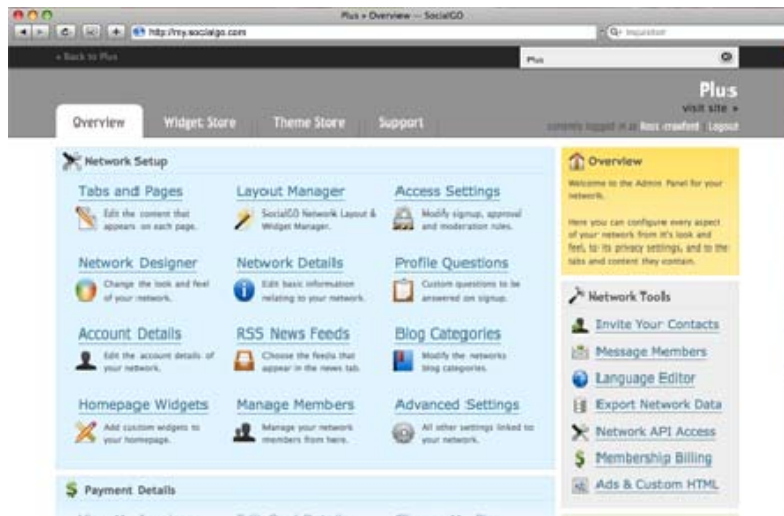




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SocialGO Monetizes Social Networking for Biz

By Eric Griffith



Lots of companies wish they had their own personal Facebook for customers. That's not impossible, when companies like Ning make it easy to create a personalized social network. SocialGO however is building in extra tools to make a true profit center out of social media.

For \$24.99 a month SMBs can create a social network. They own the content and the users; SocialGO doesn't force users to create an over-arching account like Ning, for example. While there's currently no where else to take those users--its not like there's a social networking data standard--SocialGO makes a big deal of saying that owners can take their network with them if they leave. There's a free version too, but with more limited tools.

When you pay, you not only get all the typical social networking features (status feeds, video/audio sharing, etc.) which all your Web site customers can use, but also e-commerce tools so you can sell to them. You could charge them to be members of the network, or just make select sections of the Web site into a premium area for content. Pay a little more and you can white-label the site so it looks like you built it without any help from SocialGO, even hosting it at your own domain name. The company offers a "concierge" service where it will build and manage your business's social network for \$149.99 a year.



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