COMMUNITY**BUILDING**

SEVEN PILLARS OF SUCCESS

HOW TO
Future Proof Your Business
With Powerful Sticky Community Systems

Today's Web technologies make it possible to build robust online communities that can engage your audience like never before. However, building your own community requires a lot more than installing a few extensions into your CMS and inviting a few friends. To build a sticky community you will need a viable business plan and a strategy to fill the needs of the people you want to attract.

We have identified 7 pillars of success, that will significantly help improve the viability and adoption of your community building project. Although no plan can guarantee absolute success, failing to correctly identify and implement these points can be extremely costly and disastrous. In too many cases it can also produce irreversable adverse effects on the future or potential of your community.

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Get Sticky
With Online Communities

Get More Juice than SEO & Social Media

HARNESS THE NEW SOCIAL FRONTIER

Greater User Loyalty

Longer Sustainability

COMMUNITY SUCCESS PILLARS

AUDIENCE

STRATEGY

TECHNOLOGY

MARKETING

MONETIZING

MANAGEMENT

STICKINESS

The Seven Pillars of Success
For Growing Sustainable & Sticky Communities

AUDIENCE - *Identify audience - Know their hot buttons*
Define and refine the strategy for attracting and engaging your intended community by asking the right questions up front. The web these days is about conversations and if you are not communicating to the right audience with the right message you will not be listened to.

- Whom is the audience?
- What will be the main attraction for them?
- What will motivate them to return?
- What is their benefit for participation?
- What will motivate them to tell others?

Do not move forward unless you can answer these and other important questions with complete confidence. Knowing the intimate details and demographics of your audience is paramount for determining how successful your strategy and the strength of your online business model can be.

Incorrectly identifying your audience could spell disaster and end up with an unpopulated or failed community. Your audience selection may also get skewed by your emotional attachment to the project. An experienced and qualified community manager can quickly sort this out for you. Our consulting can take you through the right steps for identifying your target audience and understanding what will motivate them.

STRATEGY - *Have a valid plan - Know where you're going*
It is more important to understand the why of your plan before you start the "How?" of your plan. Don't start connecting technology until you have a clear and sensible strategy. View your community from a high visual altitude and weigh your plan against a thorough check list.

- Do you have a short term / long term plan for your community?
- Can you define the extensions and development requirements?
- Can you identify the audience and the marketing opportunities?
- Does your strategy include sustainability?
- Does your strategy include long term revenue opportunities?

Planning a strategy differs from project to project - it is one of the most important and painful things you will do. To avoid this process you might be tempted to use cookie cutter solutions, copy a competitor's strategy or settle on general assumptions. Our consulting is designed to guide you on the right path so you don't shortcut your strategy. Start right - finish strong.

TECHNOLOGY - *Tools-technology to inspire & engage*
Technology is the bridge between people, process and online experience. It acts as your interface between users , value driven content and collected data from your users. Identifying the right features and mapping them correctly to the specific needs and interests of your audience is critical for how effective your technical implementation can be. Since there are so many prebuilt extensions rich with features, knowing when to leverage existing extensions vs building custom features will have significant impact over the life cycle of your project. Solutions can be achieved in a number of ways such as; configuration of existing extensions, custom programming, process change or training. Applying the right approach to solving specific technical challenges will be key for managing development costs as well as potentially determining when or how to roll out features.

Take the time to evaluate options and visualize the end result backwards to where you are now.This excersize will help you avoid investing time or resources in areas that will not deliver appropriate value to your users as well as help you avoid or reduce duplication of efforts.

Choosing the right tools and implementing the best practices could be a daunting task. Choosing the wrong tools can be costly and can impact your community for years to come. Our consulting and development support services are designed to deliver cost effective strategies for long term maintenance. We have raise the bar on professional technical support so your business can grow effortlessly.

MARKETING - *Creating groundswell opportunities*
Four basic principles should be evident in your marketing plan;
1. Meet, great and relax – make them feel comfortable. **2.** Show you understand their need. **3.** Offer a unique solution **4.** Call to action.

To market any online community effectively and efficiently you will need to connect with many available social channels. This means you will need a comprehensive road-map detailing your social input / out-

"More failed community projects result from lack of effective strategy than technology"

Put Your Money Where it Compounds Interest
Invest in Your Business with Community Building!

put and specifically tying that to a timeline, while being aware of the uniqueness of your platform and associated strategies. Be aware that it may take more marketing fuel to drive your own community portal than it it does driving other social channels and platforms like Facebook, etc. Though, once you can draw the momentum to your own community, the impact can have a compounding groundswell effect.

Gaining marketing momentum will be greatly influenced by your branding strategy. Your branding options should include considerations about design, color, style, applications, size, use etc. For your community to be successful it needs to be identifiable and memorable. Do not assign this task to amateurs. Starting off wrong here can have a negative impact. Assign the branding and identity graphics to a professional designe, it will be well worth the investment.

Arming yourself with a clear marketing program targeted at a detailed demographic profile will enable you to create the right incentive programs and key selling propositions for satisfying the needs of a self-engaging membership. Market to targeted needs - Deliver unique solutions and your community will grow. Remember, marketing is not just selling, it is filling needs and delivering solutions to specific groups that have specific needs.

Marketing your community is a little different than delivering goods and services. You must know a lot more about your audience before you can market to them. Remember; don't market blindly without a cause. Make sure your community "type" is right for the audience. Our consultation is designed to propel you forward and connect you with the right visitors. Find out how you can increase traffic and conversion with CNP's new FETCH social marketing program.

MONETIZING - *Converting the traffic into sales*
One of the most exciting and rewarding aspects of community building, when executed right, can be the potential ongoing revenue streams. Once you attract enough of the right people to participate in your community, the monetary returns can be virtually unlimited.

One major advantage community building has over other marketing strategies is that strategies for generating revenue have a greater chance for success inside a community. Most in-bound monetization plans are heavily dependent on search engine placement and social media programs. Whereas, an established community can generate multiple revenue streams simultaneously and be totally independent of social media and search optimization. Of course a blended program is

always best but once these relationships are established, if loyalty is maintained, you can have more sustained opportunities with less investment.

There are endless options for revenue mining in a community based model. Knowing the proper methods, protocol and etiquette will determine the efficacy of your plan. DO NOT GAMBLE in this area. Poorly planned and executed monetization strategies have a tendency to backfire with consequences. Our consulting and support services are designed to help you identify the best possible revenue streams for growing your business.

MANAGEMENT - *Software, security, content and more*
With complicated technology such as community building software comes the challenge of its software management, managing the people (profiles and relationships) in the software and managing the infrastructure the software is bolted on.

To safely minimizing risk and spur growth at the same time, you will need a community management team aligned with the right talent and capability to respond appropriately to the needs of your unique platform. It is very important to identify all of the skill sets required for your custom code management, configuration management, social marketing, editorial, hosting, security and more…be prepared to respond quickly to the needs of your community as it grows. Failing to respond with the right urgency at any intersection of people process or technology could be fatal.

Remember, as your community expands, so will the frequency of challenges of your software, people and infrastructure. It is good practice to make sure your technology is up-to-date and that you take appropriate security precautions. This will reduce the risk of cyber-attacks, which could devastate your community overnight.

Bad things always happen at the wrong time. Having a readied team who can quickly respond to breakdowns and help with ongoing managerial decisions when called upon is a huge necessity for managing a healthy community.

Incorrectly responding to your audience or not effectively managing your web assets or resources can spell disaster. A qualified community manager can help you keep your project on track and focused on the most productive priorities. Our consulting and support services are designed to help safeguard your investment and provide sustainability, so you don't have to guess about your future.

PRO: Extremely powerful and if done correctly will have tremendous positive impact on your business portal.
CON: Narrow margin of error and if improperly executed or managed can quickly become expensive and disastrous.

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Beat Your Competition With Social Elasticity!
Immediately Capitalize on Potential Social Changes

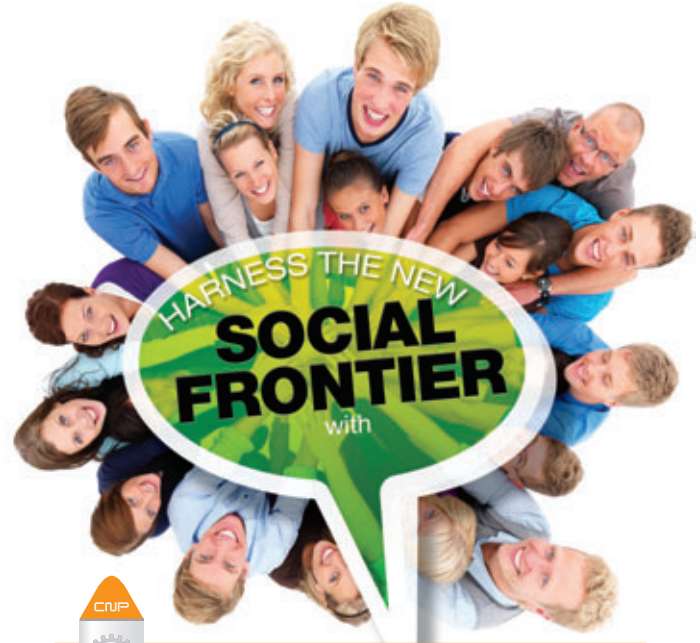**STICKINESS** - *Keep them coming back again and again*

Chances are, you have been on many community portals that keep you coming back again and again. Ask yourself what is their addictive nature or "Stickiness"? What will you do to create a similar compelling reason for your audience to participate? Why are they there and what will keep them there? It is essential that you have some type of magic "wow factor", "coolness", "outrageously fun", "Incredibly important" or "gameified" user experience that draws people in to be "Sticky" with your community. Without it your community is bound to fail because there is immense competition in today's marketplace for users to spend their time. So the question will be, how do you develop your own winning strategy for being "Sticky"?

Try to think of at least one or two features which members of your community cannot get anywhere else. This may sound difficult at first, but if you limit your thinking to only the needs of the community and think in terms of niche solution building, you will quickly discover that in most cases you do not have to build new technology to be innovative. Having specific niche features in your community keeps it unique and can give you the "Sticky" edge you need. In turn, your members will keep coming back for more because they cannot find those features, resources, information or user experience anywhere else.

Stickiness helps keep your members active long enough to build a good relationship. CNP can help you develop an innovative edge that will keep your members coming back over and over again. Building the right relationships with your community from their first visit and beyond, will gain their trust and enthusiasm. This is what will ultimately turn your community into something special. Call us today and we can help you identify the correct ingredients for a community strategy that can and will breed success.

CONCLUSION - Community Building is a complex subject requiring human behavior and sociological considerations. It is advised that you seek professional help in determining the right mix of ingredients and strategy that will work for your particular project.

The seven pillars for success are guidelines and still require skill and understanding to properly apply them. Our friendly and qualified community managers can work with you to develop the best mixture of strategies for you, your time and budget.

HARNESS THE NEW

SOCIAL FRONTIER

with

CNP

LAUNCH PAD

IT JUST GOT EASIER!
with COMMUNITY LAUNCH PAD HOT LINE

FREE Consultation!

You can be on your way to building your community project right away with our Community Launch Pad Program. Your call puts you in touch with one of our Community Building Project Managers who will work directly with you to answer all your questions.

7 SUCCESS PILLARS

- AUDIENCE
- STRATEGY
- TECHNOLOGY
- MARKETING
- MONETIZING
- MANAGEMENT
- STICKINESS

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