



Successfully launch &
develop an online
community

What problem are we solving?

- How do we make the best use of members time and create a broader access for them to connect with others
- How can we as an association have consent relevant contact with our members
- Is there value to members in having an online community? And therefore will it be worth our time and money
- Are there privacy concerns for members to them engaging freely online?

What is the purpose?

- make a clear set of benefits for participation
 - Get to know your customers
 - Be relatable
 - Don't let complaints / feedback get lost – post it note, to do lists, to action
 - Cross over into other mediums – social media

Who are our customer segments

- Define what you mean by community?
 - Is open or closed community space what your members are seeking?
- Define the segments of the membership you wish to target?
 - Identify how much you can scale the community
 - How long you can sustain it for?
- Who are the key stakeholders?
 - Inside the potential community
 - Outside the community

Our solutions are designed to

Provide a private and safe community for members to:

- engage with their peers to seek support and extend their knowledge and share their own knowledge (mentoring programs)
- find support and support each other, (work smarter not harder), allow members to create their own journeys and provide them with behaviours they can see and replicate ie. Promo Wednesday, that allows users to promote something they are selling, rather than spamming the newsfeed.
- find resources to assist with career development and services to assist with growing businesses
- provide value through resources, training, conversations & connections that encourage members automatically renew membership

How will the solution solve the problem?

Launching a successful online private community:

- creates a natural member to member engagement, that allows them to connect when, where, and how; to resources, education and support, and also increase their network of people.
- Creates a platform for associations to be able to connect better with their members – create relationships between members
- Gives structure of rules and norms of behaviour to expect
 - e.g. professionally-social is a combined atmosphere vs one or the other

What costs do we need to consider

- Cost of the platform: \$10,000 to \$12,000 a year.
- Cost of community management: \$80,000 a year (full time) OR
Upskill existing staff member: \$10,000
- Will the costs be recoverable
- Will there be savings due to reduction in secretariat staff time searching for answers to members questions when the community has the answers.

What revenue can we gain from this

Are there Sponsorship options :

- the platform: year-long \$2000 per sponsor (four or five) \$8000 to \$10,000, Special events: \$1000 per event. Ten per year:\$10,000,CPD events:Ten per year \$10,000
- Integration of online store where applicable. Data-mining of conversations etc could help community manager direct people to relevant products/services thus increasing sales

Can we increase membership revenue by increasing value by:

- Creating a community that provides a unique service to members
- Increased conversation and collaboration among members leads to greater affiliation with association.
- Community will be an industry destination, attracting new members.
- Association's reach into company members deepens.
- Word-of-mouth

How will we market /sell this

- Define your Unique Selling Proposition: A successful online community provides a safe place for Members to connect and discuss sector related topics, access resources and expand their networks
- Determine the marketing channels for the best reach
- Have a clear launch strategy that highlights the roles your Association will play
- Identify the Moderator and the member journey the users can take. ie what action do you want your members to do
- Seed conversations on platform from supporters of your organisation – kickstart conversations

How will we measure success?

- Determine what's most important to your association
- What does the community give them they did not have before
- Ensure the community reflects the breadth of the relevant membership segment
- How do members feel after participating (vs before joining)