



[SocialTwist Launches KnownCircle Social Referral Network for Professional Service Providers](#)

66% of Consumers Rely on Word of Mouth for Business Recommendations; KnownCircle Makes it Easy to Discover and Connect with Professional Service

Online PR News â€“ 11-February-2015â€“ MOUNTAIN VIEW, CA, February 11, 2015 - SocialTwist, Inc., the leader in social referral marketing that drives referral programs for over 50 of the Fortune 500 brands, today launched KnownCircle.com , a social referral network where consumers can discover and connect with professional service providers that are most trusted by their friends and family.

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According to a recent study by Boston Consulting Group, consumers rely on word of mouth more than paid media advertising: The results of the BCG survey of more than 32,000 consumers in Europe and the U.S. show that 66 percent of the respondents consult friends and family before purchasing two to ten times more often than they consult paid media advertising. (1)

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The KnownCircle network gives consumers an easy way to find trusted service providers while allowing the latter to rapidly build their referral business. Service Providers can generate leads year-round and track their referral success via a robust analytics dashboard that gives them detailed insights on leads generated, referral sources and trends.

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"Service providers spend considerable time, effort and money in keeping their customers happy but only a handful of these satisfied customers end up making referrals and generating new business," said Vijay Pullur, CEO of SocialTwist. "There is no lack of good will as most customers just don't have the time to facilitate the right connections. With KnownCircle, we are making it incredibly easy to secure a customer's endorsement and then helping get these endorsements the right reach and constant visibility."

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It's simple.

Professional service providers can set up their KnownCircle.com profiles for free and invite customers to endorse them by simply joining their KnownCircle.

Now, anytime the customer's friends or family are in the market for a service, they can just search knowncircle.com and discover the service providers specifically endorsed by people they know

Customers can also choose to refer the service provider directly - by sending emails or posting to their social networks all from within the KnownCircle platform.

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KnownCircle is currently available to the insurance industry with more than 200,000 agency and broker profiles. Over the next few months the platform will expand to include additional professional service providers including tax preparers, real estate agents, attorneys and more.

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(1) Boston Consulting Group Study: Fueling Growth Through Word of Mouth Brand Advocacy Index

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To see a demonstration of KnownCircle visit: <https://knowncircle.com/business>

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Tweet this: @KnownCircle Unveils Social Referral Network for Professional Service Providers

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About KnownCircle:

KnownCircle is the innovator of the leading social referral network for professional service providers. It makes referring a trusted provider easy by using the power and reach of social media and makes it simple to be discovered by and connected to new customers that have been referred by friends and family. Powered by SocialTwist, the leader in social referral marketing that drives marketing referral programs for over 50 of the world's Fortune 500 brands, KnownCircle helps customers find the services their social community trusts the most, creating a quick and lasting business connection. For more information, please visit www.knowncircle.com.

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About SocialTwist

SocialTwist is a social referral marketing platform that transforms the way brands reach, acquire, and retain new customers. Customers are motivated to refer others through their social connections thereby driving awareness, engagement and purchase. Since 2008, more than 50 of the world's largest brands including Kimberly Clark, Sara Lee, Procter & Gamble, ConAgra Foods, Jamba Juice, Barnes & Noble, and others have worked with SocialTwist to integrate low-cost social referral programs into their marketing efforts. In addition to consumer products, SocialTwist solutions serve customers in financial services, membership organizations, hospitality, entertainment and other sectors. Visit us at www.socialtwist.com,

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