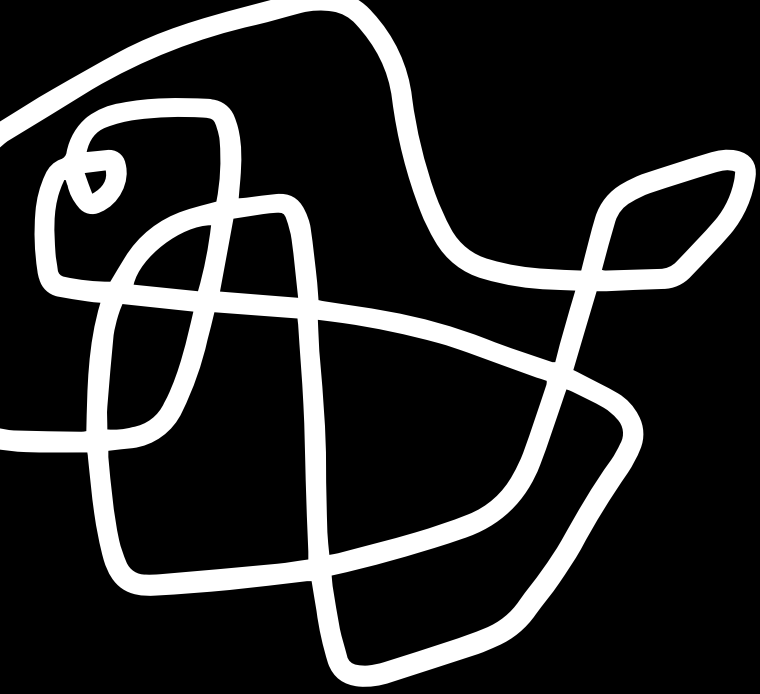




**DEMONSTRATING THE
VALUE OF
COMMUNITY
TO KEY STAKEHOLDERS**

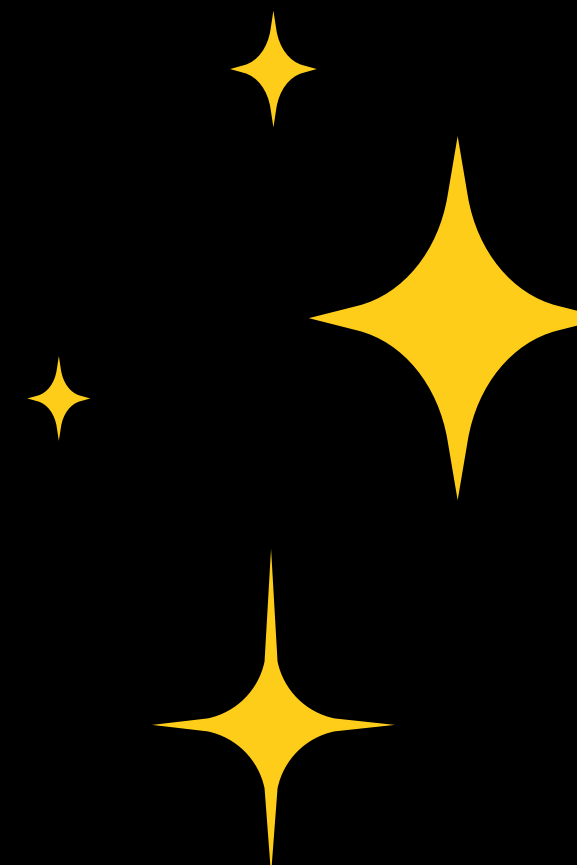
Nikki Thibodeau (she/her)



☆☆ Nikki Thibodeau, she/her ☆☆



the
community
community



AGENDA

1

CHALLENGES

2

**FINDING YOUR
GOALS**

3

DATA

4

SUMMARY

**+ TIME TO ANSWER
QUESTIONS!**



CHALLENGES

WHAT ARE YOURS? TYPE THEM IN THE CHAT!

LACK OF BUY-IN

NO DIRECTION FROM LEADERSHIP

**THE BUSINESS HAS POOR UNDERSTANDING OF WHAT
COMMUNITY IS / CAN DO**

FEW RESOURCES

NO ACCESS TO DATA

YOU ARE THE EXPERT



WHAT IS THE ROI!?



ROI= Return On Investment



**WHAT BUSINESS OUTCOMES CAN
COMMUNITY CONTRIBUTE TO?**



FINDING YOUR GOALS

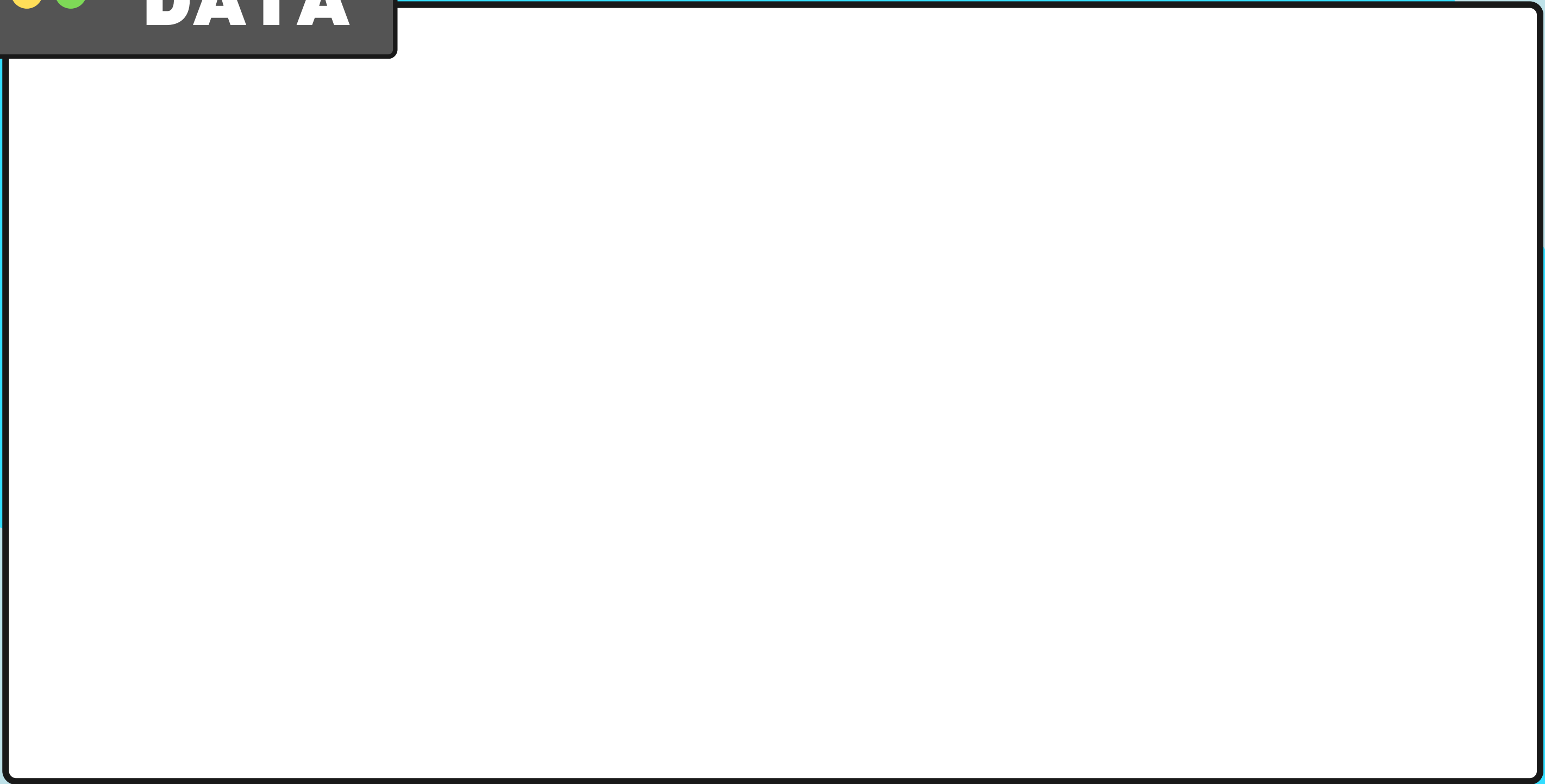
- 1 WHAT BUSINESS OUTCOMES IS YOUR BUSINESS UNIT RESPONSIBLE FOR?**
- 2 WHAT DO EXECUTIVES CARE ABOUT?**
- 3 WHERE IS THE WIN-WIN?**
- 4 WHAT CAN YOU REALISTICALLY ACCOMPLISH?**



LET'S MAKE FRIENDS

**"IF WE CAN FIND COMMUNITY TACTICS THAT
CAN HELP THEM ACHIEVE THEIR GOALS,
THEN WE CAN HAVE ANOTHER TEAM
INVESTED IN THE CREATION OF CONTENT ON
AND FOR THE COMMUNITY."**

• ME, JUST NOW





DATA

BUCKET ONE

AWARE OF PRODUCT

CUSTOMERS / PROSPECTS SHOWN PRODUCT/UPSELL THROUGH THE PRODUCT ITSELF OR AN EMAIL

BUCKET TWO

AWARE OF PRODUCT



AWARE OF COMMUNITY ACTIVATION

CUSTOMERS / PROSPECTS SENT AN INVITE TO A COMMUNITY EVENT ABOUT THE PRODUCT

BUCKET THREE

AWARE OF PRODUCT



ATTENDED COMMUNITY ACTIVATION

CUSTOMERS / PROSPECTS ATTENDS THE EVENT



DATA

BUCKET ONE

BUCKET TWO

BUCKET THREE

10%

30%

90%

% WHO ADOPTED THE PRODUCT



DATA

JUST THE EXISTENCE OF COMMUNITY PROGRAMMING MAKES OUR CUSTOMERS 3 TIMES MORE LIKELY TO ADOPT THE PRODUCT,

THOSE WHO ATTEND OUR COMMUNITY ACTIVATIONS ARE 9 TIMES MORE LIKELY.



DATA

MONTHLY REPORT CARD:

- **OUR BUSINESS GOALS**
- **WHAT'S BEEN SHIPPED**
- **WHAT WE ARE WORKING ON (UPCOMING)**
- **KEY METRICS**
- **METRIC DEEP DIVE**

NEW CUSTOMERS

####

ACQUISITION

LOGINS

#####

POSTS

#####

MINUTES ONLINE

#####

LIKES

####

PRODUCT ADOPTION / ENGAGEMENT

OBJECTIVE

METRIC

PEOPLE COME.



LOGINS

PEOPLE CHAT.



POSTS

PEOPLE STAY AWHILE.



MINUTES ONLINE BY MEMBERS

PEOPLE LEARN.



LIKES

PEOPLE BUY.



NEW CUSTOMERS



DATA

- 1 KNOW WHAT YOUR BUSINESS GOALS ARE**
- 2 ASK HOW OTHER COMMUNITY TEAMS MEASURE & REPORT**
- 3 KNOW HOW OTHER INTERNAL TEAMS MEASURE & REPORT**
- 4 GET HELP FROM YOUR DATA TEAM**

**"DON'T CASH IN FAVOURS. GET ON THEIR
PRIORITY LIST."**

• HOLLY FIRESTONE



**SHOUT YOUR SUCCESSES LOUD
AND OFTEN**



SUMMARY

- **CLEARLY UNDERSTAND WHAT BUSINESS GOALS YOU LADDER INTO**
- **MAKE REALISTIC GOALS, BASED ON WHAT YOU HAVE AT YOUR DISPOSAL**
- **PARTNER ACROSS THE BUSINESS (MAKE FRIENDS)**
- **KNOW WHERE THE DATA IS TO MEASURE YOUR PROGRAM'S RESULTS**
- **SHOUT YOUR SUCCESSES LOUD**

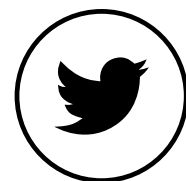
THANK YOU



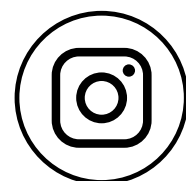
☆☆ Nikki Thibodeau, she/her ☆☆



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