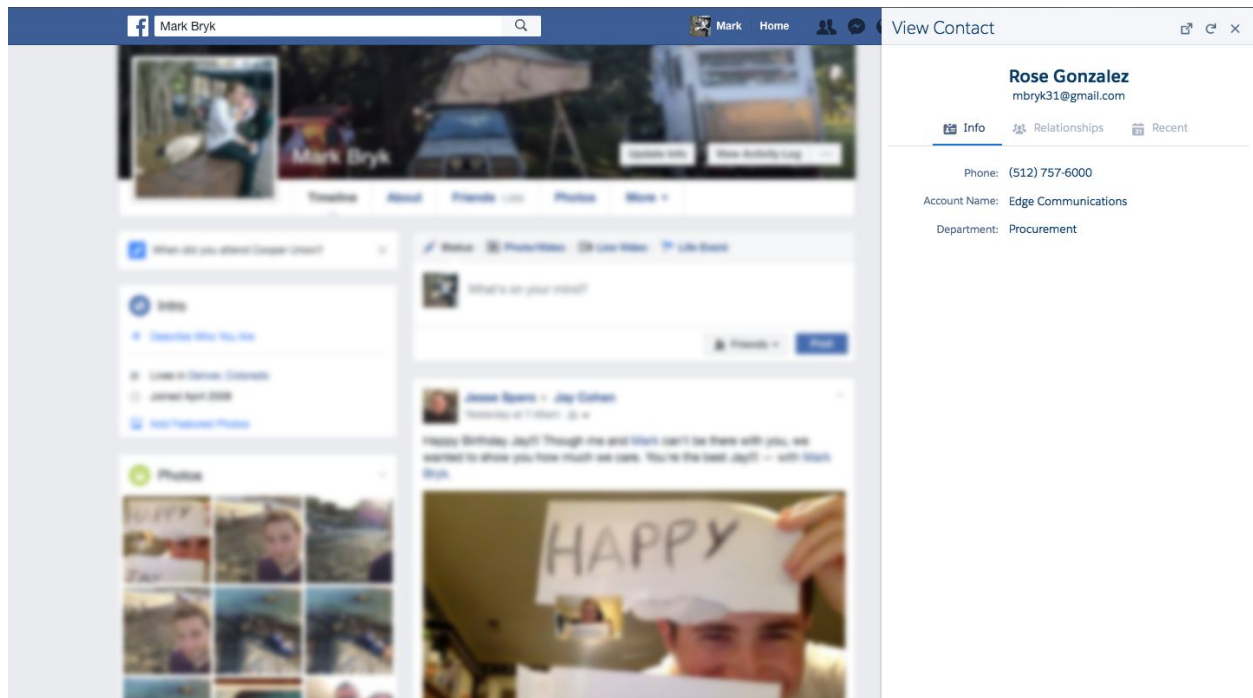
While browsing Facebook, when you go to a person's profile the extension icon will light up. You can click it to open up a sidebar which shows that person's info pulling from Salesforce, matched based on Facebook profile ID.
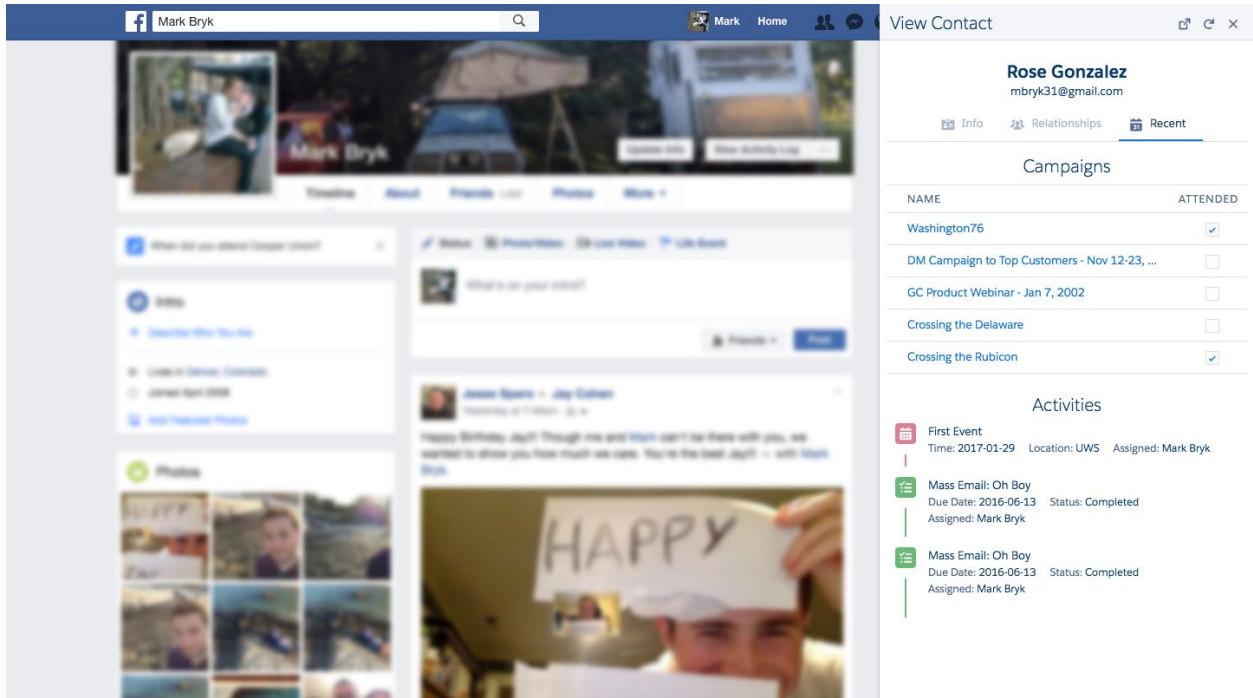
You can see basic info about that person, recent Campaigns (Programs/Events), and one-on-one meetings, phone calls, and emails.

If a Facebook profile is not linked to their Salesforce record, you can easily search inside the sidebar to match with an existing contact in Salesforce, or create a new contact right from the sidebar.
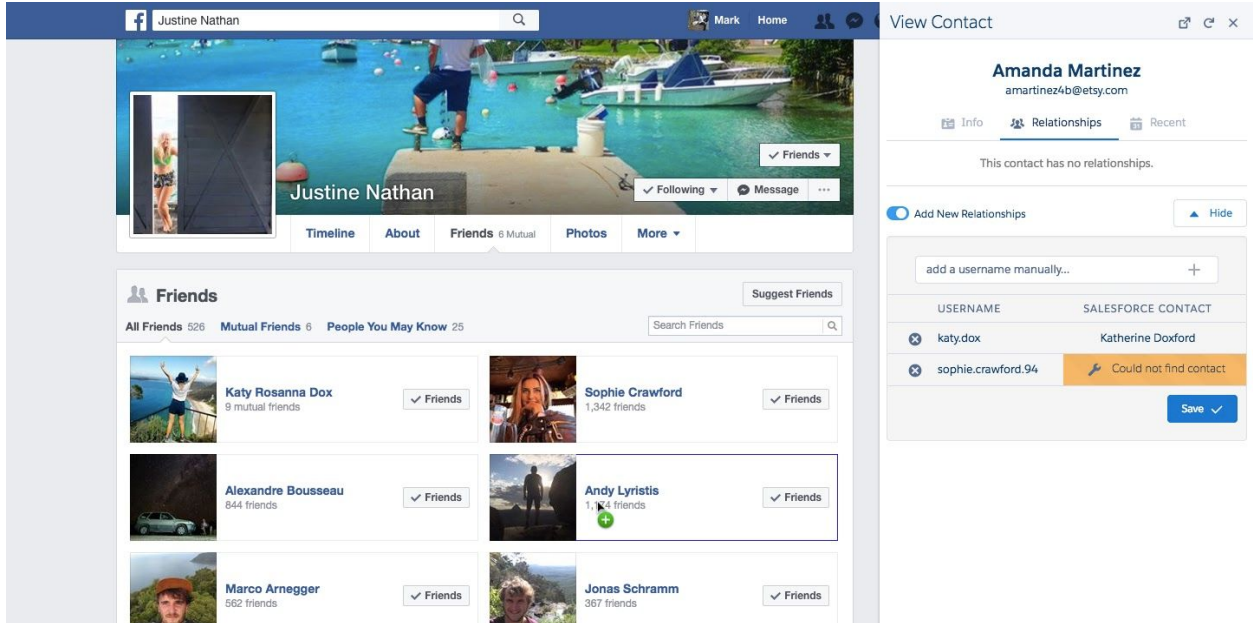
Here's where the real power comes in: when browsing a person's Friends page, you can click the Add New Relationships toggle in the sidebar to turn on the ability to just click on friends to add a relationship between this person and that friend in Salesforce. If that friend doesn't exist in Salesforce, you can link/add them here too.
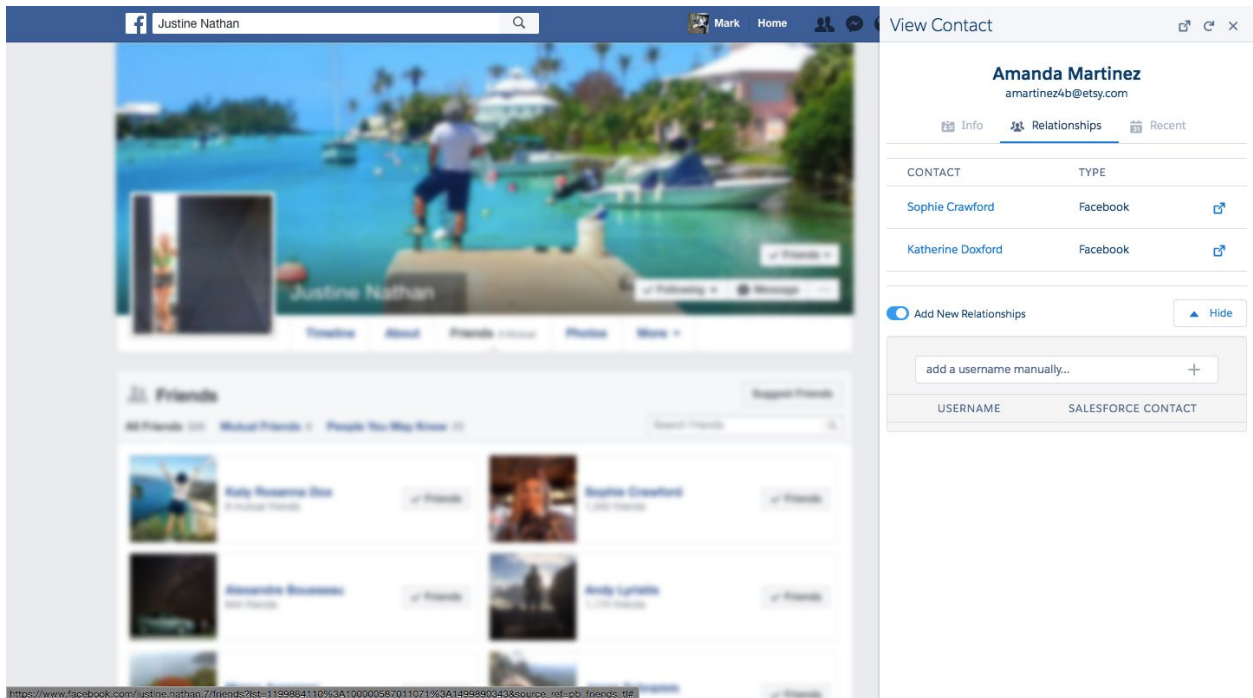
Boom: new relationships created and logged in Salesforce. **This tool combined with the Sociogram allows users to quickly create relationship maps across their network, identifying clusters and "influencers" at the center of those clusters.**