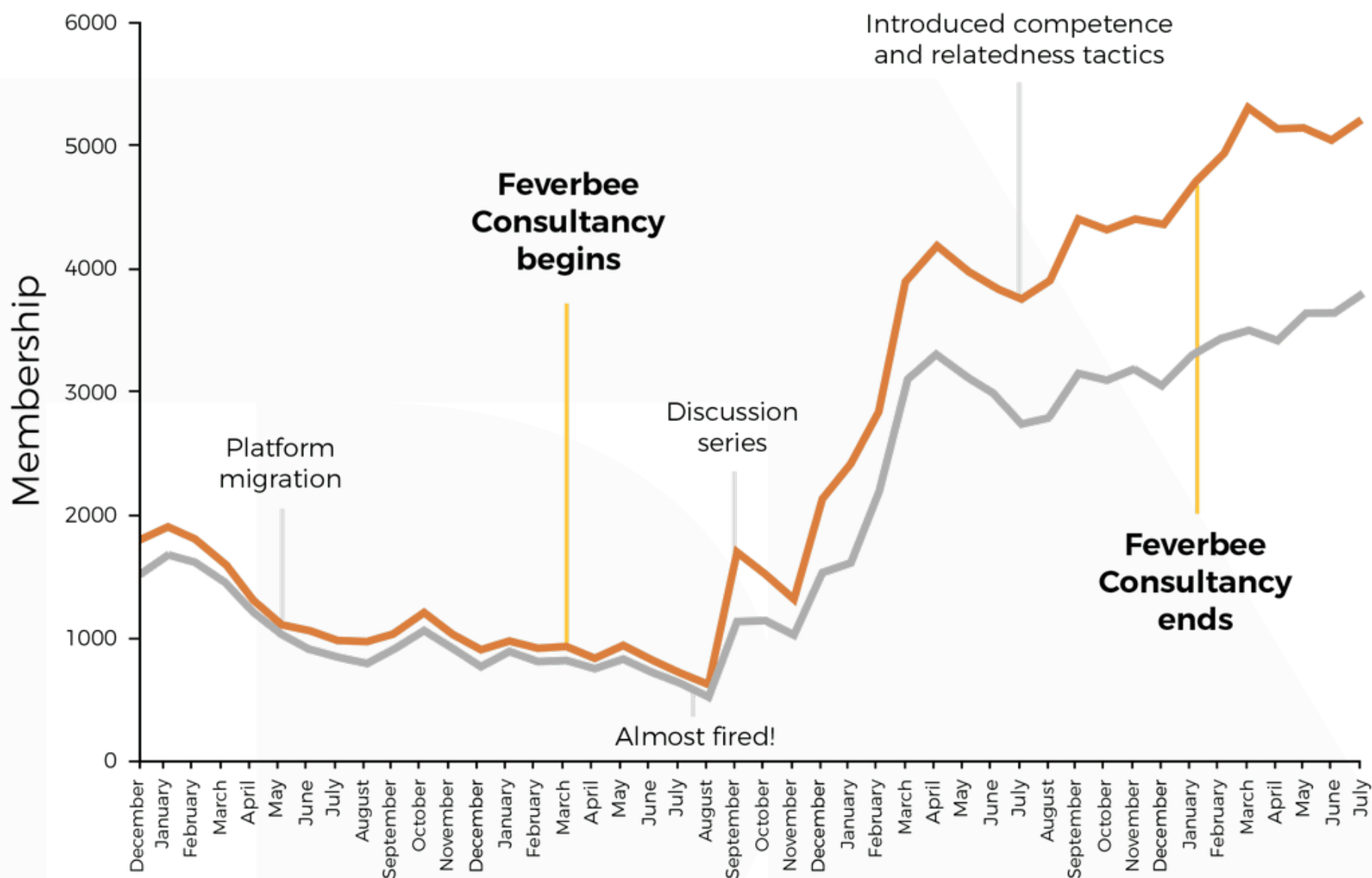# INCREASING ENGAGEMENT AND PARTICIPATION

(THE STRATEGIC APPROACH)
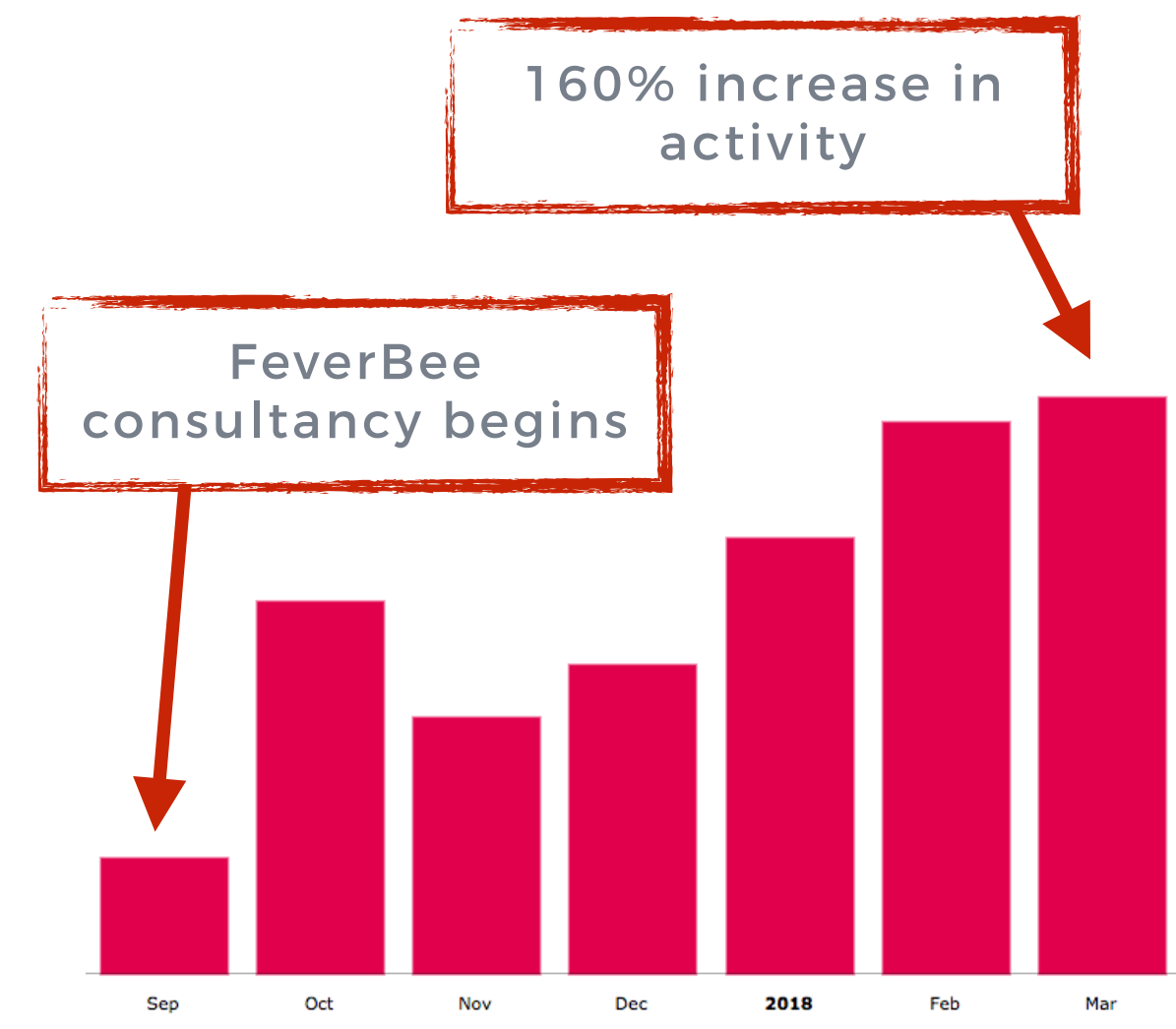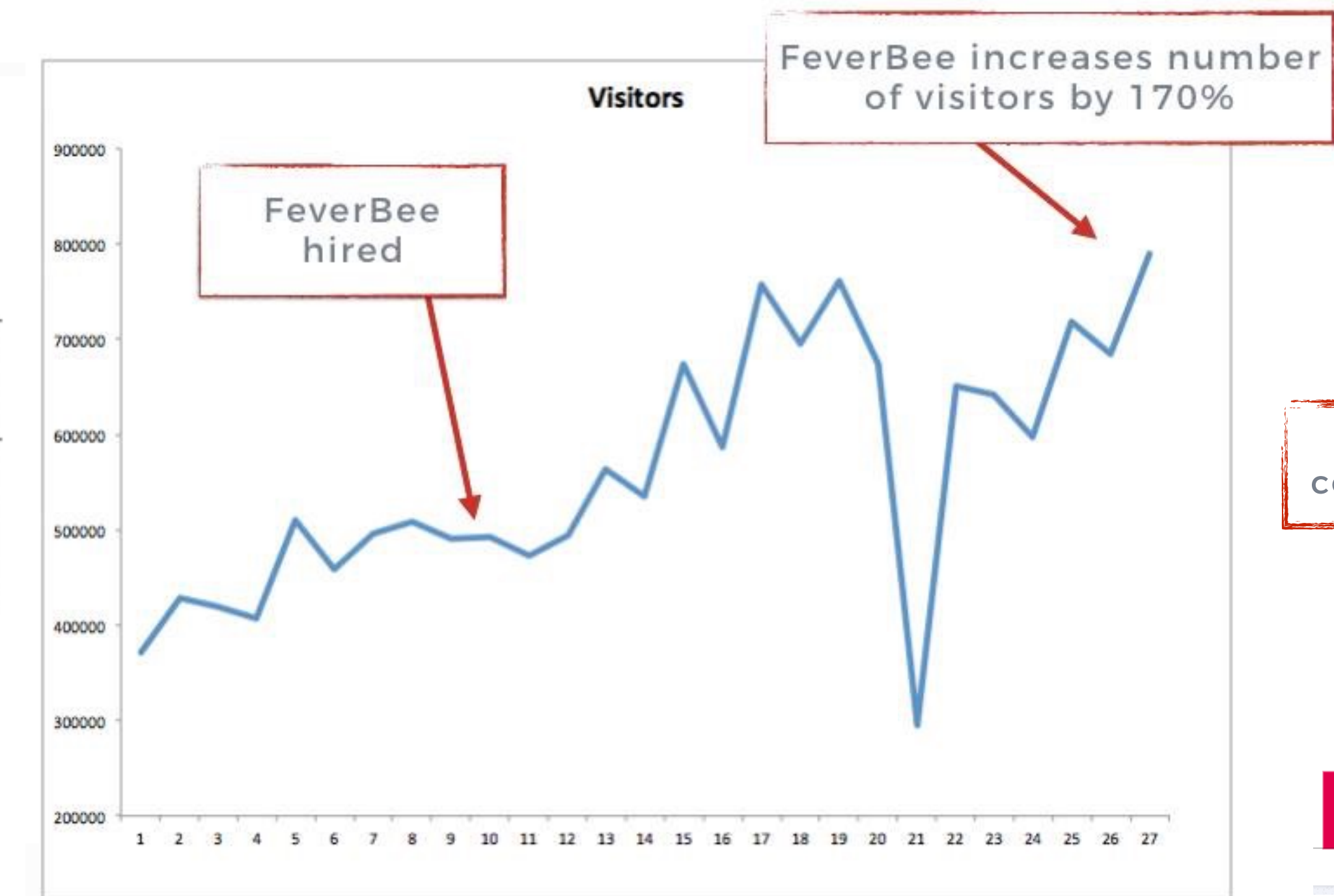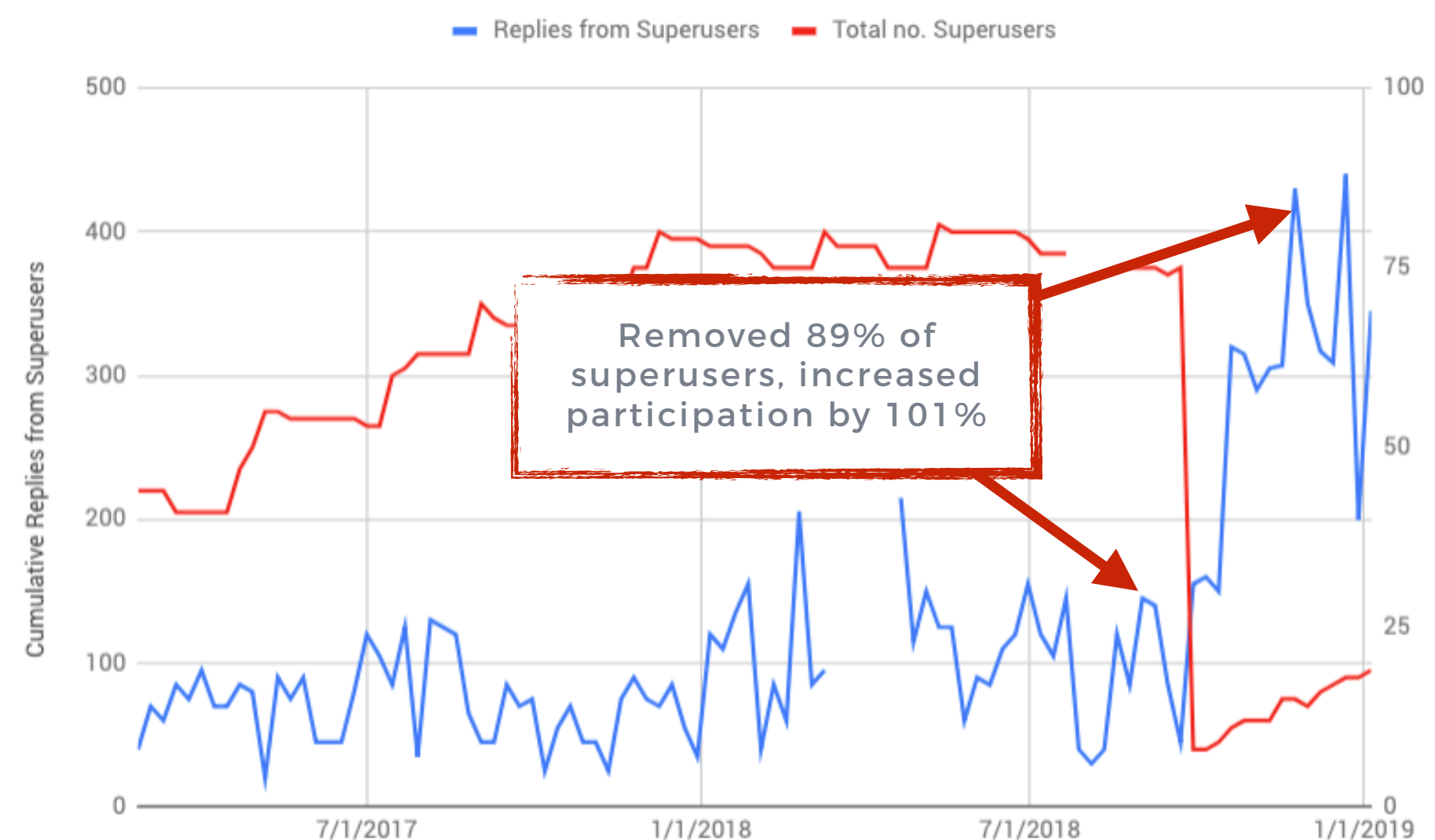
BY RICHARD MILLINGTON

WWW.FEVERBEE.COM

FEVERBEE TRACK RECORD

Membership chart (top left):
- Platform migration
- Feverbee Consultancy begins
- Discussion series
- Almost fired!
- Introduced competence and relatedness tactics
- Feverbee Consultancy ends

Mayo Clinic Connect - Growth & Activity
- Active Users
- Active Alumni Users
- New Users
- Posts
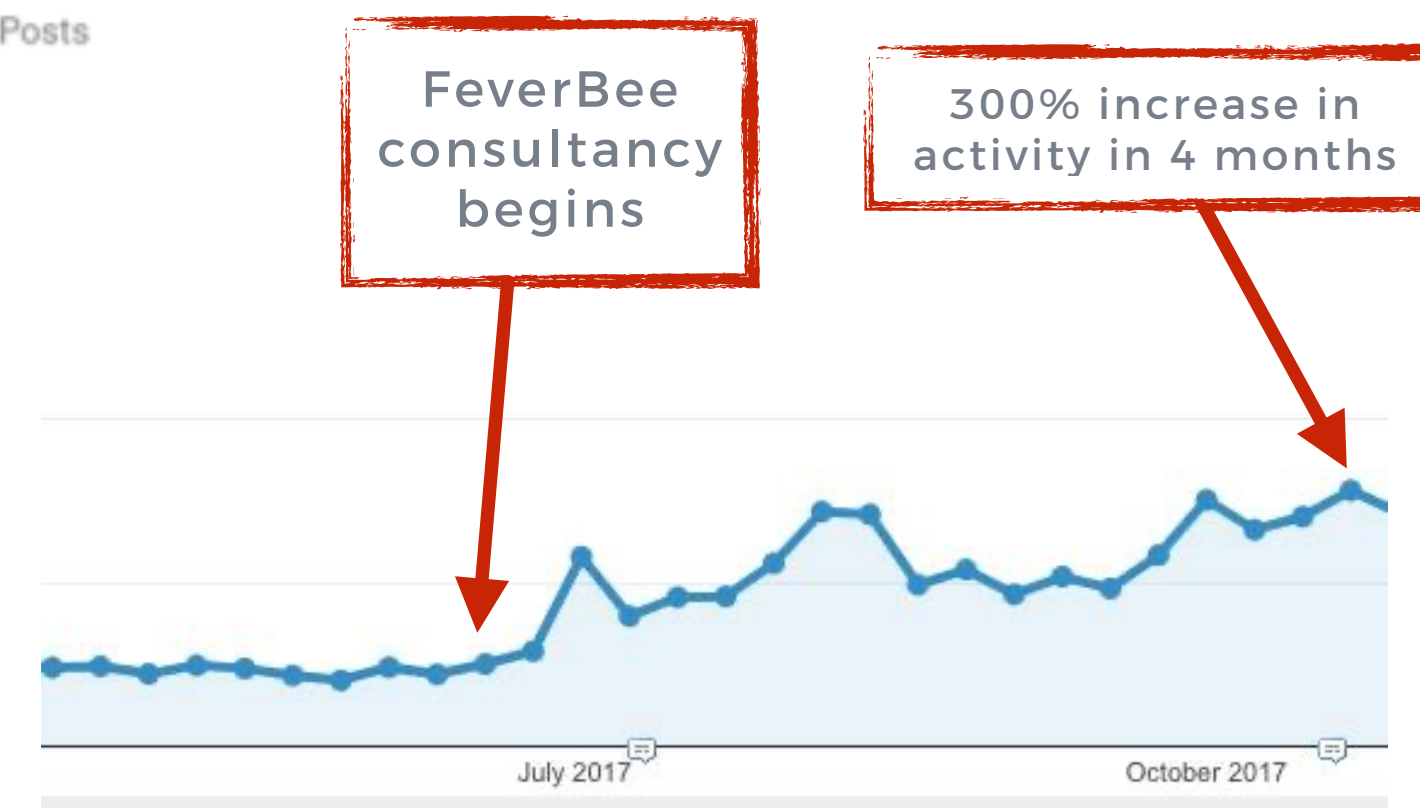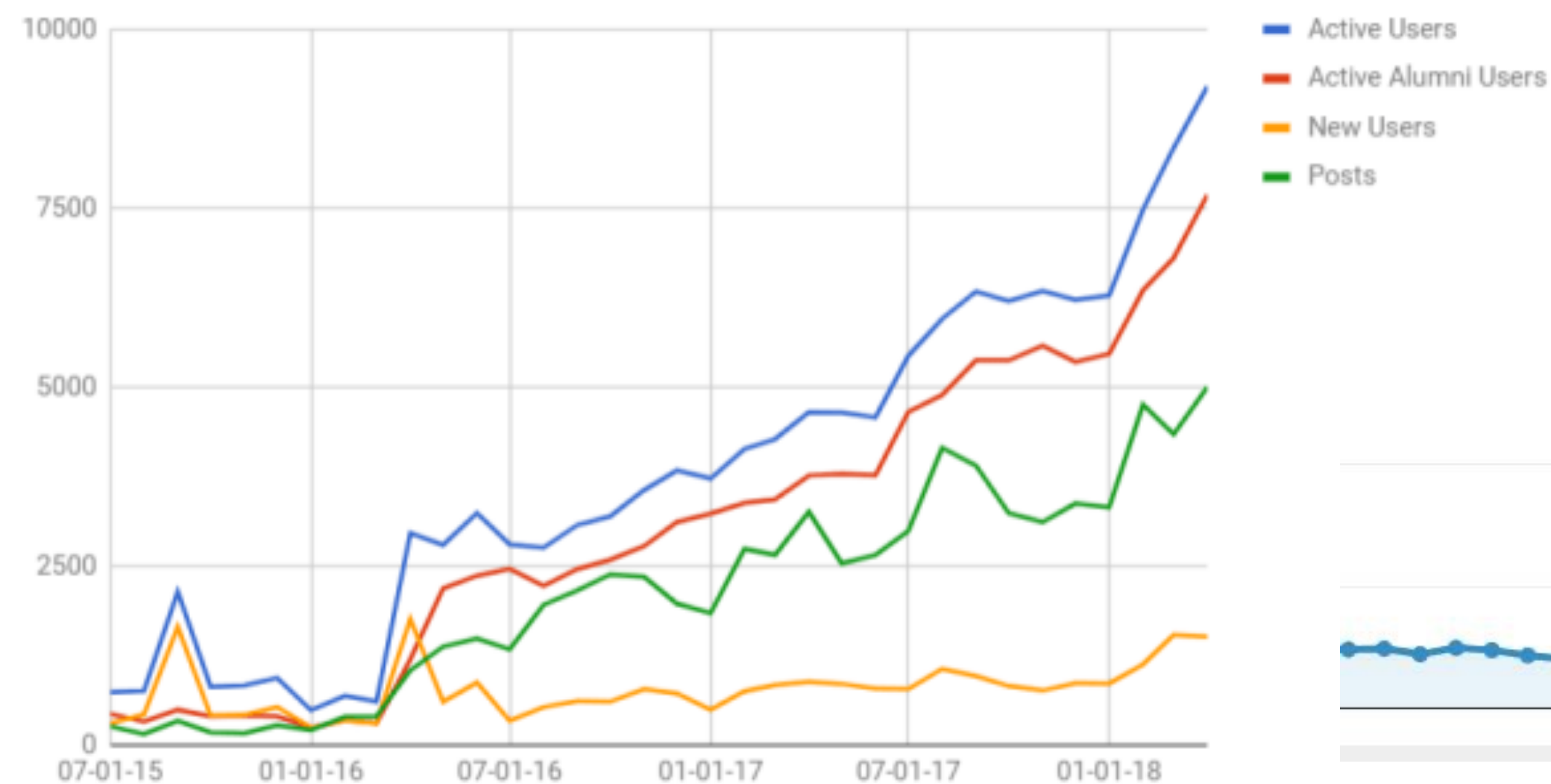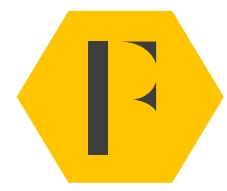
Top right chart:
- FeverBee consultancy begins
- 300% increase in activity in 4 months

Bottom left chart:
- Replies from Superusers
- Total no. Superusers
- Removed 89% of superusers, increased participation by 101%

Visitors chart:
- FeverBee hired
- FeverBee increases number of visitors by 170%

Bottom right chart:
- FeverBee consultancy begins
- 160% increase in activity

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Potential audience

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?
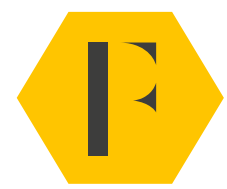
WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Interested visitors

Potential audience
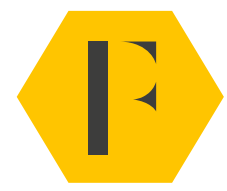
WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Potential audience

Interested visitors →

The Community Experience
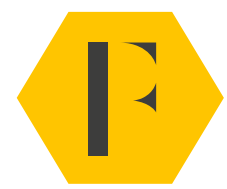
WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?
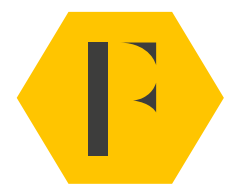
Potential audience

Interested visitors →

The Community Experience

Churn →

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Potential audience

Interested visitors →

The Community Experience

Churn →

Former members

Potential audience

Interested visitors →

The Community Experience

Churn →

Former members

+ No. people interested in the topic (or no. customers).
+ No. questions to solve.
- No. people already members/churned

Total engagement is limited by these factors.

+ Poor experience.
+ Lost interest in topic.
+ Joined competitor.
+ No issues requiring community to solve.

Engaging departed members is unlikely.

If this...

...grows faster than this

=   your community grows

Potential audience

Interested visitors

The Community Experience

Churn

Former members

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

If this shrinks...

...then this shrinks

Interested visitors

Churn

Potential audience

The Community Experience

Former members

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+ No. questions to solve.
- No. people already members/churned

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

If this grows

Then this grows

Potential audience

Interested visitors

The Community Experience

Churn

Former members

+ Poor experience.
+ Lost interest in topic.
+ Joined competitor.
+ No issues requiring community to solve.

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

The magic happens here

Potential audience

Interested visitors

The Community Experience

Churn

Former members

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Potential audience

Interested visitors →

The Community Experience

Churn →

Former members

More engagement = more word of mouth / search traffic

Good experience reduces churn

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

+ Technology
+ Benefits
+ Top member program
+ Management processes.
+ Onboarding

Potential audience

Interested visitors

The Community Experience

Churn

Former members

More engagement = more word of mouth / search traffic

Good experience reduces churn

WHAT DETERMINES THE LEVEL OF ENGAGEMENT IN A COMMUNITY?

Converting audiences
into interested visitors
is the key to growth

+ Search traffic.
+ Outreach / Promotion.
+ Word-of-mouth
- Competition

Ensuring members have
a good experience is key
to reducing churn.

- Relevance.
- Satisfaction.
- Convenience.
- Fun / fulfilment

Potential
audience

Interested visitors

The Community
Experience

Churn

Former
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More engagement
= more word of mouth /
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Churn

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· Technology
· Benefits
· Top members.
· Management processes.
· Onboarding

Engaging departed members is unlikely.

MUCH OF YOUR SUCCESS IS DEFINED BY YOUR ENVIRONMENT

THE COMMUNITY CIRCLE OF SUCCESS

ENGAGEMENT

Often high level of engagement is considered a leading indicator of a successful community. The more activity the brand has, the more successful the community is perceived to be.

CUSTOMER SUPPORT

The community reduces support costs by resolving questions in the community (with other members typically providing the answer). This is cheaper, quicker, and often more efficient than traditional support channels.

RETENTION

The community increases member retention by creating an affinity for the brand and to each other by facilitating a strong sense of community.

COMMUNITY SUCCESS

The community increases the success of members by serving as a mechanism for members to share high-quality information with one another (often case studies, tips and tricks, documentation, and other examples).
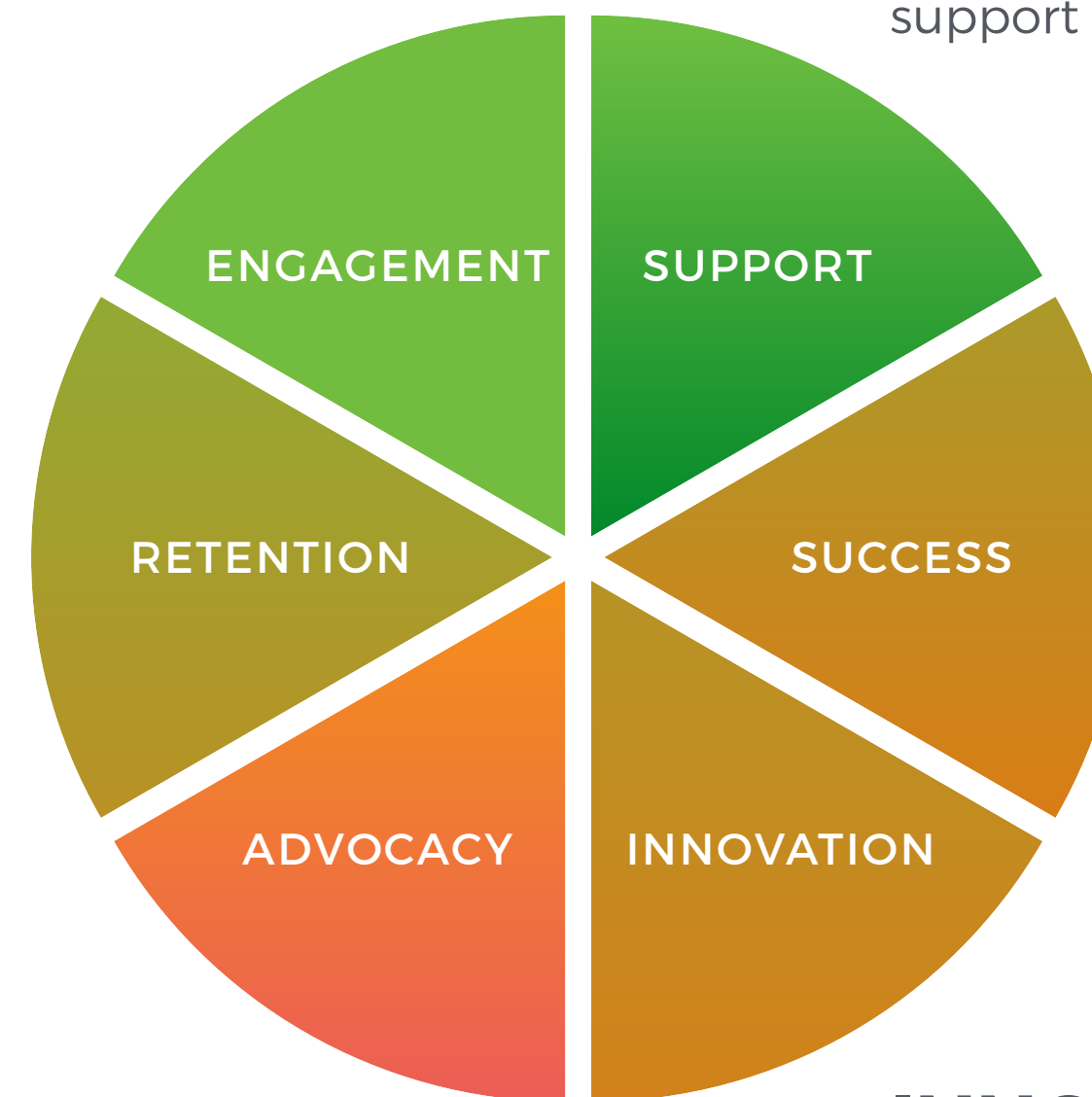
ADVOCACY

The community nurtures advocates for the organisation who promote the brand externally, publish reviews, write testimonials, and share content with their own followers.

INNOVATION

The community drives innovation through soliciting feedback, gathering input and ideas, prioritising suggestions, and identifying bugs which can be resolved.

ENGAGEMENT   SUPPORT

RETENTION   SUCCESS

ADVOCACY   INNOVATION

SCALE

BAD   GREAT

THE COMMUNITY EXPERIENCE

TECHNOLOGY

The community technology stack. Includes which platform to use and how it will be configured. Also covers who will be responsible for managing the platform over the long-term.
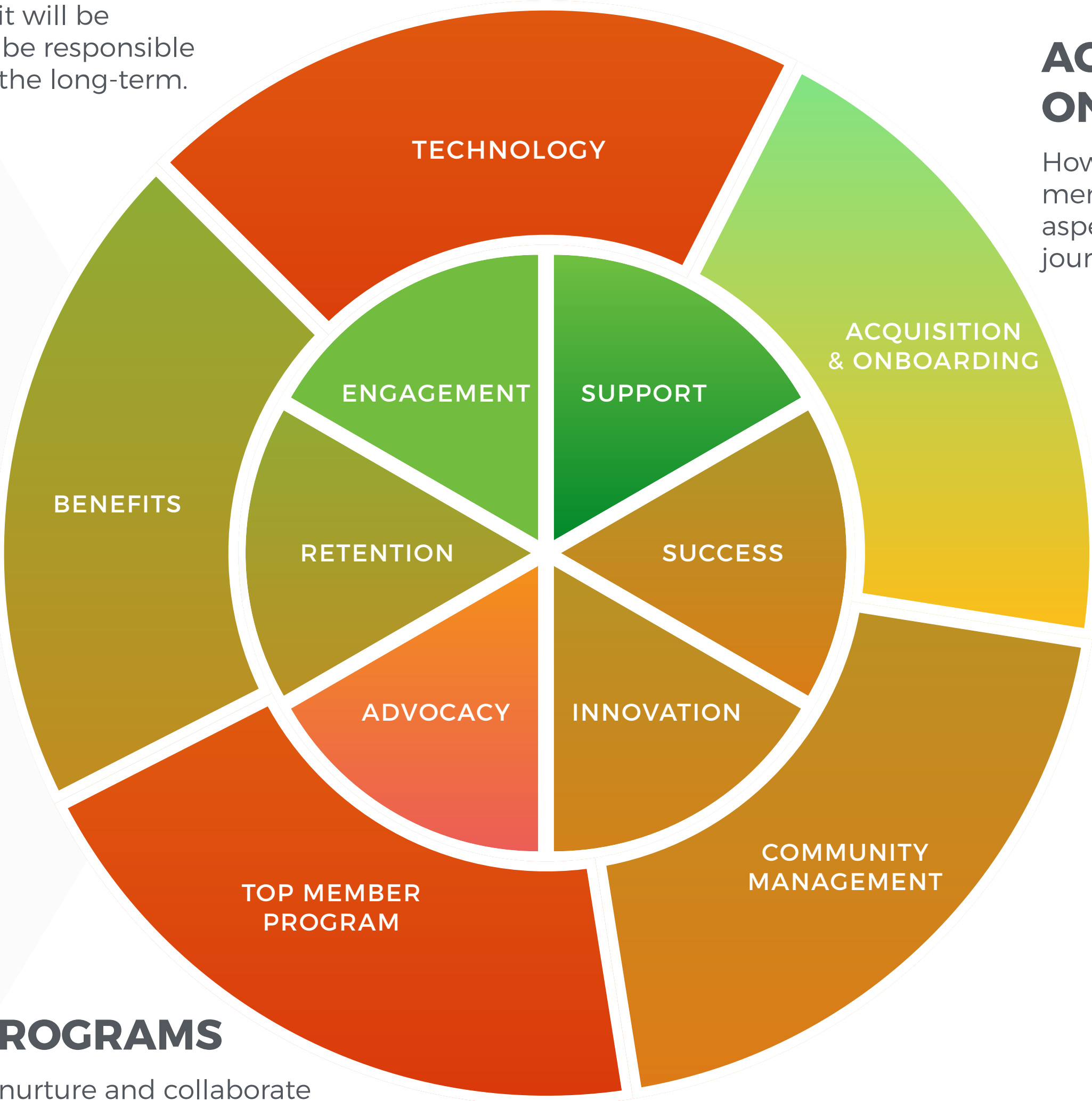
ACQUISITION AND ONBOARDING

How the community will acquire and retain members within the community. Often includes aspects of promotion, automation, search, user journeys

BENEFITS

This outlines the entire community concept. It determines who the community is for, what the community will be about, what the specific benefits are to members of participating within this community.

COMMUNITY MANAGEMENT

How the community will be managed. This includes moderation, events, activities, content, and everything relating to the direct engagement activities of the community.

TOP MEMBER PROGRAMS

How the community will nurture and collaborate with top members to achieve its inner goals. This covers rewards, private groups, and other exclusive programs.

TECHNOLOGY

ACQUISITION & ONBOARDING

BENEFITS

ENGAGEMENT

SUPPORT

RETENTION

SUCCESS

ADVOCACY

INNOVATION

TOP MEMBER PROGRAM

COMMUNITY MANAGEMENT

SCALE

BAD
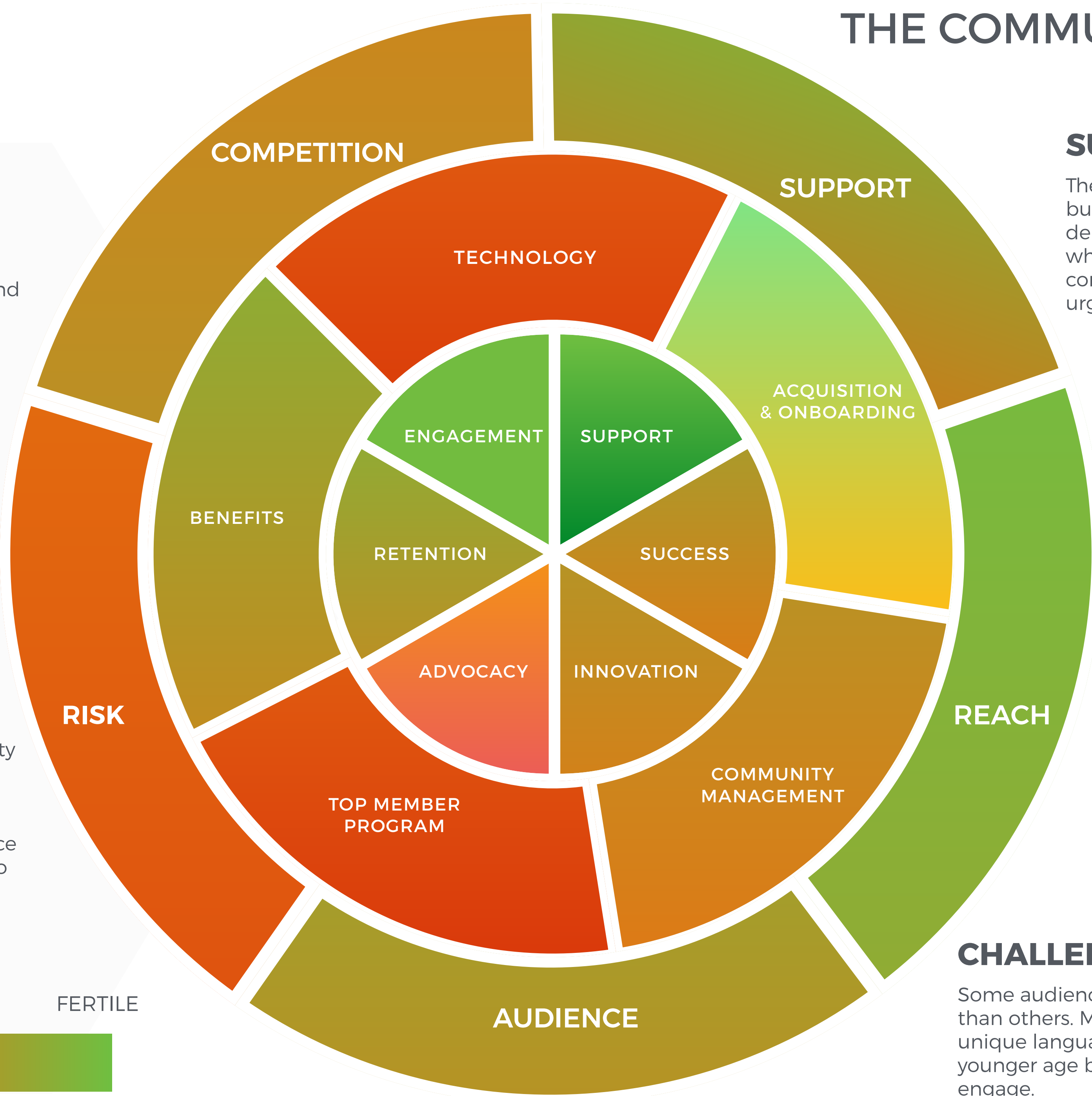
GREAT

THE COMMUNITY ENVIRONMENT

COMPETITIVE VS. UNCOMPETITIVE

New technologies are emerging which continue to attract members who might otherwise have engaged in traditional brand communities. This includes social media platforms, rival communities, and new technologies (chat bots, cognitive search etc...). To what degree will other tools and communities drive audiences towards or away from your community?

SUPPORT VS. PRESSURE

The support you have determines the level of budget, permission, and time you have to demonstrate the results. Pressure is the degree to which you will face confusion about the community, difficulty getting things done, and an urgency to prove success.

PUSH VS. PULL

To what degree do you need to push the community onto audiences vs. naturally attracting members to come to you? This about reach, permission to contact the audience and the reputation of the organisation you're working for. There are many factors which are likely to influence this. Are members likely to be looking for what your community is offering?

RISK VS. EXPLORATION

This identifies your organisation's propensity to explore and learn vs. the need to 'get things right'. It identifies sensitivity to the major types of risks (legal, reputation, member privacy/security). This will influence whether you can learn as you go or need to 'get it right' first time or be shut down.

CHALLENGING VS. EASY

Some audiences are more difficult to reach and demanding than others. Members which are very busy, in elite roles, have unique language or regional needs, or are within older or younger age brackets are more difficult to attract and engage.

COMPETITION **SUPPORT**

TECHNOLOGY

ENGAGEMENT SUPPORT

ACQUISITION & ONBOARDING

BENEFITS

RETENTION SUCCESS

ADVOCACY INNOVATION

RISK

TOP MEMBER PROGRAM

COMMUNITY MANAGEMENT

REACH

AUDIENCE

TOXIC **SCALE** FERTILE

NO EXISTING THREATS
No major existing competitor where members can go to resolve their problems.

COMPETITION

BUDGET TO GROW
Budget set aside to grow the community for IT resources available as needed. Community is designated an organisational priority.

SUPPORT

A LOT OF SUCCESSFUL COMMUNITY PROFESSIONALS ARE SIMPLY WORKING IN VERY FERTILE ENVIRONMENTS

REACH

EXISTING TRAFFIC
Huge existing search traffic and thousands of customers who ask questions every single month.

RISK

AUDIENCE

TOXIC   **SCALE**   FERTILE

EXISTING COMPETITORS

Existing communities where members can engage with one another which are more convenient to use.

LIMITED RESOURCES

No budget for staff, to use the platform you want, or permission to get others staff involved in the community.

STRICT MODERATION RULES

The community is private, every post has to be pre-approved, can't respond to questions in a variety of topics for legal reasons.

START FROM SCRATCH

No existing audience you can reach out and promote the community to.

COMPETITION

SUPPORT

RISK

REACH

AUDIENCE

IT'S A LOT HARDER TO BUILD A COMMUNITY IN A TOXIC ENVIRONMENT

TOXIC

SCALE

FERTILE

PART ONE
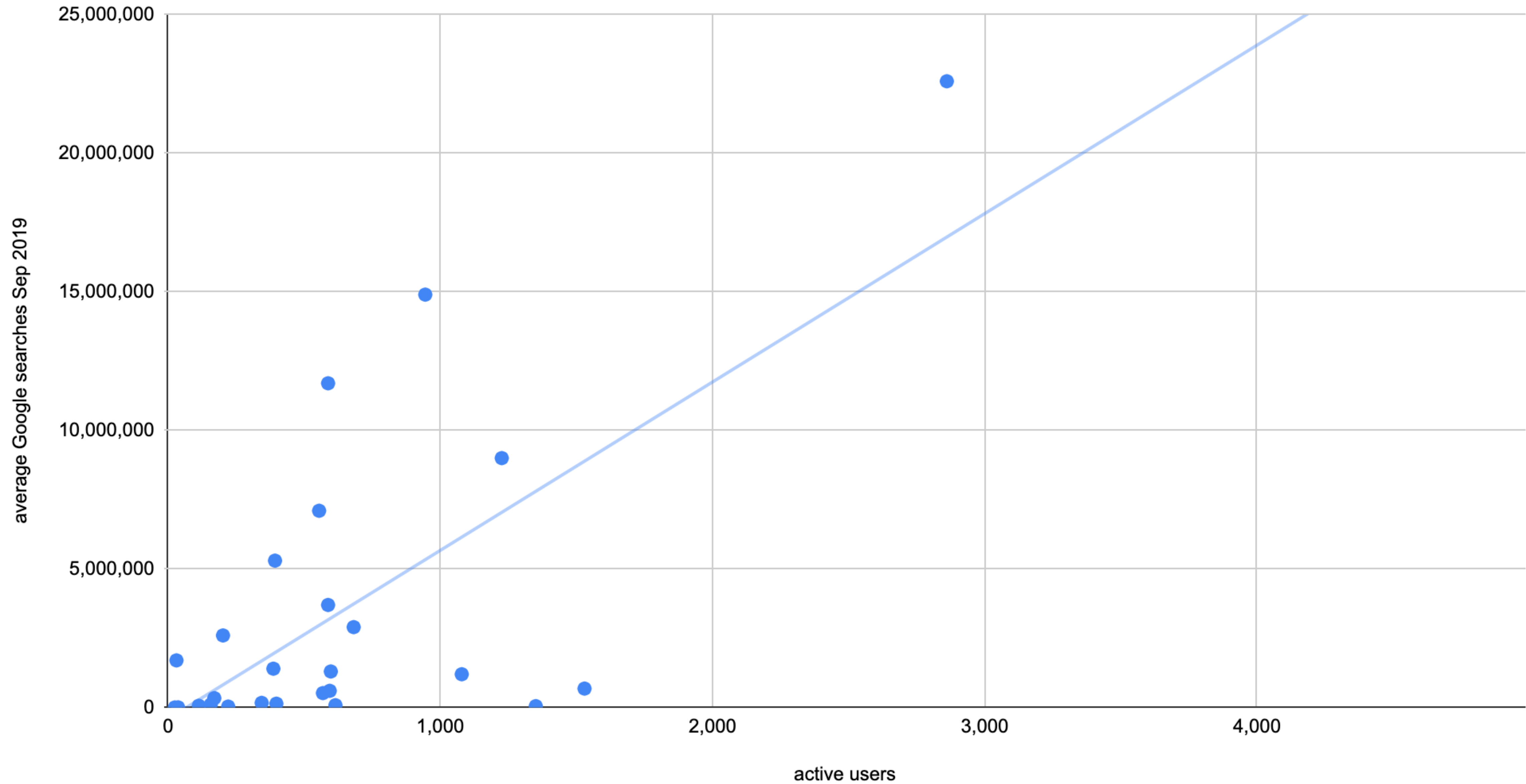# INCREASING INTEREST

LESSON 1
INCREASING SEARCH TRAFFIC BY ARCHIVING OUTDATED INFORMATION

Active Users vs. Avg. Google Searches

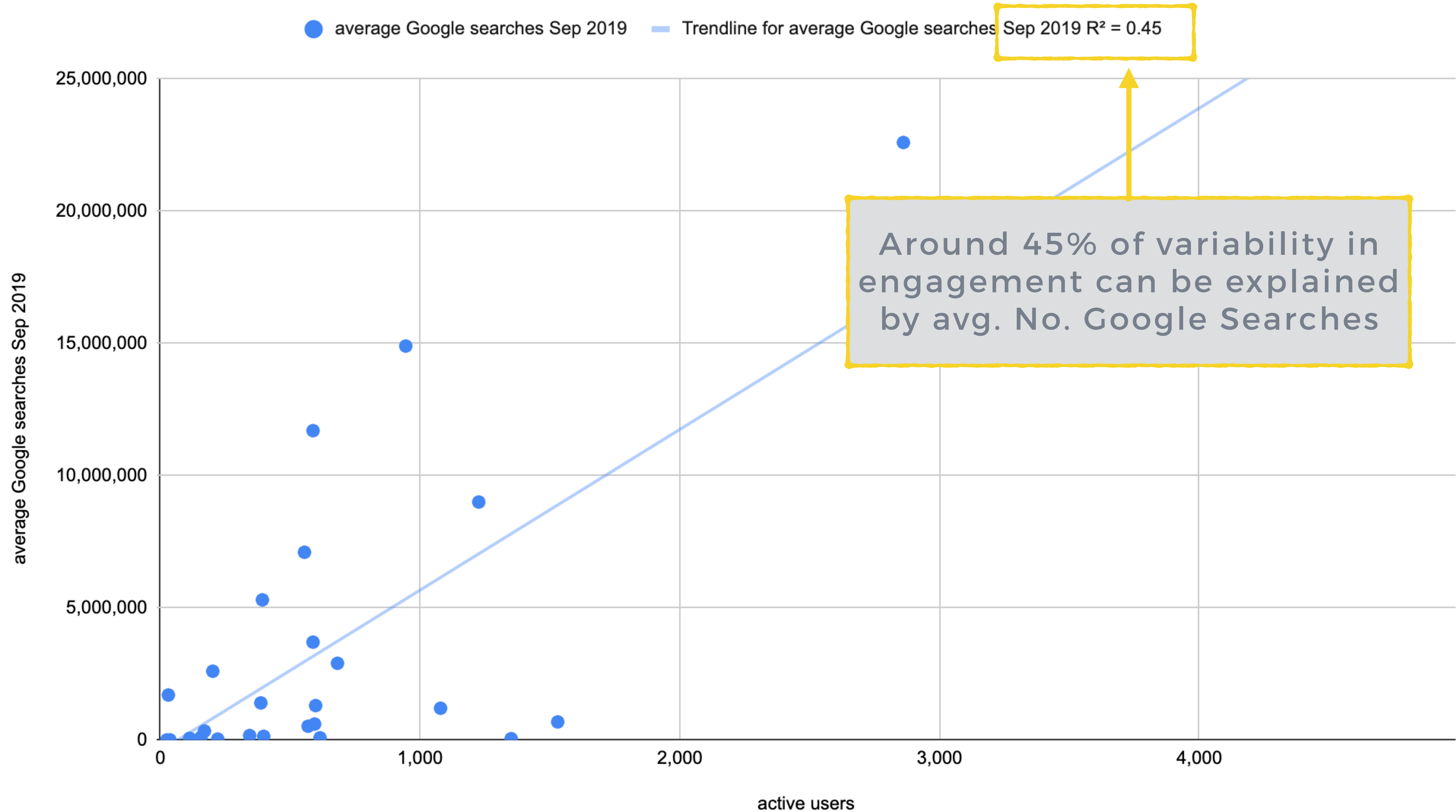# Active Users vs. Avg. Google Searches

● average Google searches Sep 2019 — Trendline for average Google searches Sep 2019 R² = 0.45

Around 45% of variability in engagement can be explained by avg. No. Google Searches

average Google searches Sep 2019

25,000,000

20,000,000

15,000,000

10,000,000

5,000,000

0

0   1,000   2,000   3,000   4,000

active users

YOU CAN'T SIMPLY REMOVE OUTDATED CONTENT

YOU CAN'T JUST REMOVE OUTDATED CONTENT

1) Members might lose post-counts.

2) Community might lose traffic from incoming links.

3) Creates broken links.

4) Hurts the experience

Use Screamingfrog to run an audit of your community
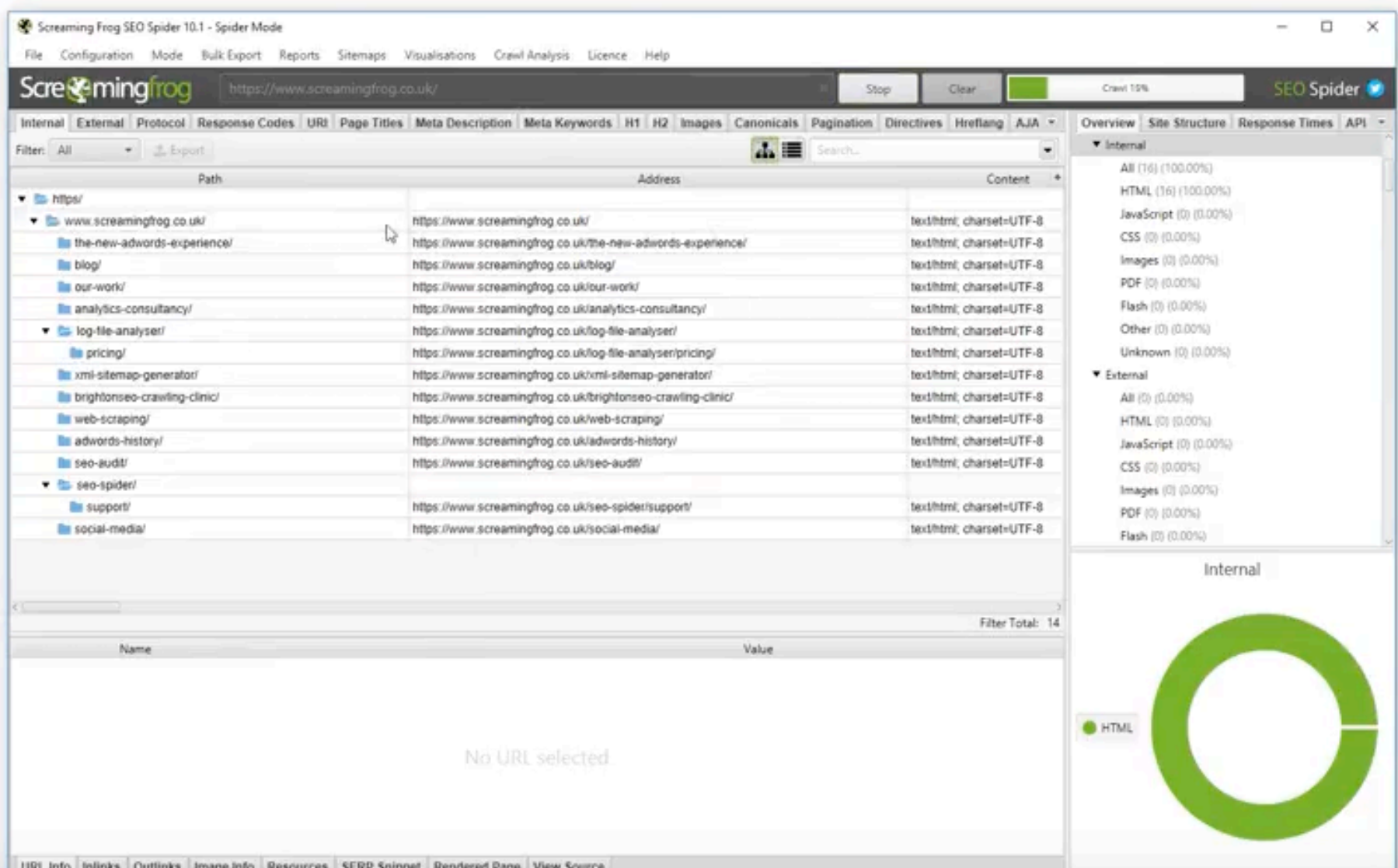
CREATE A LIST OF DISCUSSIONS TO ARCHIVE

1) Attracted less than 10 visits on the past month.

2) Received less than 2 posts in the past year.

3) Published more than 2 years ago.

4) Where comments mention "outdated", "old".

DEINDEX THE DISCUSSION FROM INTERNAL AND EXTERNAL SEARCH

LESSON 2
IMPROVE OUTREACH AND PROMOTION

PROMOTE YOUR BEST DISCUSSIONS INTERNALLY

MoneySavingExpert.com ✔
21 September at 08:00 · 🌐

This Forumite wants to know if going to university helped get you the job/pay that you were expecting, or if you got where you wanted to be without the degree(s)?

https://mse.me/3zqPXsH

FORUMS.MONEYSAVINGEXPERT.COM
How much did your first full-time job pay?
MSE Forum

👍❤️ 18   113 comments 2 shares

👍 Like   💬 Comment   ↗ Share

Most relevant ▾

Write a comment...   ☺ 📷 GIF 🏷

Heather Mullins
I went into banking. Although my early salary wasn't so high my degree got me through the door. They only accepted people with a degree or 5 years of junior banking experience. In my banking career over 80% of the people my age or younger had a degree.... **See more**

Like · Reply · 2 d   👍 3

View more comments   1 of 99

ENCOURAGE MEMBERS AND STAFF TO PROMOTE VIA SOCIAL MEDIA CHANNELS

LESSON 3
IMPLEMENT A FEDERATED SEARCH TOOL

Welcome to Logitech Support

hp1080 webcam mac

| All Results | Knowledge Base | Products | Downloads | Community |

MX Anywhere 3 for Mac
The Master Series by Logitech
M/N:MR0083

Touch Mouse Server for Mac
More

1080p Pro Stream Webcam
M/N:V-U0028

Logitech Capture
More

Connecting and disconnecting the Broadcaster Wi-Fi Webcam from a Mac or iOS device
Unless you **manually** disconnect the **webcam**, the **Mac** will automatically connect to it every time the **webcam** joins the network.

More

Register

Getting Star

? FAQ

Community

Downloads

Warranty

Specifications

LESSON 4
GET THE POSITIONING AND COMMUNICATION RIGHT

TOO MANY COMMUNITIES ARE POORLY POSITIONED

HOW WE THINK OF OUR COMMUNITY EXPERIENCE

HOW MEMBERS THINK OF OUR COMMUNITY

WHY VISIT A COMMUNITY?

Convenient

Trusted source

Shared experiences

Personalised

WHY VISIT A COMMUNITY?

Convenient

Documentation

Shared articles

Trusted source ← → **Shared experiences**

Personalised

WHY VISIT A COMMUNITY?

Convenient

Documentation

Shared articles

Social media

Trusted source ←————————→ **Shared experiences**

Personalised

WHY VISIT A COMMUNITY?

Convenient

Documentation

Shared articles

Social media

Trusted source ← → **Shared experiences**

Internal experts

Personalised

WHY VISIT A COMMUNITY?

Convenient

Trusted source ← → **Shared experiences**

Documentation

Shared articles

Social media

Internal experts

Ask colleagues
via email

Personalised

WHAT UNIQUE VALUE DOES YOUR COMMUNITY OFFER?

Convenient

Documentation

Shared articles

Social media

Trusted source ← → **Shared experiences**

Internal experts

The community

Ask colleagues via email

Personalised

45

REPOSITIONING A COMMUNITY CAN BE A HUGE WIN

High

Trustworthiness

Hosted Content

Documentation

Hosted interactions

Customer support

Community

Existing community

Asking colleagues

Blogs and other sites

Non-hosted content

Social media

Non-hosted interactions

Low   **Personalisation**   **High**

Low volume

Medium-volume

High volume

47

High

Convenience

Non-hosted channels

Hosted channels

Social
media

Existing
community

Community

Customer
support

Emailing
colleagues

Documentation

Blogs /
other sites

Non-hosted content

Hosted content

Low

Trustworthiness

High

Low volume

Medium-volume

High volume

Nothing beats the community on both scales using these axis.

High

Non-hosted channels
Social media
Existing community

Hosted channels
Community

Customer support

Convenience

Emailing colleagues

Documentation

Blogs / other sites

Non-hosted content

Hosted content

Low volume
Medium-volume
High volume

Low · Trustworthiness · High

51

THE PERFECT POSITION…

High

Community

Competitor 6

Competitor 5
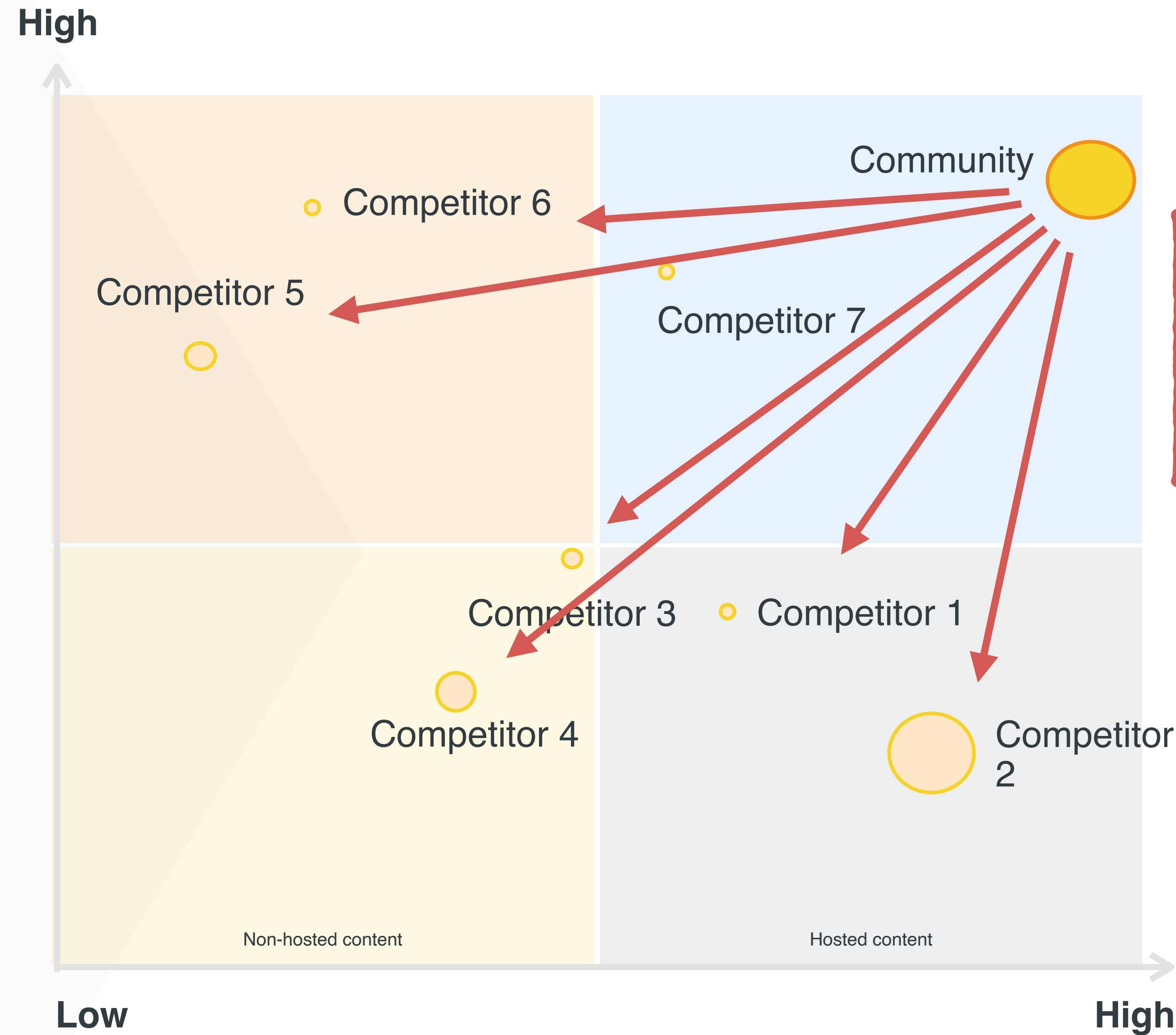
Competitor 7

Big gap between
community and any
other big competitor
on axis that matter to
members.

Competitor 3   Competitor 1

Competitor 4

Size = % of questions resolved

Most common qs. only

Non-hosted content   Hosted content

Competitor 2

Most common qs. +
edge cases

Most common qs. only +
edge cases + agent
support

Low   High

High

Competitor 6

Community

Competitor 7
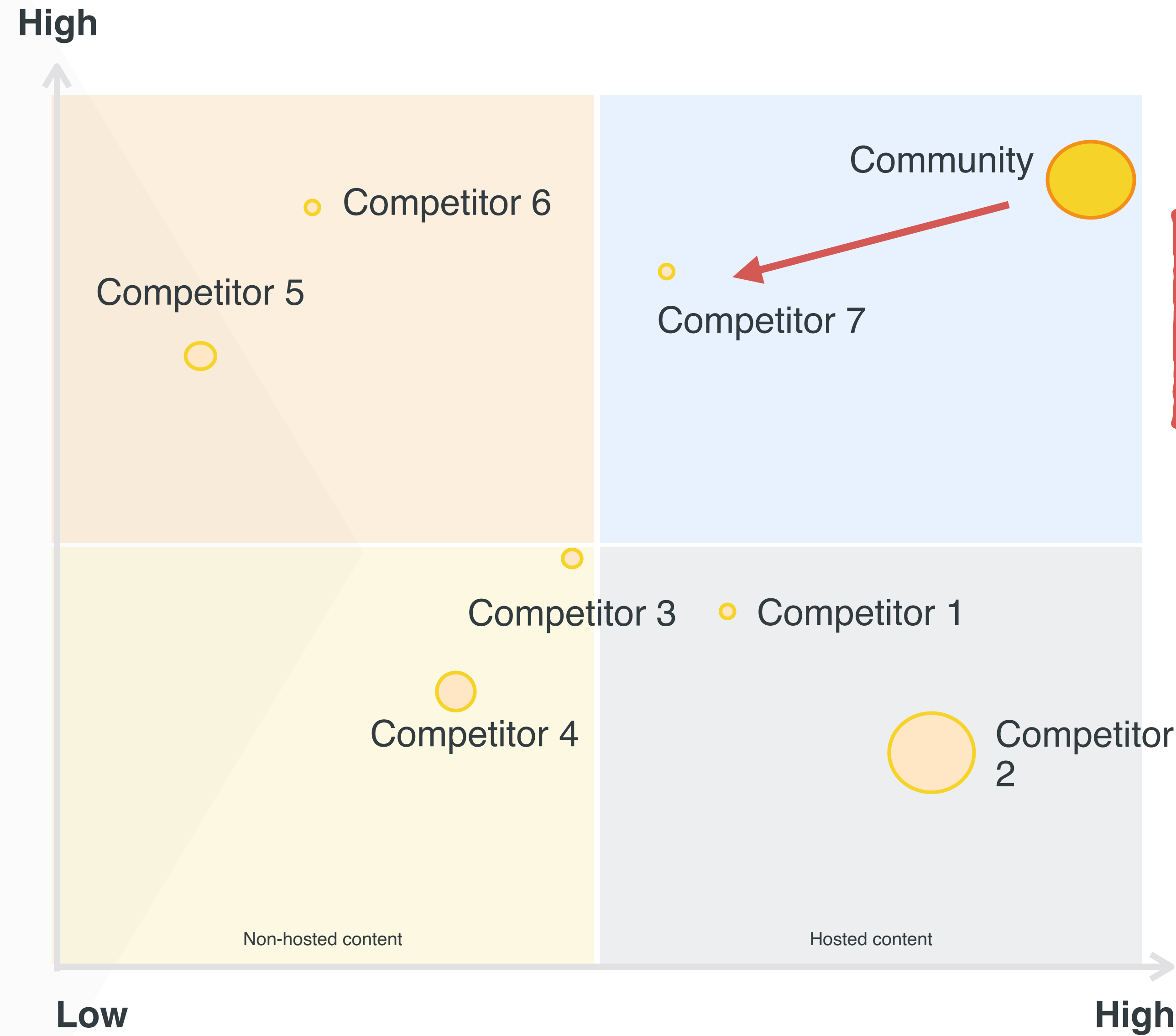
Competitor 5

Small competitor the community can compete against.

Competitor 3   Competitor 1

Competitor 4

Competitor 2

Non-hosted content   Hosted content

Low   High

Size = % of questions resolved

Most common qs. only

Most common qs. + edge cases

Most common qs. only + edge cases + agent support

THIS WORKS FOR SMALLER COMMUNITIES TOO

High

Asking friends/
colleagues

Monthly
webinars

Industry
dinners

Community

Academic
conferences

Friendly

Biggest
scientific
community

Existing
mailing list

Social media

Academic
journals

Low

Exclusive

High

Size = frequency of activities

Annual

Monthly

Daily
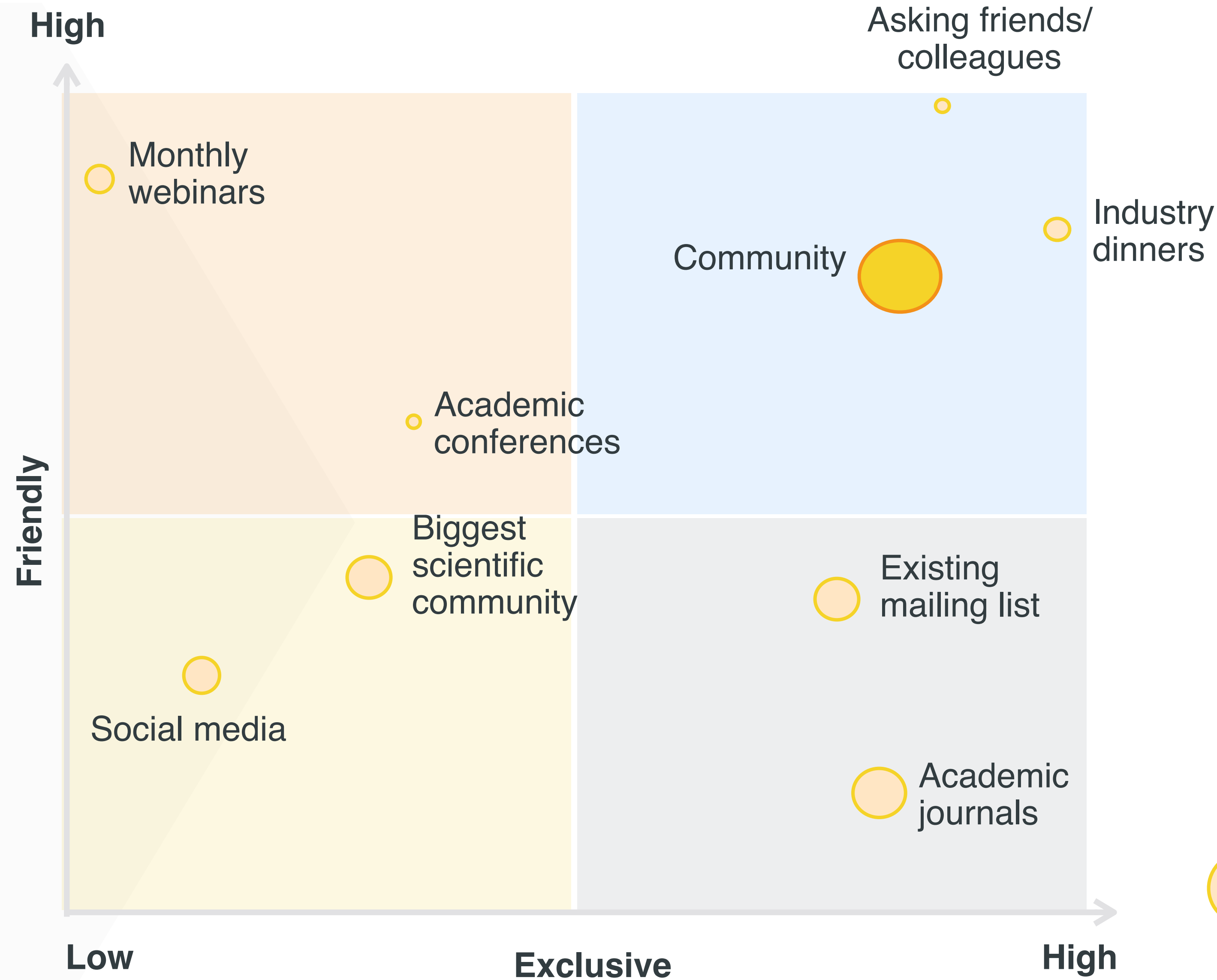
LESSON 5
POWERFULLY COMMUNICATE YOUR POSITIONING

POSITIONING STATEMENT

THE **MOST EXCLUSIVE** PLACE FOR ENGINEERS **TO** EXCHANGE IDEAS

POSITIONING STATEMENT

DISCUSS THE MOST CUTTING EDGE DEVELOPMENTS IN ENGINEERING WITH TOP EXPERTS

POSITIONING STATEMENT

THE **QUICKEST** WAY FOR **CUSTOMERS TO GET HELP** WITH **PRODUCT PROBLEMS**

POSITIONING STATEMENT

WHERE BEGINNERS CAN ASK QUESTIONS AND GET THE FRIENDLIEST ANSWERS

POSITIONING STATEMENT

DISCOVER THE MOST POPULAR BEAUTY TIPS SHARED BY PEOPLE OF COLOUR

POSITIONING STATEMENT

THE MOST CONVENIENT WAY FOR TEACHERS TO FIND TEMPLATES

Most trustworthy	Speed	Convenience	Friendliest
Moderating and checking every answer. Members must be approved to join. Focus on recruiting and rewarding top community experts (gig model, brand expert tools) Poor quality contributions are quickly removed. Regular audit of all content and popular discussions to check the information provided is still up to date and valid. Strong credentialing signal of top community members and how those credentials are displayed.	Incentivising enthusiastic members to answer simple questions. Notification systems of new questions to groups of top members via email / slack / other channels etc.. Show latest activity and unanswered questions in the most prominent locations. Unanswered questions are sent to agents to answer after 12 hours.	Integrating community with social media and the product so members can ask a question in a variety of platforms. Integrated community experience pre-populates questions and common responses. Advanced search capabilities which show results from community and documentation. Community appears before any other support channel.	Superusers are recruited based upon their friendly responses in the past. All community staff and helpful experts receive empathy training and support. Strong code of conduct everyone must sign and abide to demanding respect from others. Encouraging off-topic discussions and as many responses as possible. Techniques to build a powerful sense of community.

"[community] is an exclusive group dedicated to empowering leaders by sharing world-class expertise, exchanging insights, and revamping industry best practices."

VS.

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"[community] is an exclusive group dedicated to empowering leaders by sharing world-class expertise, exchanging insights, and revamping industry best practices."

VS.

"A private place to solve your toughest problems"

Welcome to a global community of hosts like you

Share knowledge, get inspired and meet other hosts who are creating a world where anyone can belong.
Sign in with your Airbnb account to get involved, and visit this guide to get started.

1,055,925 members   **1,344** users online   **1,349,578** total posts

Discussion Rooms

Hosting

Get to know other hosts, share your hosting experiences and exchange ideas.

Help

Have a specific question? Explore the Help board to find support from other hosts.

Interests

We all need a place to relax! Share your interests and connect with others.

Community Center Updates

Find information and general updates about the Community Center.

See more...

Start a Conversation

Featured Discussions

Search the community

Sign In

Welcome to a global community of hosts like you

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Featured Discussions

69

BOOST YOUR HOST RATING

Ratings don't increase by chance, discover the easiest tips
to boost your rating from our top hosts.

1,055,925 members   1,344 users online   1,349,578 total posts

Discussion Rooms

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Start a Conversation

Featured Discussions

PART TWO
REDUCING CHURN
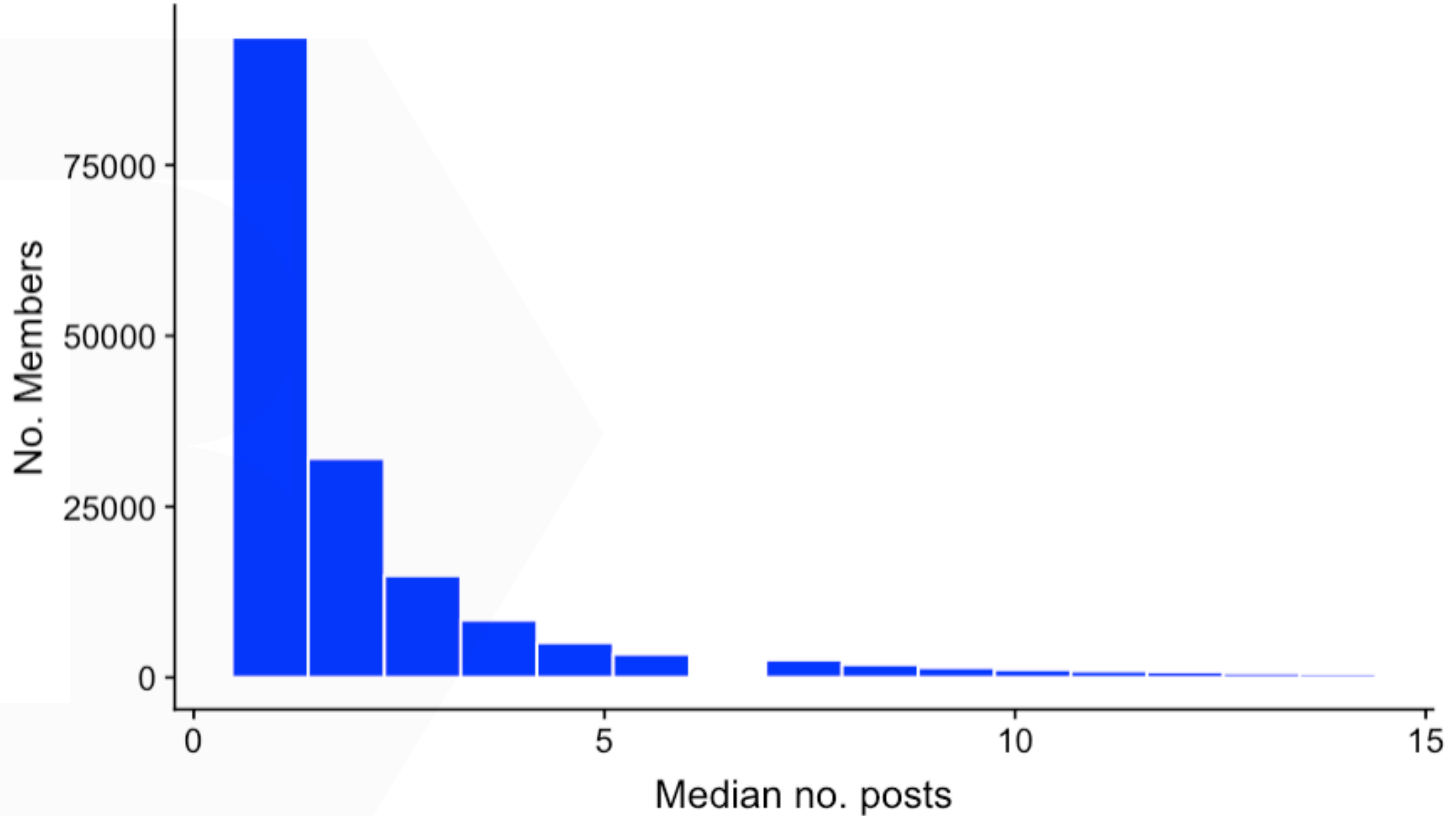
Median No. Posts By Members

Median No. Posts By Members

No. Members

75000

50000

25000

0

0   5   10   15

Median no. posts

Majority of active members contribute 1 post in a brand community

Median No. Posts By Members

75% to 90% of registered members don't participate at all.

No. Members
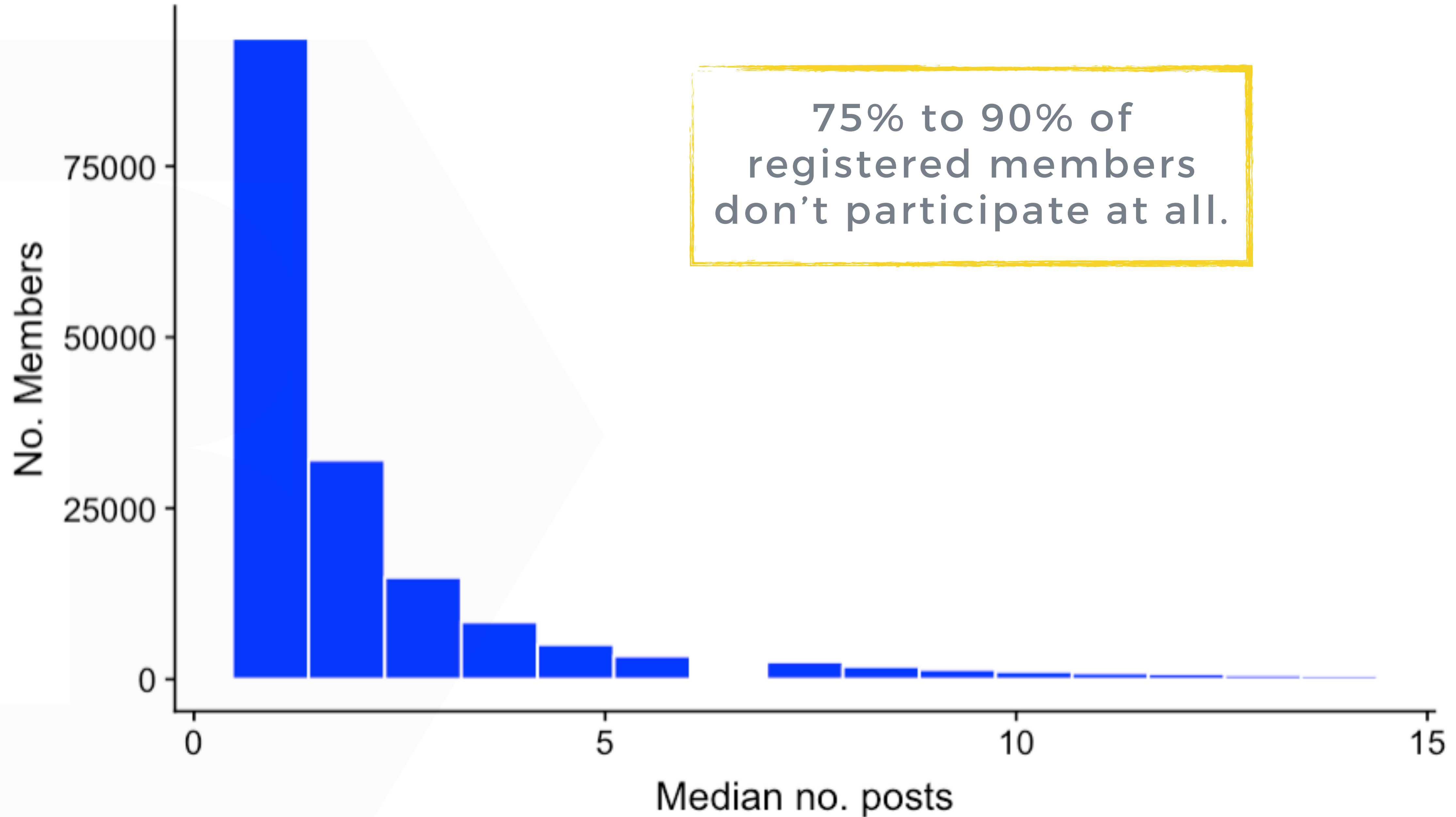
Median no. posts

Median No. Posts By Members
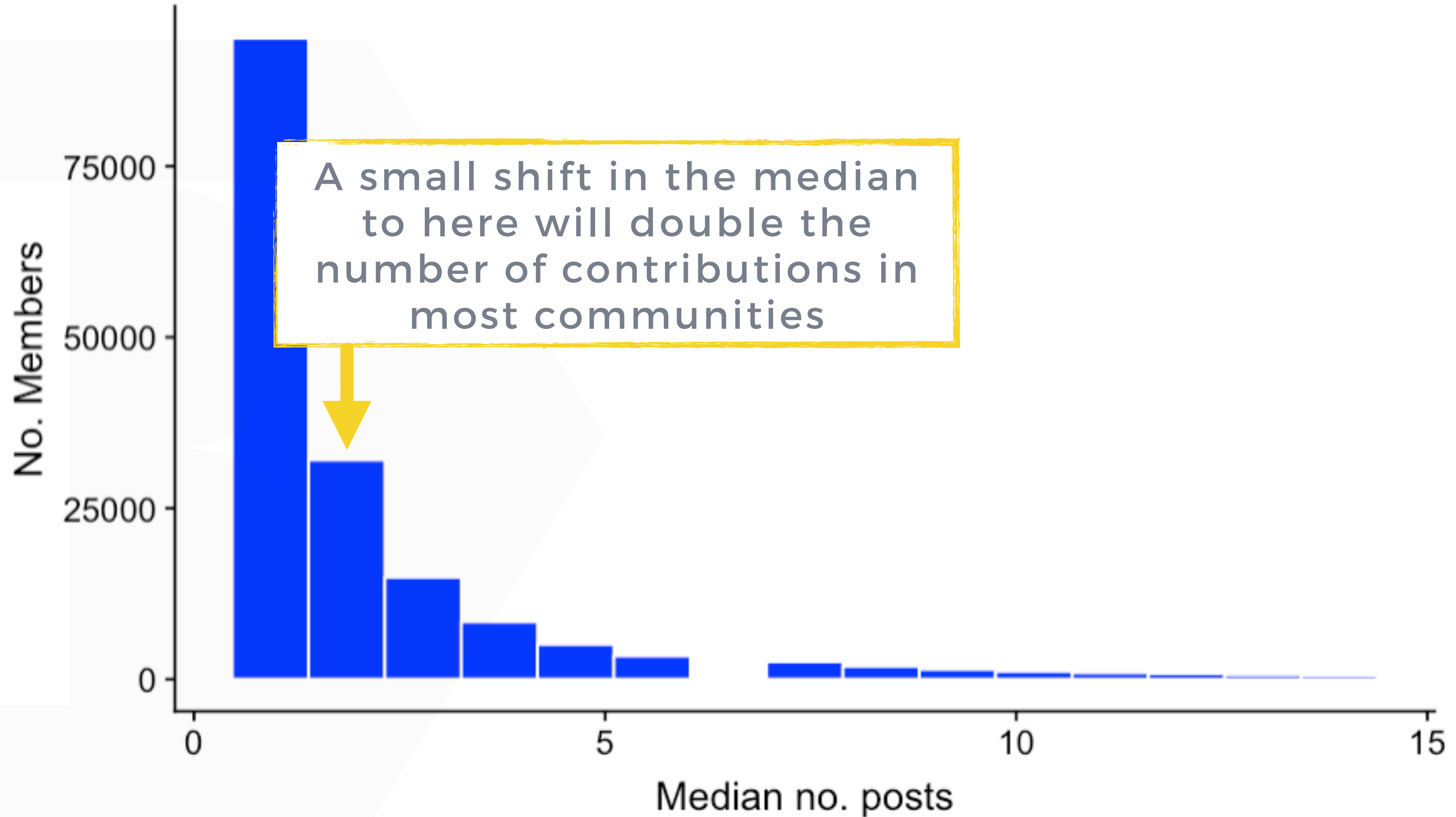
WE NEED A BETTER MEMBER JOURNEY

AMOTIVATED

DON'T KNOW THE COMMUNITY EXISTS

DON'T SEE THE VALUE IN THE COMMUNITY

DON'T TRUST THE COMMUNITY TO DELIVER ON THE VALUE

ARE MEMBERS OF COMPETITOR GROUPS / PERSONAL CONFLICTS

EXTRINSICALLY MOTIVATED

IMMEDIATE GRATIFICATION

SOLVE A PROBLEM
(THEY KNOW THEY HAVE)

IMPROVE SKILLS /KNOWLEDGE
(ACCESS UNIQUE EXPERTISE)

SOCIAL REWARD

INCREASE THEIR STATUS
(EXCLUSIVITY, INFLUENCE)

GROUP NORMS
(FEAR OF MISSING OUT)

PURSUE A PASSION WITH LIKEMINDED PEOPLE
(ENJOY A TOPIC MORE, MEET PEOPLE LIKE THEMSELVES)

INTRINSICALLY MOTIVATED

GENUINE INTEREST IN THE TOPIC

ENJOYMENT OF PARTICIPATING IN THE COMMUNITY

SATISFACTION OF HELPING OTHERS

WHY PEOPLE DON'T JOIN / PARTICIPATE

WHY PEOPLE JOIN AND INITIALLY PARTICIPATE IN AN ONLINE COMMUNITY

HEALTHY LONG-TERM PARTICIPATION

TECHNOLOGY PROBLEMS / BAD ACTORS

COMPETENCE, AUTONOMY, RELATEDNESS

FEVERBEE

LESSON 6
POWERFULLY COMMUNICATE YOUR POSITIONING

MEMBERS WANT INFORMATION

Reason for participating in the community	%
Information Exchange	49.8%
Friendship	24%
Social support exchange	10.9%
Recreation	8.7%
Technical reasons or common interest	1.7%
Other	3.1%

1. Ridings, C. M. and Gefen, D. (2004) 'Virtual community attraction: Why people hang out online'. *Journal of Computer-mediated communication*, 10(1), JCMC10110.

TYPICAL	BETTER
Attract more clients	
Connect with top experts	
Solve your problems	
Attend upcoming webinars	

TYPICAL	BETTER
Attract more clients	Download these proposal templates
Connect with top experts	
Solve your problems	
Attend upcoming webinars	

TYPICAL	BETTER
Attract more clients	Download these proposal templates
Connect with top experts	Here are five people who you can ask about the 5 most common problems people face.
Solve your problems	
Attend upcoming webinars	

TYPICAL	BETTER
Attract more clients	Download these proposal templates
Connect with top experts	Here are five people who you can ask about the 5 most common problems people face.
Solve your problems	Ask us about [specific issue 1], [2], and [3].
Attend upcoming webinars	

TYPICAL	BETTER
Attract more clients	Download these proposal templates
Connect with top experts	Here are five people who you can ask about the 5 most common problems people face.
Solve your problems	Ask us about [specific issue 1], [2], and [3].
Attend upcoming webinars	How to get buy in for your strategy - from the lady who increased her budget by 17%

LESSON 7
GRADUALLY EXPAND THE VALUE OF YOUR COMMUNITY OVER TIME

	PRODUCT	CAREER	LIFESTYLE
BELONGING	Enabling members to create local product user-groups.	Creating exclusive groups for professionals at different career levels	Enable members to share and connect with each other on social media.
INFLUENCE	Ideation and superuser programs. Enable members to create long-form content.	Enable members to create blogs and host webinars sharing career advice.	Enable members to share life updates, what they're working on, and lifestyle advice.
EXPLORATION	Product blogs, tutorials, and webinars.	Career related blogs and webinars (salary surveys, mentoring, expert-advice)	'Behind the scenes' content of the brand.
SUPPORT	Product Q&A discussion area.	Career Q&A discussion area.	Off-topic Q&A discussion area.

EXPANDING THE VALUE

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EXPANDING THE VALUE

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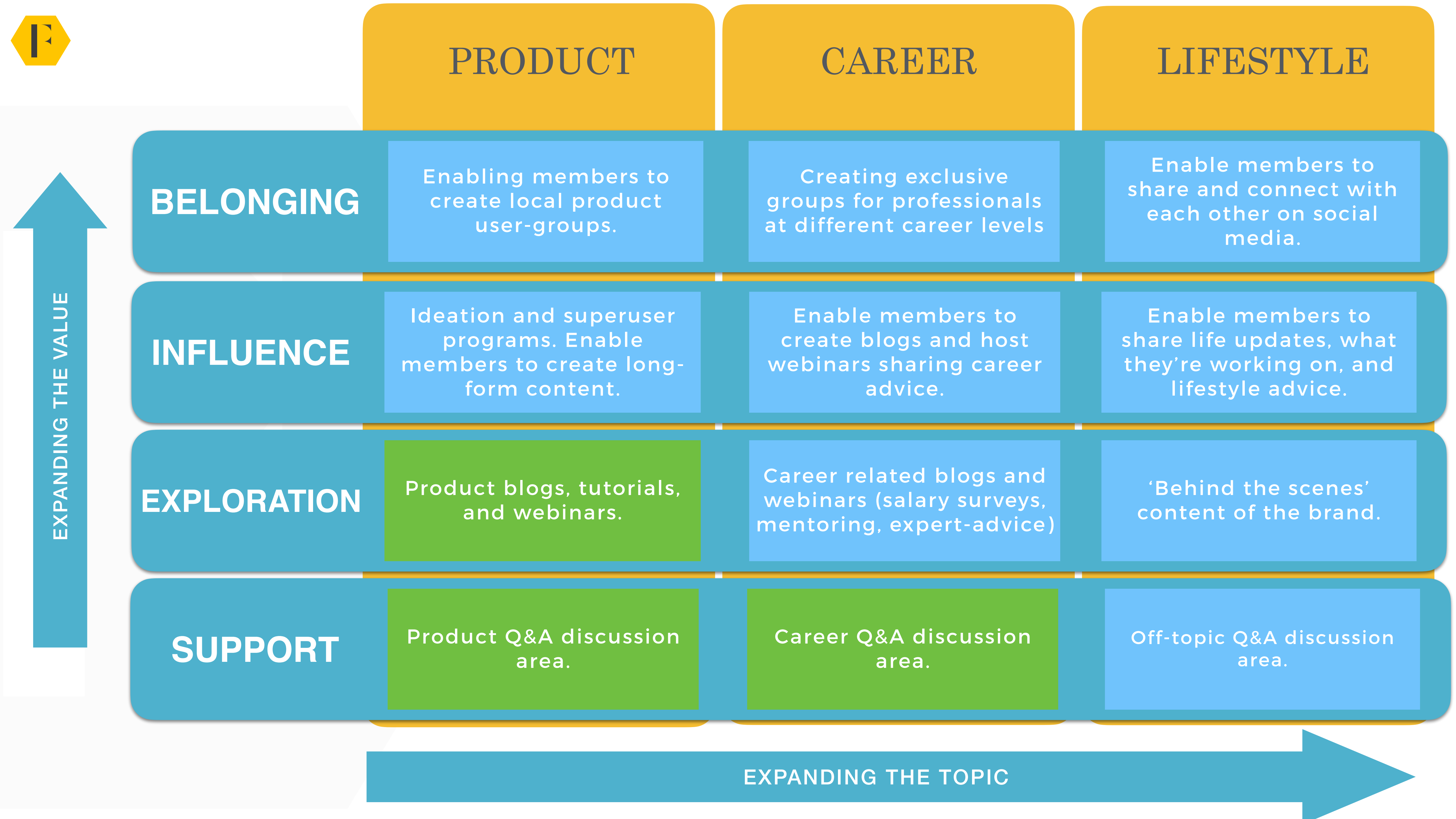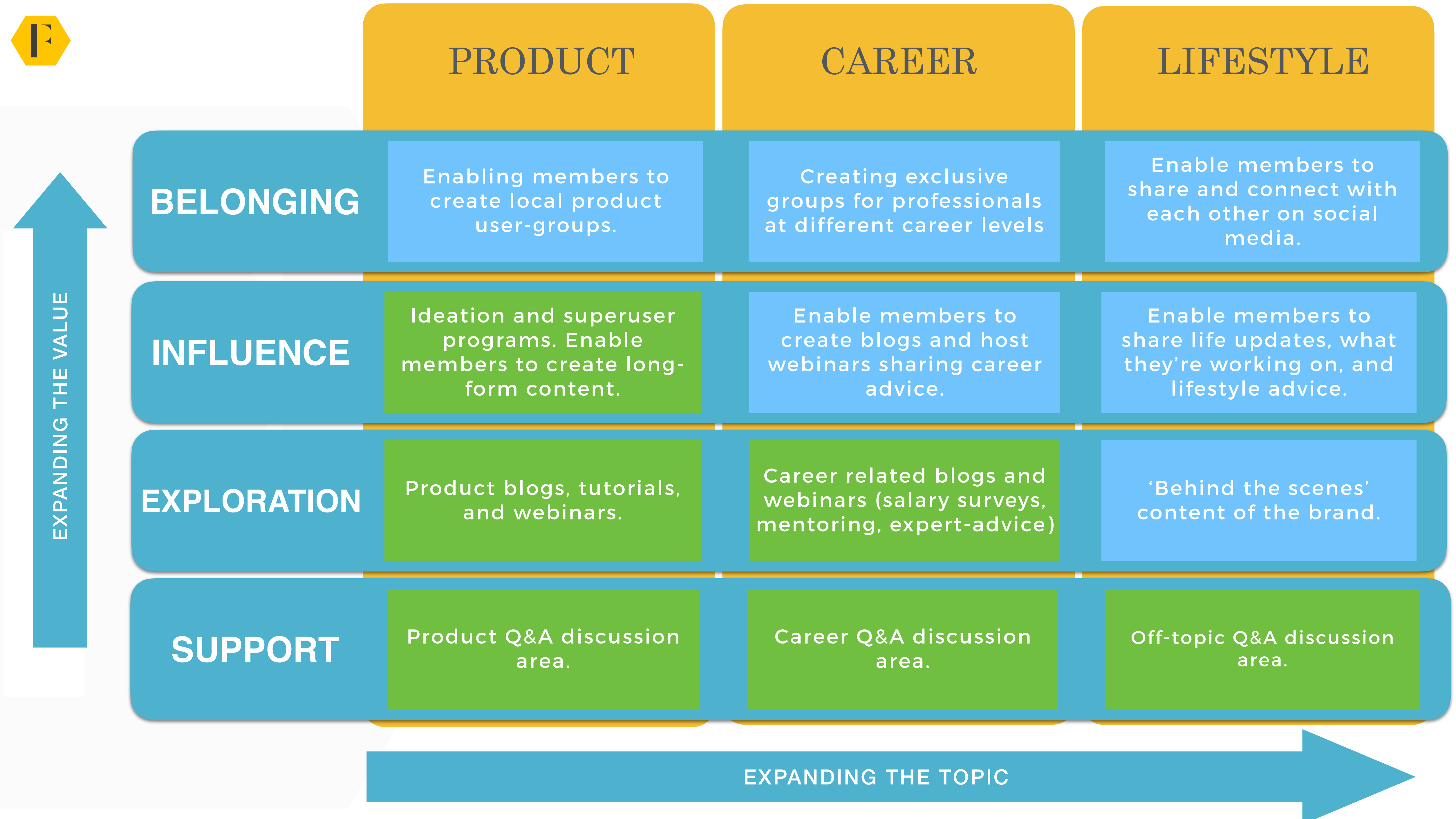|	PRODUCT	CAREER	LIFESTYLE
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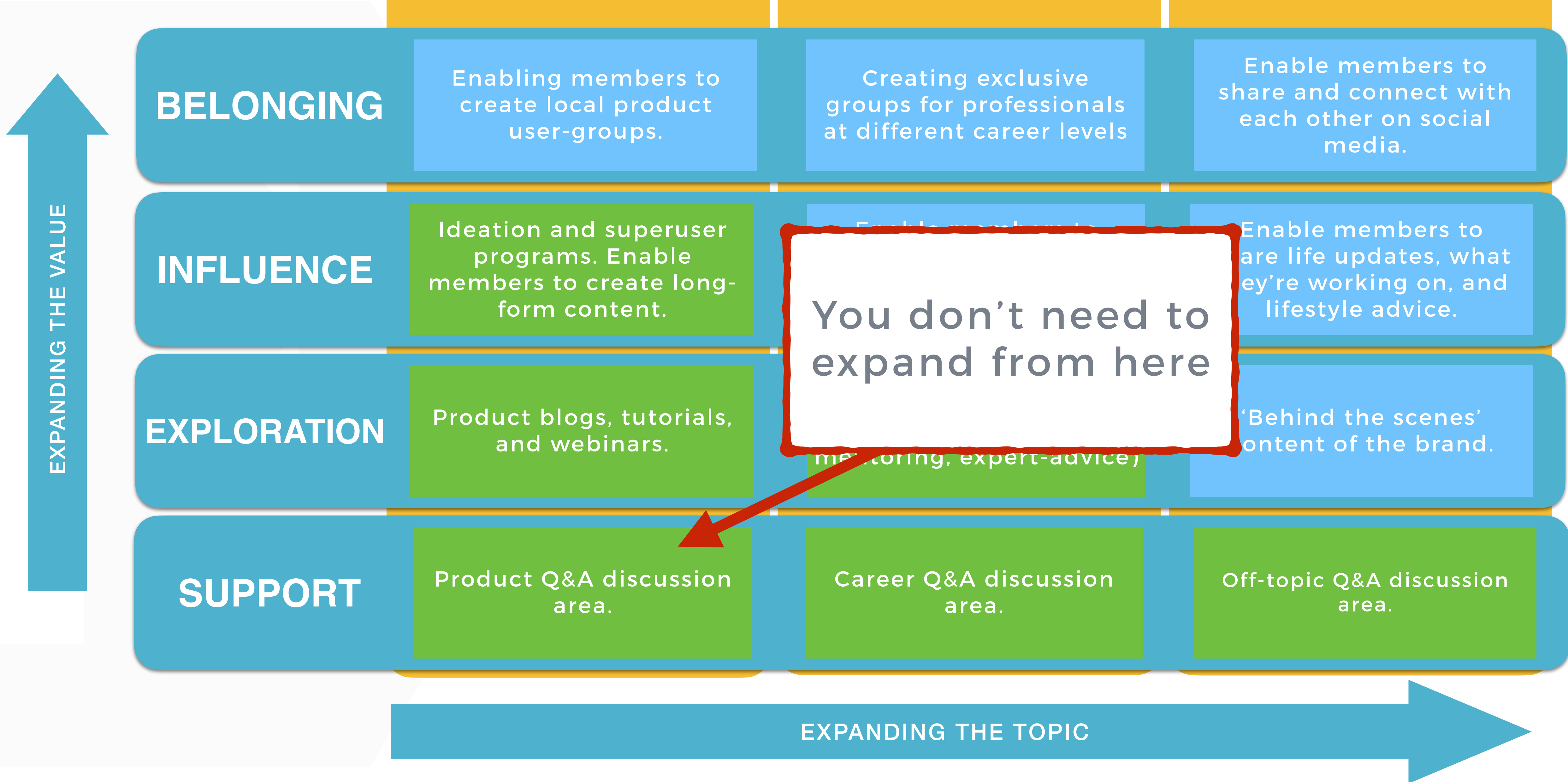|	PRODUCT	CAREER	LIFESTYLE
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EXPANDING THE VALUE

EXPANDING THE TOPIC

Decide which of these make sense for your audience

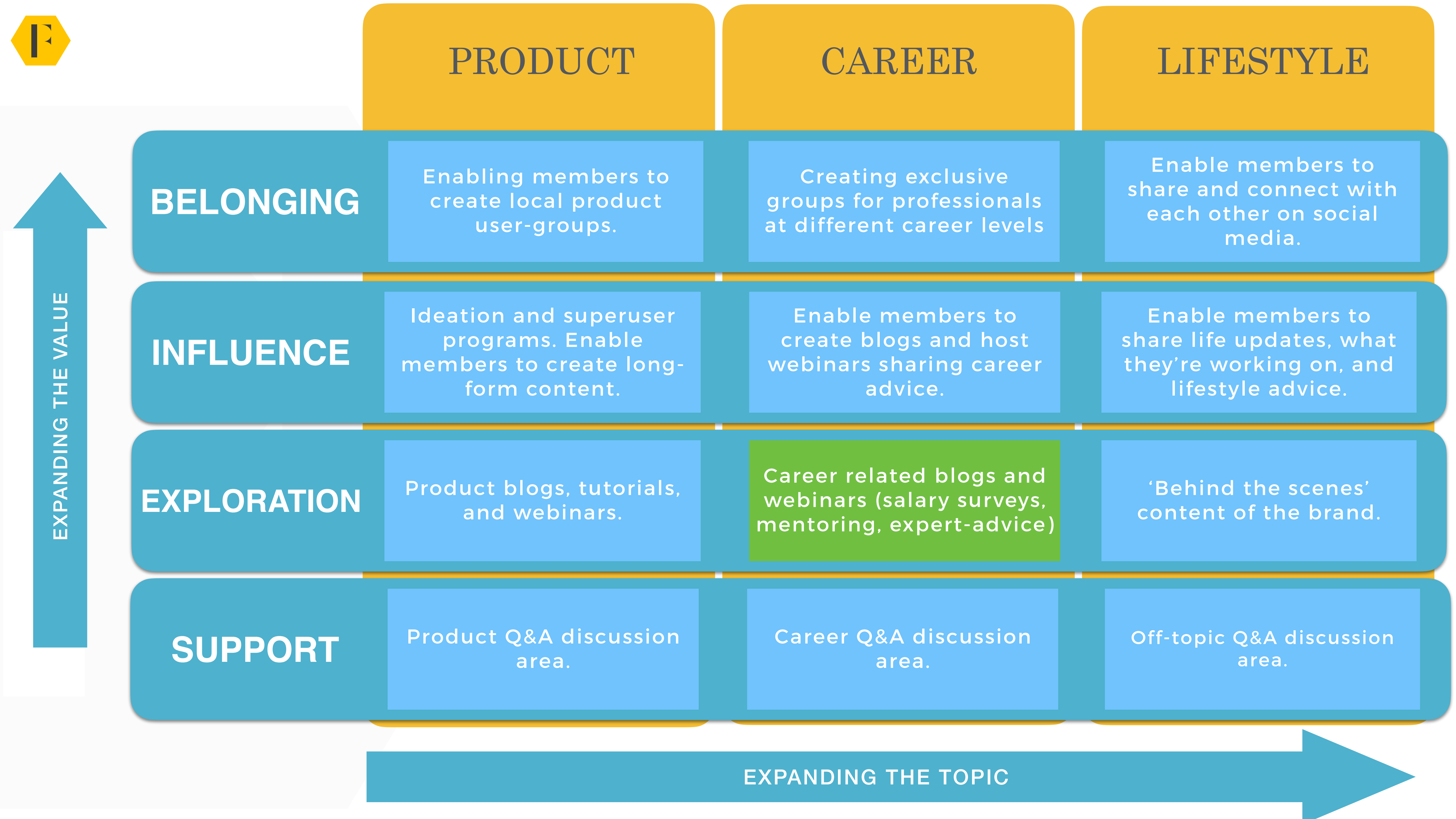|	PRODUCT	CAREER	LIFESTYLE
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EXPANDING THE VALUE

EXPANDING THE TOPIC

THIS DIRECTLY CHANGES THE ACTIVITIES YOU INITIATE IN THE COMMUNITY

	Support	Exploration	Influence	Belonging
TYPICAL DISCUSSIONS				
TYPICAL CONTENT				
TYPICAL CHALLENGES				
TYPICAL ACTIVITIES				

VALUE OF COMMUNITY

	Support	Exploration	Influence	Belonging
TYPICAL DISCUSSIONS	How can I fix the [widget] problem in my community?			
TYPICAL CONTENT	The ultimate guide to fixing [widget] problem			
TYPICAL CHALLENGES	Share your best tips for fixing [widget] problem			
TYPICAL ACTIVITIES	Join our live discussion for a breakdown on fixing [widget] problem			

VALUE OF COMMUNITY

	Support	Exploration	Influence	Belonging
TYPICAL DISCUSSIONS	How can I fix the [widget] problem in my community?	What are some hidden tips for doing [x] with [widget]?		
TYPICAL CONTENT	The ultimate guide to fixing [widget] problem	The top 10 ways to use [widgets] to create [outcome]		
TYPICAL CHALLENGES	Share your best tips for fixing [widget] problem	Share your best projects using [widget]		
TYPICAL ACTIVITIES	Join our live discussion for a breakdown on fixing [widget] problem	Hosting our awards of top ways to use [widgets]		

VALUE OF COMMUNITY

	Support	Exploration	Influence	Belonging
TYPICAL DISCUSSIONS	How can I fix the [widget] problem in my community?	What are some hidden tips for doing [x] with [widget]?	What can we do to improve [widget?]	
TYPICAL CONTENT	The ultimate guide to fixing [widget] problem	The top 10 ways to use [widgets] to create [outcome]	Upcoming roadmap for [widget] (we want your feedback!)	
TYPICAL CHALLENGES	Share your best tips for fixing [widget] problem	Share your best projects using [widget]	Launching our new ideation feature - get your ideas implemented!	
TYPICAL ACTIVITIES	Join our live discussion for a breakdown on fixing [widget] problem	Hosting our awards of top ways to use [widgets]	Become a superuser and help improve the community.	

VALUE OF COMMUNITY →

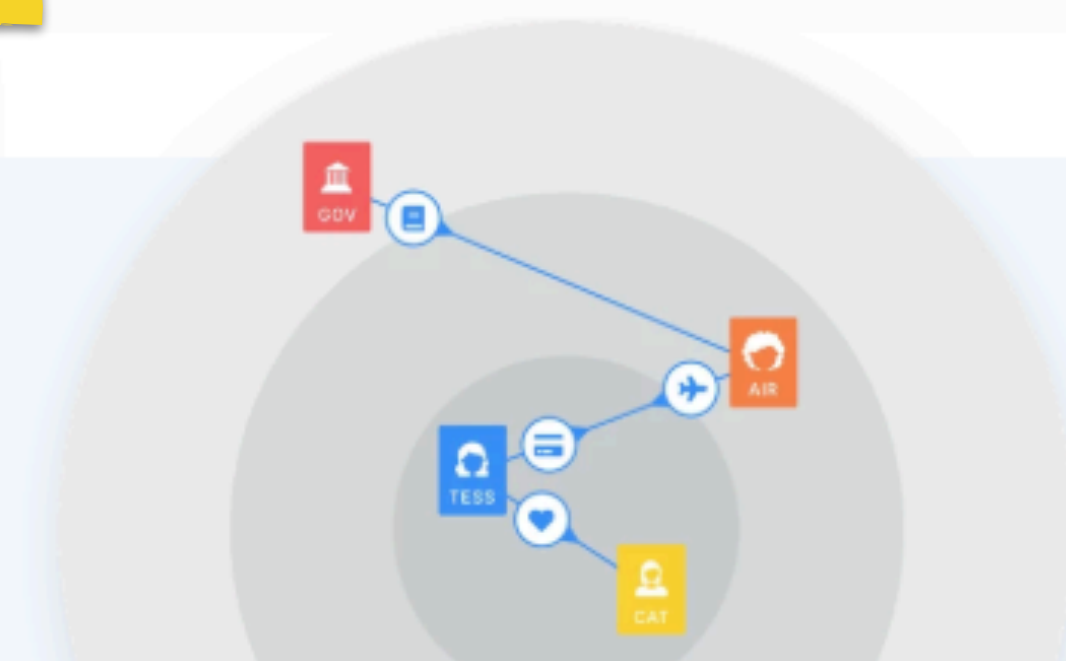|	Support	Exploration	Influence	Belonging
TYPICAL DISCUSSIONS	How can I fix the [widget] problem in my community?	What are some hidden tips for doing [x] with [widget]?	What can we do to improve [widget?]	I'm struggling with [situation], need some support
TYPICAL CONTENT	The ultimate guide to fixing [widget] problem	The top 10 ways to use [widgets] to create [outcome]	Upcoming roadmap for [widget] (we want your feedback!)	Our list of top community members of the year.
TYPICAL CHALLENGES	Share your best tips for fixing [widget] problem	Share your best projects using [widget]	Launching our new ideation feature - get your ideas implemented!	Vote for your top [widget] user of the year!
TYPICAL ACTIVITIES	Join our live discussion for a breakdown on fixing [widget] problem	Hosting our awards of top ways to use [widgets]	Become a superuser and help improve the community.	Sign up to host a local user group meeting.

VALUE OF COMMUNITY →

LESSON 8
DEVELOP A SINGLE MEMBER JOURNEY

⚙ ❓ JOURNEY MAP OUTLINE ⊕ Add persona

⋮ 1 - Awareness Custo... | ⋮ 2 - Browsing Visitor br... | ⋮ 3 - Reason to join Mem... | ⋮ 4 - Registration form M... | ⋮ 5 - Confirmation email ... | ⋮ 6 - Clicks link Clicks co... | ⋮ 7 - First Contribution ... | ⋮ 8 - Response Members...

⚙ ❓ 👤 Customer journey

1 - Awareness	2 - Browsing	3 - Reason to join	4 - Registration form	5 - Confirmation email	6 - Clicks link	7 - First Contribution	8 - Response
Customer becomes aware of the community and visits the platform.	Visitor browses the community for information they need or to find something interesting.	Member finds a reason to join the community.	Member completes registration form process.	Members opens confirmation email.	Clicks confirmation link.	Member asks a question or replies to an existing question.	Members receives a terrific response to first contribution.

⚙ ❓ 👤 Emotional state

-2

-1

-0

1

2

⚙ ❓ 👤 Notes and Requirements

SEO optimisation for search traffic.	Clear community value proposition.	Requires clear option to search content and sign-up for the community (if they can't find answer to question).	Simple registration form requiring the least amount of information. Reinforcement messages about community value. SSO with other accounts. One click social sign	Requires an email with a clear subject line which won't fall into the spam filter.	Requires a 1-click email confirmation link and little other information.	Clear CTA to ask questions on community site. List of unanswered questions. Direct message or on-site	Sub 24-hour response. Answer marked as a 'best answer'. Response is with clear sense of empathy.
Community tab on company homepage.	Clear display of latest, interesting, content.						
Promotion to customers via email.	Federated or cognitive search tool to enable						

MEMBER SEGMENT	EMAILS / DIGESTS / CTAs
1) Long-term Inactives	• **Series email 1**: A single email per year sharing the very best of the community.
2) Learners	• **Series Email 1:** The top advice shared in the community • **Series Email 2:** Search for what you're missing • **Series Email 3:** Get the email digest. • **Series Email 4:** What's new in [topic] • **Weekly Email:** Most popular / most useful articles this week • **Onsite CTA 1:** What's popular today • **Onsite CTA 2:** Most popular discussions of all time. • **Onsite CTA 3:** Search for what you don't know.
3) First-Time Contributors	• **Series Email 1:** Introduce yourself • **Series Email 2:** What's the biggest challenge you want to overcome? • **Series Email 3:** Who would you like to connect with? • **Series Email 4:** What's new in [topic]? • **Onsite CTA 1:** Introduce yourself. • **Onsite CTA 2:** Share your opinion on our latest discussions. • **Onsite CTA 3:** Highlight a challenge to overcome. • **Onsite CTA 4:** Find people like you.
4) Irregulars	• **Series Email 1**: Our experts need your questions to answer. • **Series Email 2**: Are you struggling with these issues too? (tell us) • **Series Email 3**: What challenge would you like to solve? • **Series Email 4**: Want to run your own group? • **Onsite CTA 1**: Share your opinion. • **Onsite CTA 2**: View trending discussions. • **Onsite CTA 3**: Start a discussion. • **Weekly email:** Top questions / unanswered questions digest.
5) Top Contributors	• **Series Email 1:** Share your story • **Series Email 2**: Join our top contributor group • **Series Email 3:** Want a regular column? • **Series Email 4:** Opportunity to lead your group • **Onsite CTA 1**: Browse unanswered questions • **Onsite CTA 2**: Top contributor group • **Onsite CTA 3**: Create a blog post. • **Onsite CTA 4**: Start a debate • **Weekly email:** Top questions / unanswered questions digest.

A BETTER ONBOARDING EXPERIENCE
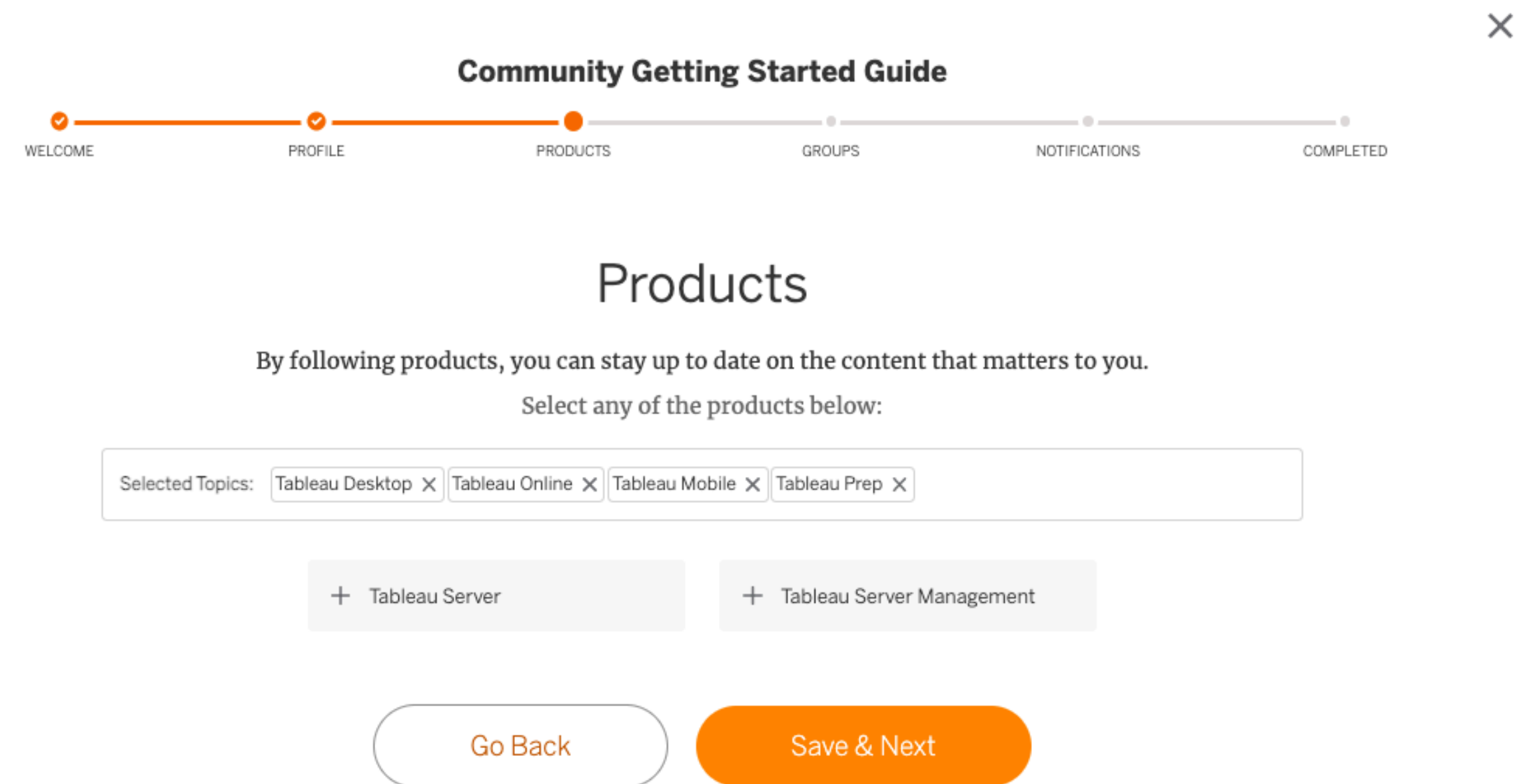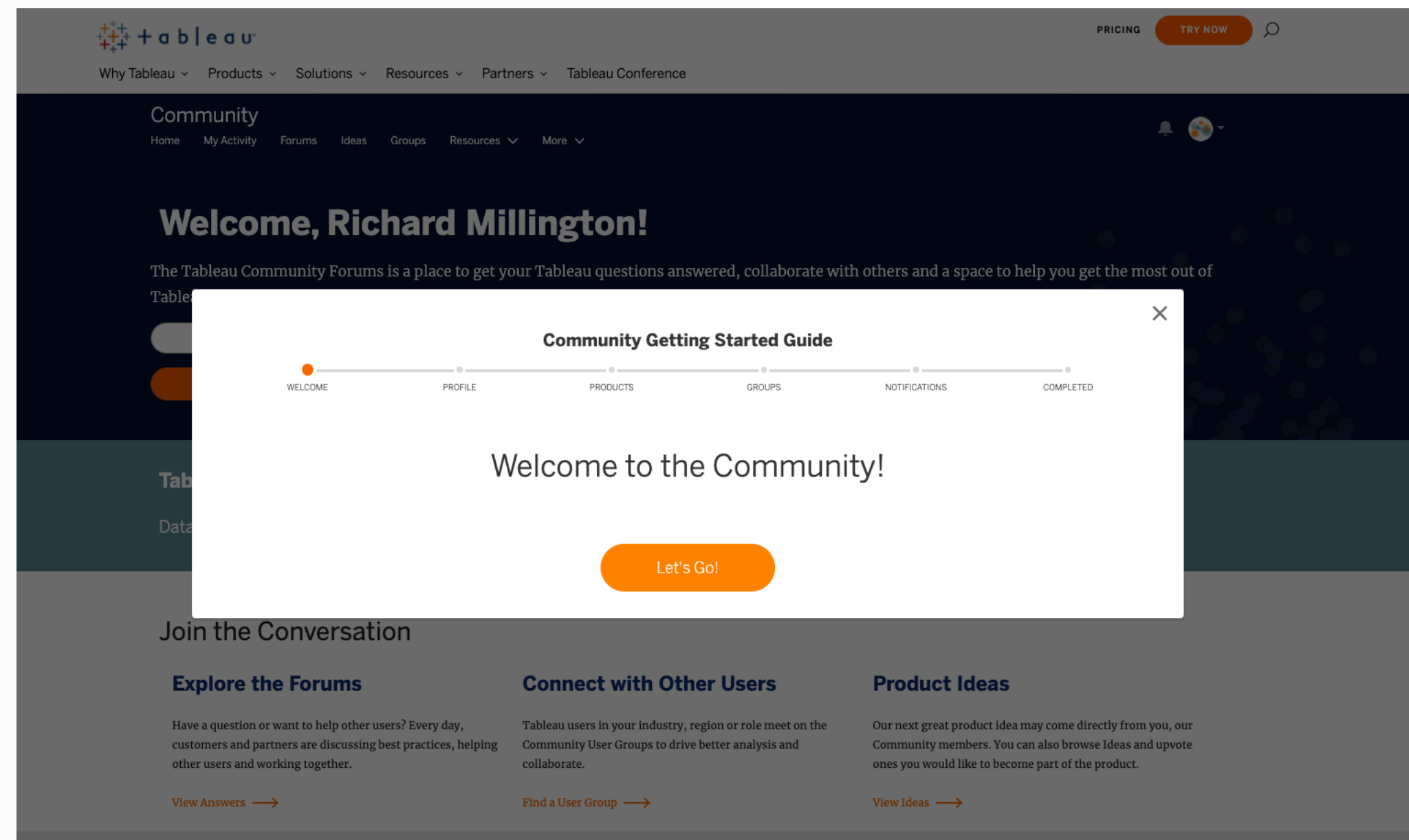
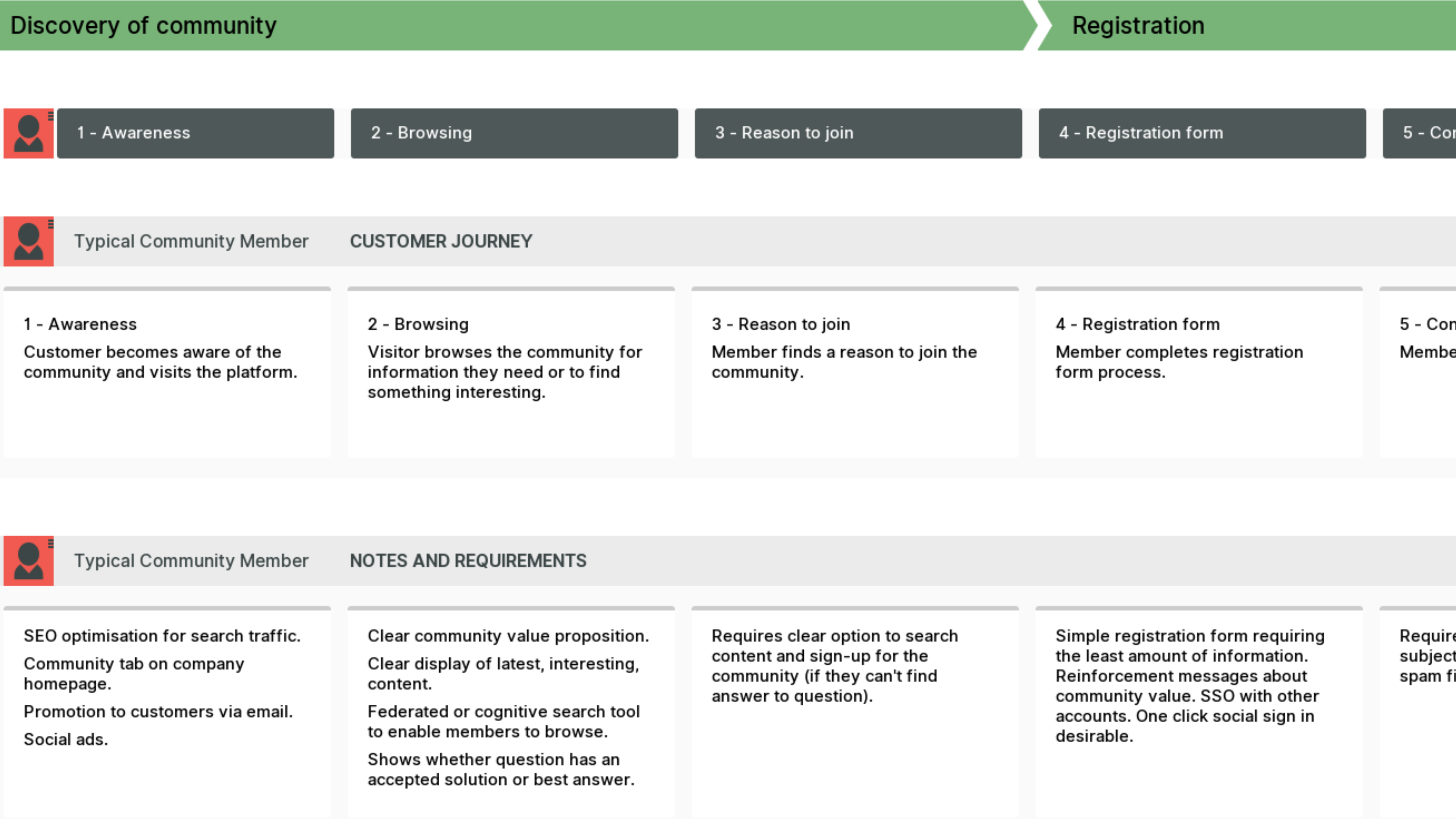An improvement to member onboarding would be to use the 7Summits onboarding component designed for Salesforce. This provides a step by step guide which encourages members to complete their profile, sign up for product information they're interested in, join relevant groups and opt in to notifications. The example above is from the Tableau community.

https://www.7summitsinc.com/resources/onboarding/

1 - Awareness

2 - Browsing

3 - Reason to join

4 - Registration form

5 - Con

Typical Community Member   CUSTOMER JOURNEY

1 - Awareness

Customer becomes aware of the community and visits the platform.

2 - Browsing

Visitor browses the community for information they need or to find something interesting.

3 - Reason to join

Member finds a reason to join the community.

4 - Registration form

Member completes registration form process.

5 - Con

Membe

Typical Community Member   NOTES AND REQUIREMENTS

SEO optimisation for search traffic.

Community tab on company homepage.

Promotion to customers via email.

Social ads.

Clear community value proposition.

Clear display of latest, interesting, content.

Federated or cognitive search tool to enable members to browse.

Shows whether question has an accepted solution or best answer.

Requires clear option to search content and sign-up for the community (if they can't find answer to question).

Simple registration form requiring the least amount of information. Reinforcement messages about community value. SSO with other accounts. One click social sign in desirable.

Require
subject
spam fi

5 - Confirmation email	6 - Clicks link	7 - First Contribution	8 - Response

5 - Confirmation email

Members opens confirmation email.

6 - Clicks link

Clicks confirmation link.

7 - First Contribution

Member asks a question or replies to an existing question.

8 - Response

Members receives a terrific response to first contribution.

Requires an email with a clear subject line which won't fall into the spam filter.

Requires a 1-click email confirmation link and little other information.

Clear CTA to ask questions on community site.

List of unanswered questions.

Direct message or on-site tutorial to guide members to a first question.

Welcome email guiding members to a first contribution.

Sub 24-hour response.

Answer marked as a 'best answer'.

Response is with clear sense of empathy.

9 - Consume best content.	10 - Join newcomer group.	11 - Career progression check.	12 - Follow top members	13 - Get community digests.	14 - Share your work.

9 - Consume best content.	**10 - Join newcomer group.**	**11 - Career progression check.**	**12 - Follow top members**	**13 - Get community digests.**	**14 - Share your work.**
Members reads the best articles/expertise shared in the community.	Newcomers join a cohort for newcomers to learn from a designated mentor.	Members can use a community tool or benchmarking survey to check their salary.	Members gets to know and learn about the top community members.	Members receive weekly digests of community activity.	Members share field reports of their work / what they've tried and get feedback

Automated email listing top 3 articles of content members have shared in the community.	Setup group for newcomers and invite by email after 48 hours.	Invite members to submit their salary and career level anonymously.	Email to follow the top community members.	Curated digest email by community manager.	Template field reports document.
On-site CTA clearly showing the community's best resources.	Direct message from community manager or mentor to join.	Initiate discussion for members to share concerns.	On-site CTA to follow the top community members.		Promotion of field reports in digest.
		Find recruiters to answer questions.	Targets desire to build an identity. with other members.		Promotion of field reports on social media and other channels.
		Record webinar on career progression with expert and share video.			

...CONTINUALLY MEASURE, UPDATE, AND TWEAK IT AS YOU PROGRESS.

Richard Millington
C o m m u n i t y   C o n s u l t a n t

Richard Millington is the founder of FeverBee, a community consultancy whose 310+ clients have included Apple, Facebook, Google, SAP, HP, The World Bank, Novartis, Sephora, and many more.

310+
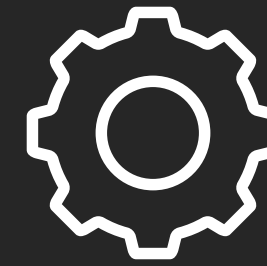### C o m m u n i t i e s   d e v e l o p e d

Richard has helped many of the world's largest organisations develop successful online communities.
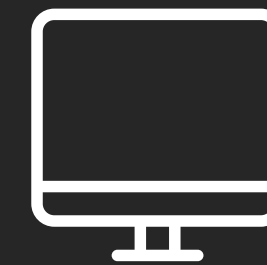
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P u b l i s h e d   b o o k s

Author of Buzzing Communities (2012), The Indispensable Community (2018) , and Build Your Community (2021)

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