



How Agencies Use Bloomfire

Imagine having one centralized place to find and share knowledge and insights across every team. That's Bloomfire.

Bloomfire's knowledge engagement platform allows agencies to make everything from pitch decks to focus group videos easily searchable and discoverable so that every employee can access and leverage the collective intelligence of their organization.

Establish a Central Hub for Client Work & Insights

Turn Bloomfire into a searchable library for client work and market insights so your team members are always armed with the materials and intelligence they need to best serve your clients and prospects. Synthesize existing research to uncover culture shifts and macro trends, and empower everyone to make insight-driven decisions.

Preserve Knowledge & Maximize the Value of Existing Work

Ensure knowledge is never lost when employees leave or move to different teams. Bloomfire allows you to create rich media posts and upload content in over 50 file types, giving you the power to capture both documented and tribal knowledge. Grow your agency's collective intelligence and prevent unnecessary duplication or loss of work.

Uncover Subject Matter Expertise

Customize user profiles so that everyone can easily identify who has expertise on certain brands, markets, and more. Encourage team members to ask and answer questions in Bloomfire so that everyone can benefit from the knowledge of subject matter experts.

Break Down Silos Between Teams

Prevent information silos from forming within the different practices, departments, and teams across your agency. Bloomfire allows agencies to develop connected knowledge hubs for every team or group while also unifying information across your agency in a broader knowledge engagement platform. This means every team has a destination optimized for their needs but can also engage with and learn from the knowledge and work of peers on different teams.

AGENCY KNOWLEDGE BASE



Bloomfire At A Glance

- Find content and relevant insights with a simple search
- Discover recommended content and customize your content feed
- Upload and share over 50 file types
- Integrate with workplace apps you use every day
- Integrate with secondary research vendors
- Automatically transcribe and caption audio and video files
- Access analytics around knowledge engagement
- Leverage white-label and SSO options



“Bloomfire’s easy-to-use, consumer-friendly platform has become a key asset that helps our clients do their jobs better every day. Now instead of a clunky, latent, inconsistent intranet portal, we can provide an agile, responsive knowledge management and collaboration platform that integrates seamlessly in the flow of work and aligns with existing branding.”

EVAN SHUYMEKO

Senior Director of Dialogue Strategy, Ogilvy

Bloomfire Features:

Flexible Structure. Organize agency, division, or department knowledge in one or more Bloomfire communities. Create groups within communities to help control who can access sensitive information. Easily adjust your user permissions and information hierarchy as needed.

Deep Indexing. Every single word in every single piece of content is immediately indexed so that everything is searchable—and findable—regardless of format. Remembering where content was stored weeks, months, or even years ago is no longer an issue.

Customizable Categories. Facilitate browsing and content discovery by organizing content into categories that suit your business needs. Create categories such as Client, Brand, Industry, or Geography to make it simple for team members to navigate to the content they need.

Q&A Engine. Reduce repetitive questions and build a searchable knowledge bank of questions and answers. Bloomfire’s Q&A engine allows users to post a question and get a response from a subject matter expert within their community.

Video Transcription. Bloomfire automatically transcribes videos, making every word said in the video searchable. Additionally, when you search for a keyword, it is marked in the video, making it easy to jump to the relevant point.

Mobile Access. Bloomfire’s responsive design makes it simple to find and share knowledge on any device, from any location.

If Bloomfire sounds right for your agency, schedule a demo today.

Bloomfire is the leader in knowledge engagement, delivering an experience that connects teams and individuals with the information they need to do their jobs. Our cloud-based knowledge engagement platform gives people one centralized, searchable place to engage with shared knowledge and grow their organization’s collective intelligence. For more information or to schedule a demo, visit www.bloomfire.com.