Making Leaders Successful Every Day

The Formula For Community Success

Kim Celestre, Senior Analyst

June 12, 2013

© 2012 Forrester Research, Inc. Reproduction Prohibited

Today's Agenda

- *How Buyers Use Communities*
- *Five Key Elements To Success*
- *Measurement*
- *Best Practices*
- *Key Takeaways*

© 2012 Forrester Research, Inc. Reproduction Prohibited

Buyers value communities

Image source: http://www.crmswitch.com/wp-content/uploads/2012/01/crm-vendor-customer-community.jpg

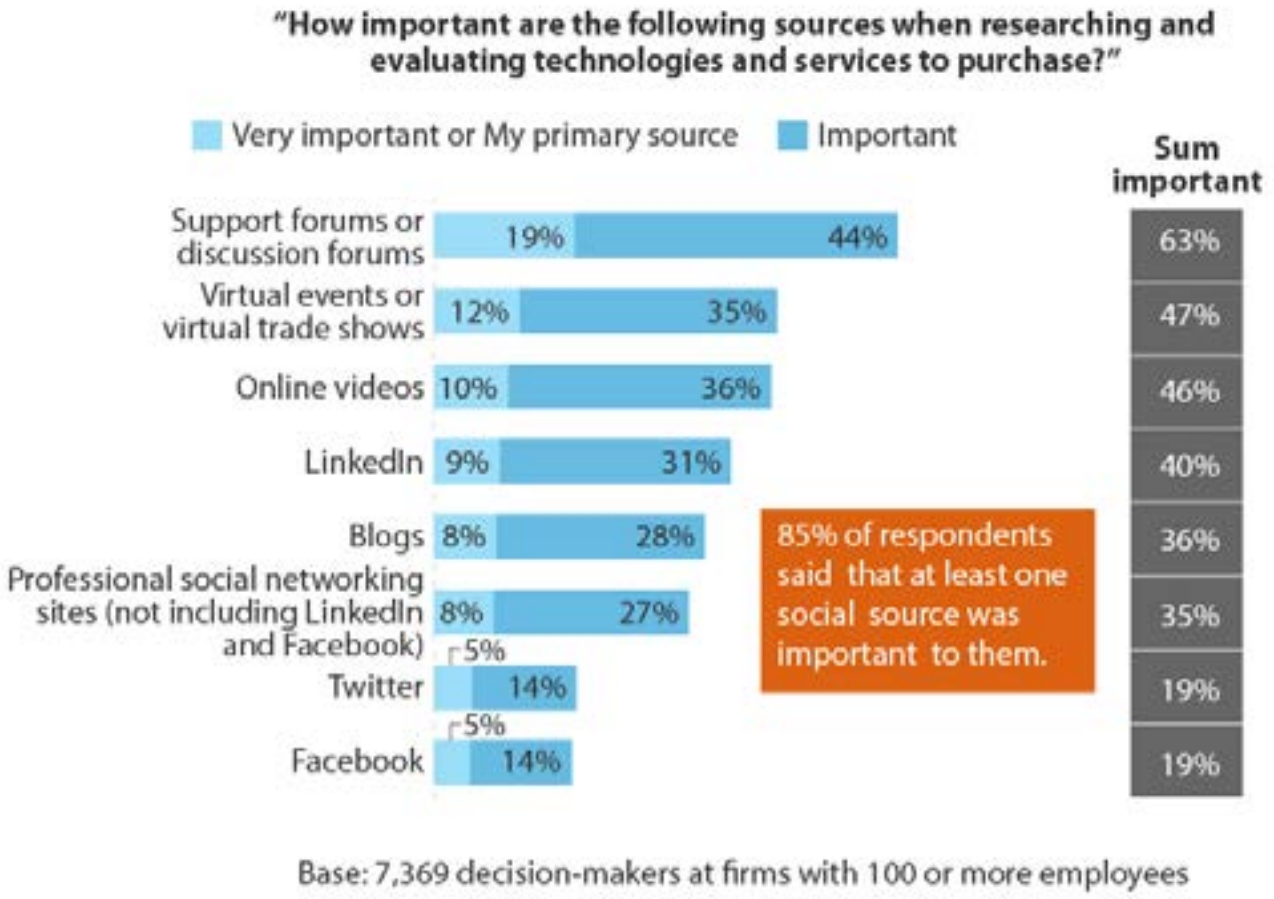
© 2012 Forrester Research, Inc. Reproduction Prohibited

Buyers value communities

Image source: http://www.crmswitch.com/wp-content/uploads/2012/01/crm-vendor-customer-community.jpg

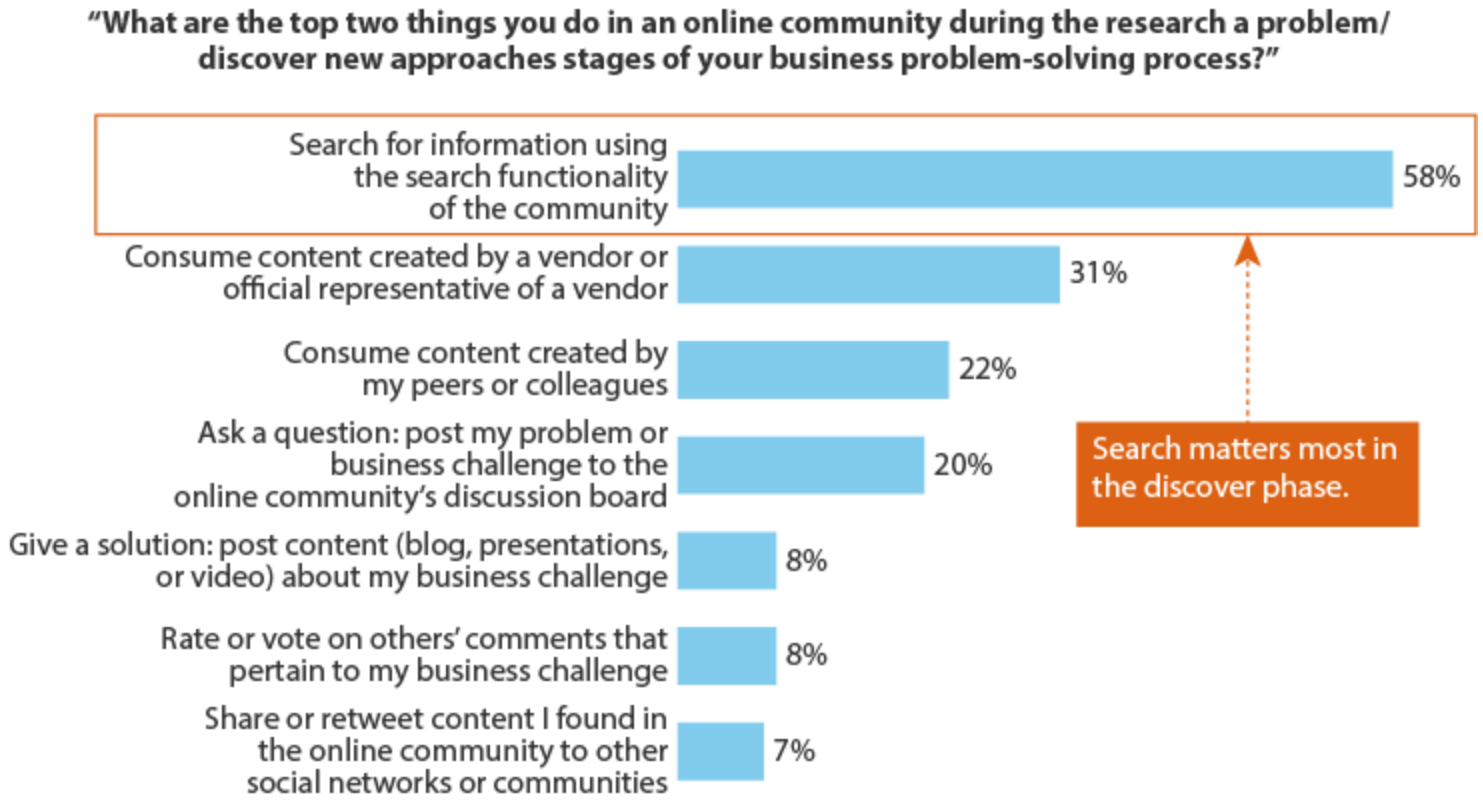
© 2012 Forrester Research, Inc. Reproduction Prohibited

Communities are important to buyers



Source: Forrsights Budgets And Priorities Tracker Survey, Q4 2012 and Forrsights Business Decision-Makers Survey, Q4 2012

Search matters most in the discover phase

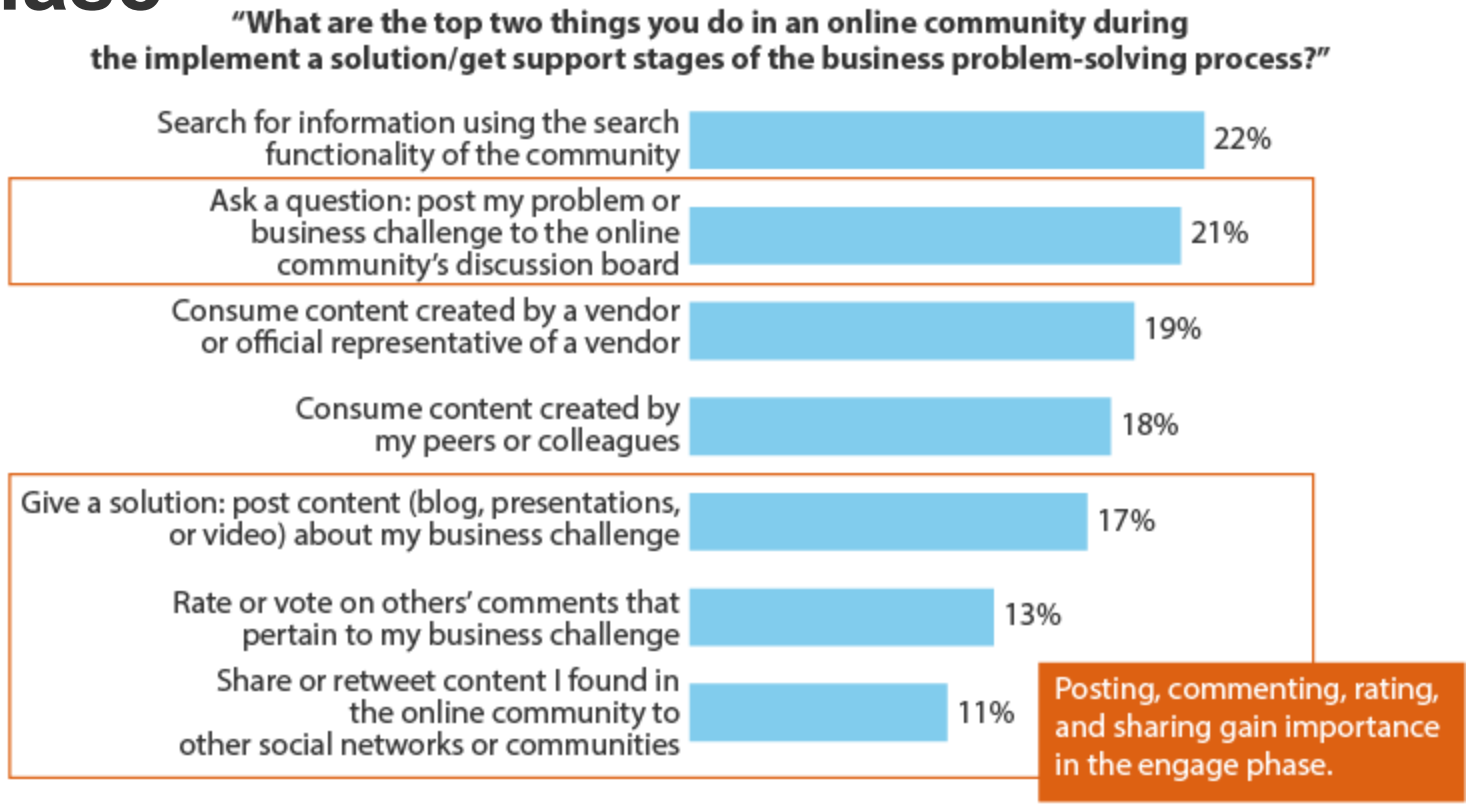


April 2013 **"Align Your B2B Community Marketing With Your Customers' Life Cycle"**

Content is key in the Explore and Buy stages

April 2013 **"Align Your B2B Community Marketing With Your Customers' Life Cycle"**

Interactions increase in the Engage phase



Base: 382 US and Western European B2B decision-makers

Source: Q1 2013 North America And Europe B2B Social And Community Marketing Online Survey

The Essential Steps To Community Success

© 2012 Forrester Research, Inc. Reproduction Prohibited

Community strategy is a hot topic

Thousands of Forrester client inquiries since 2010

"What are best practices?"

"How do I socialize my website?

"How do I select the right context?"

"How do I energize members?"

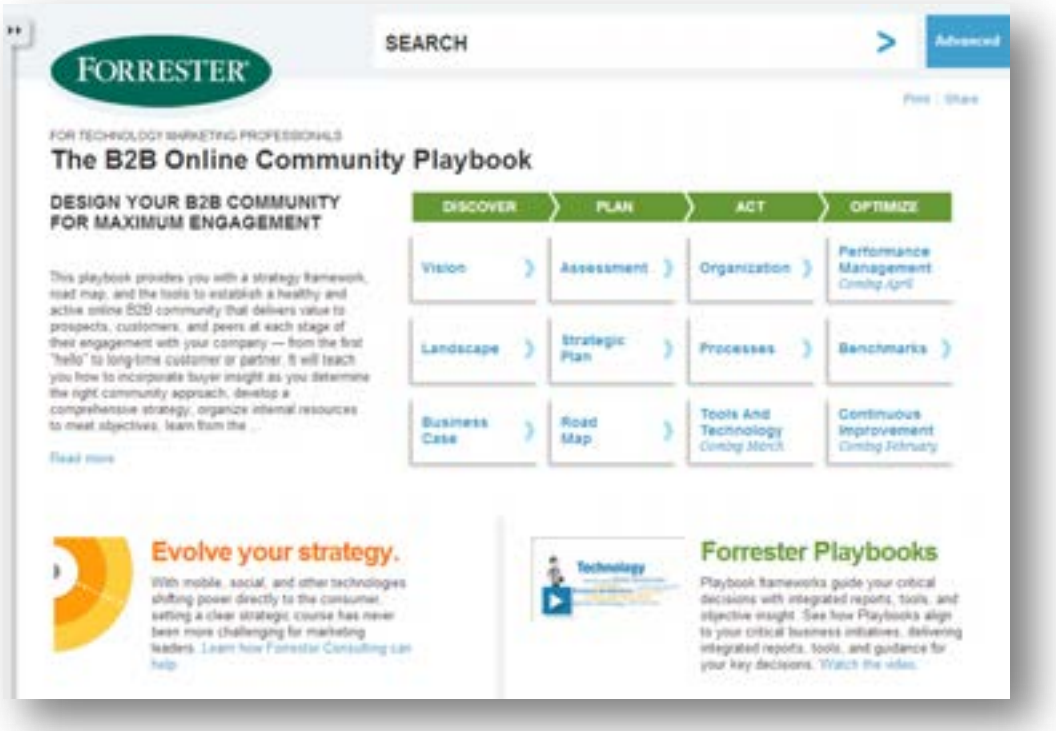
"How do I select the right platform?"

"What resources do I need?"

"How do I measure results?"

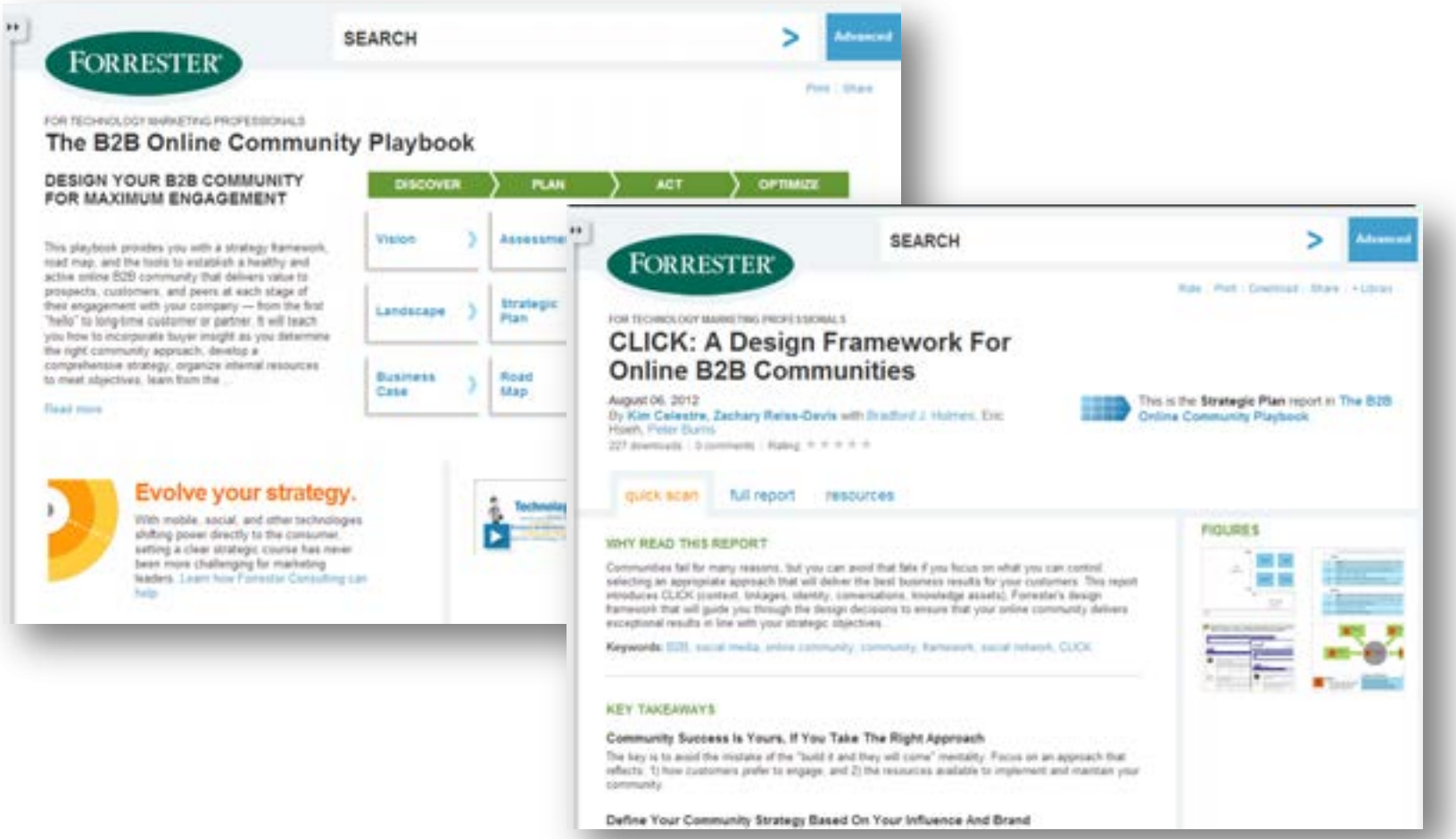
© 2012 Forrester Research, Inc. Reproduction Prohibited

Forrester's Community Research



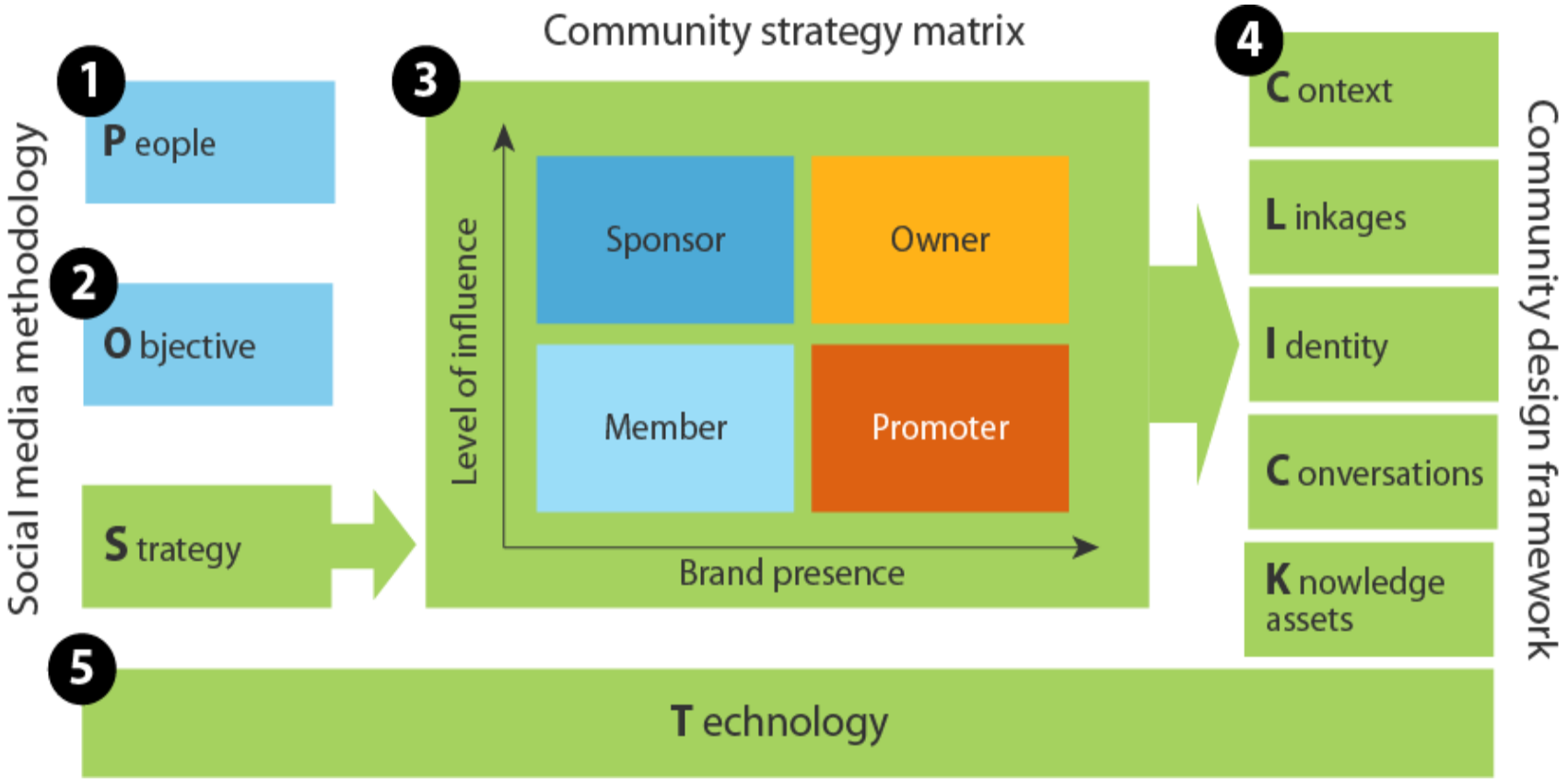
© 2012 Forrester Research, Inc. Reproduction Prohibited

Forrester's Community Research



© 2012 Forrester Research, Inc. Reproduction Prohibited

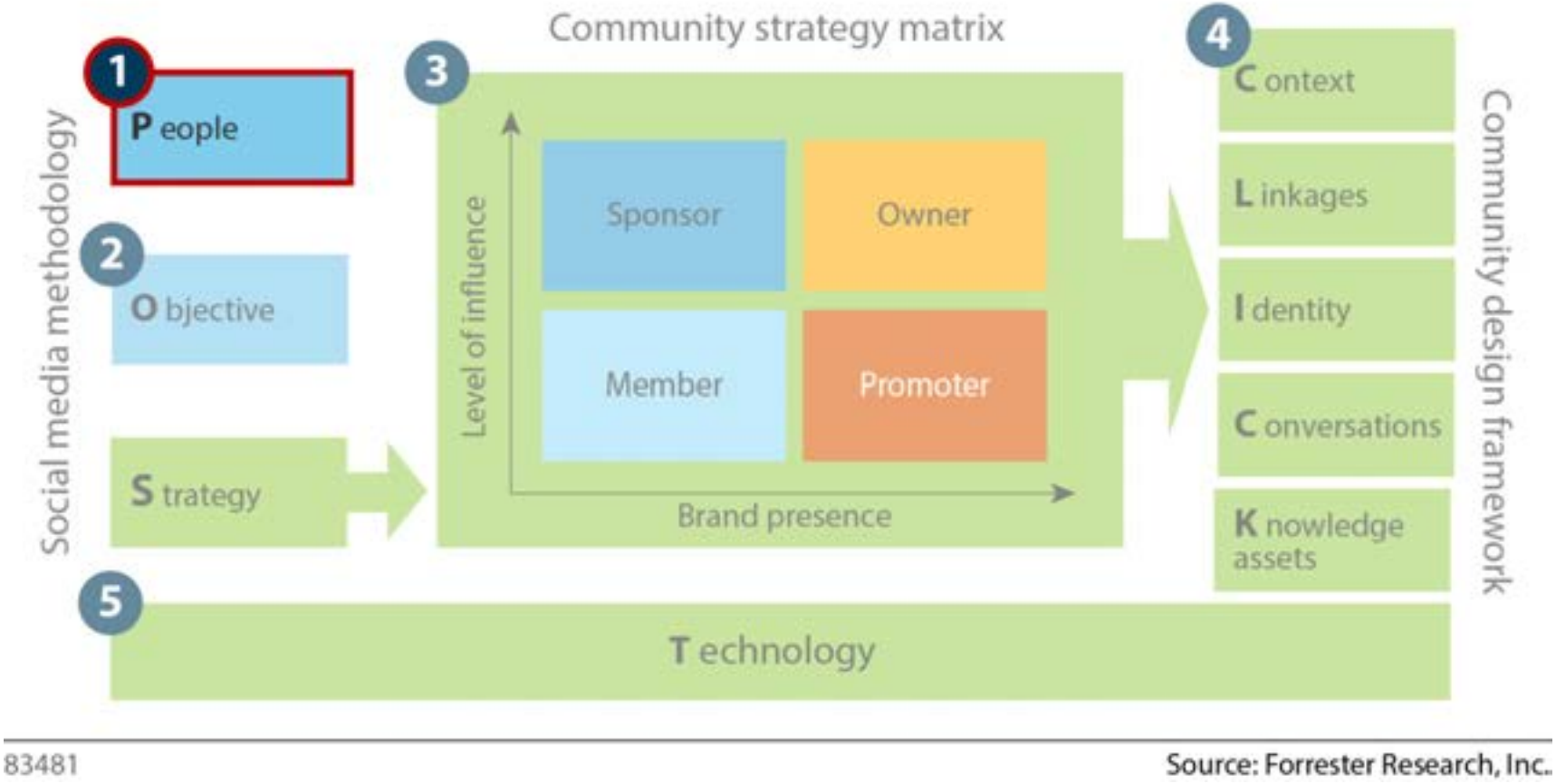
Community Roadmap



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

Step One: People



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

The Social Technographics® ladder

Creators:
publish web pages/blogs, upload videos/audio

Conversationalists:
update status/post updates

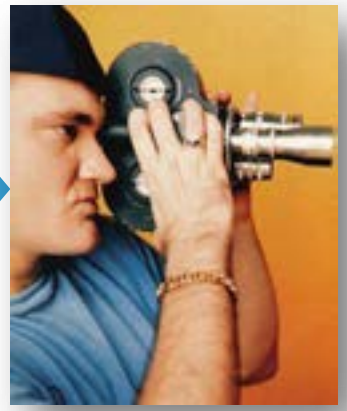
Critics:
comment on blogs and post ratings/reviews

Collectors:
use RSS and tag web pages to gather info

Joiners:
maintain profile on social networking sites

Spectators:
read blogs, watch peer videos, listen to podcasts

Inactives:
are online but don't yet participate in any form of social media



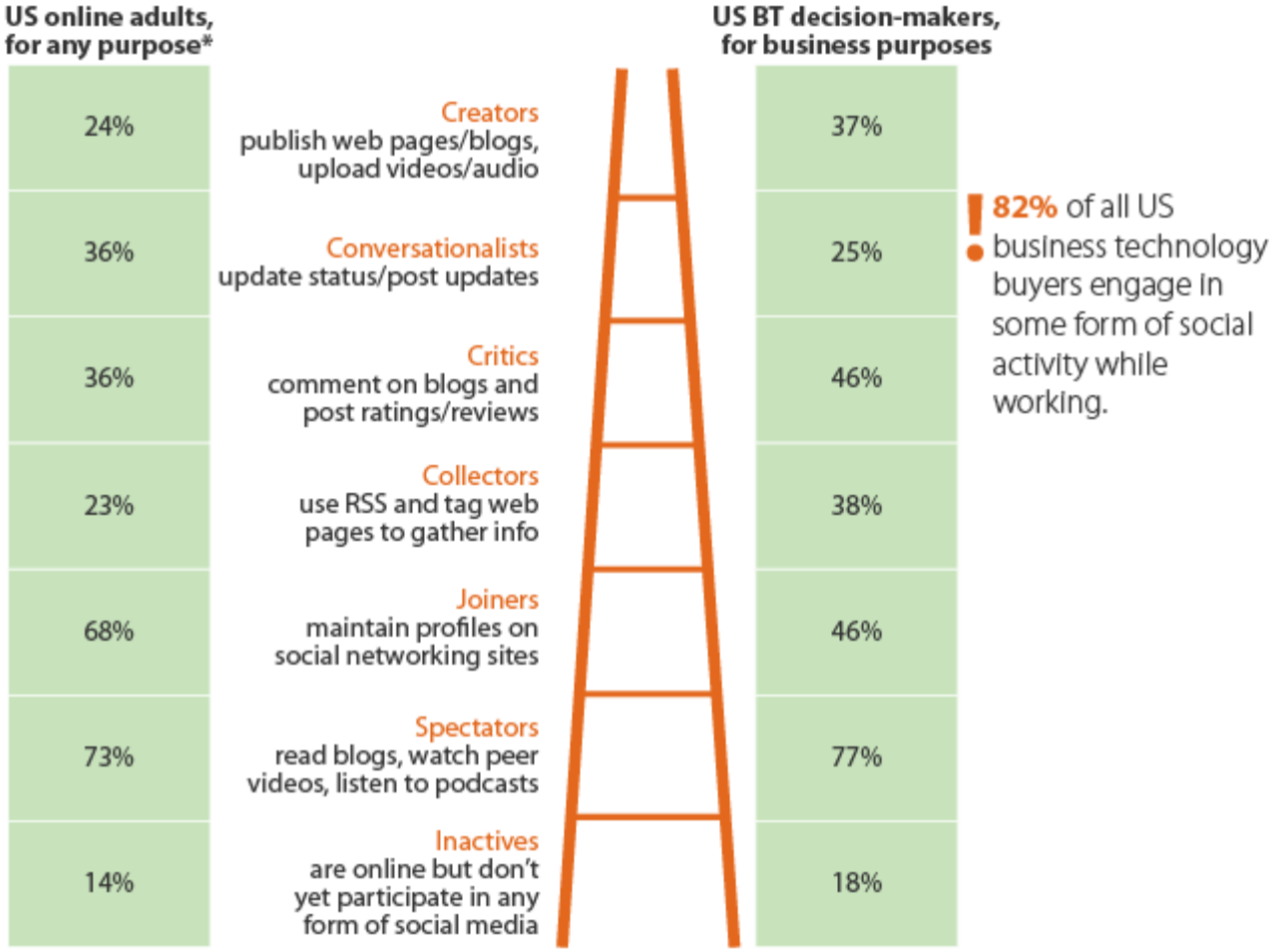
Source: January 4, 2012, "Global Social Media Adoption In 2011" Forrester report

Source: http://blog.templebar.ie/?p=687

http://www.google.com/imgres?num=10&hl=en&tbo=d&biw=1440&bih=756&tbm=isch&tbnid=MKPgqkmtltUOcM:&imgrefurl=http://www.solarnavigator.net/films_movies_actors/quentin_tarantino.htm&docid=mdCxERA94fiYAM&imgurl=http://www.sola

© 2012 Forrester Research, Inc. Reproduction Prohibited

US Business Technology Buyers Adopt Social Media For Business Purposes



Base: 4,348 US BT decision-makers at companies with 100 or more employees
*Base: 57,924 US online adults

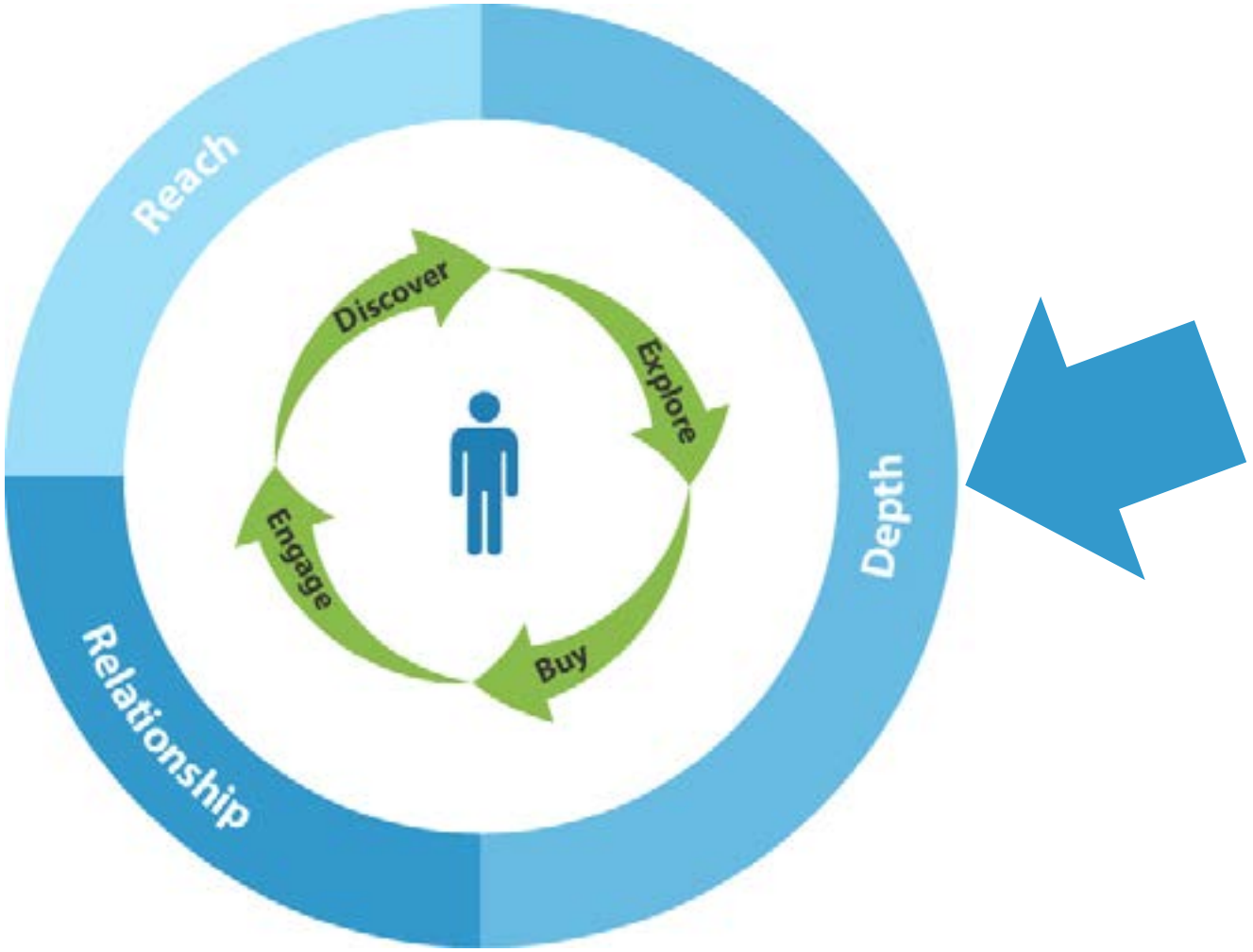
Source: Forrester Tech Marketing Navigator, Q1 2012
*Source: January 4, 2012, "Global Social Media Adoption In 2011" Forrester report

Step Two: Objective

Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

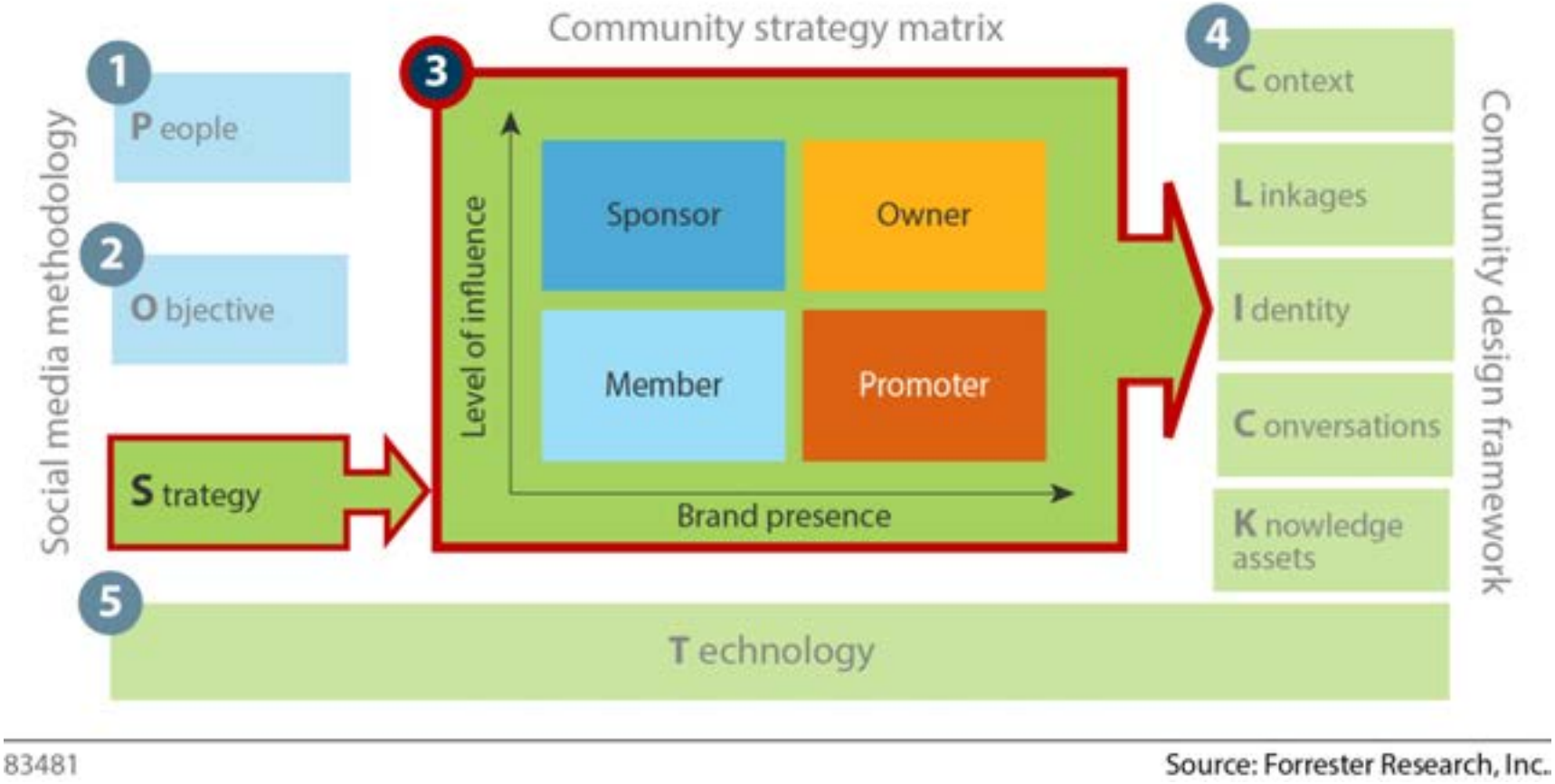
© 2012 Forrester Research, Inc. Reproduction Prohibited

Align objectives to the customer lifecycle



© 2013 Forrester Research, Inc. Reproduction Prohibited

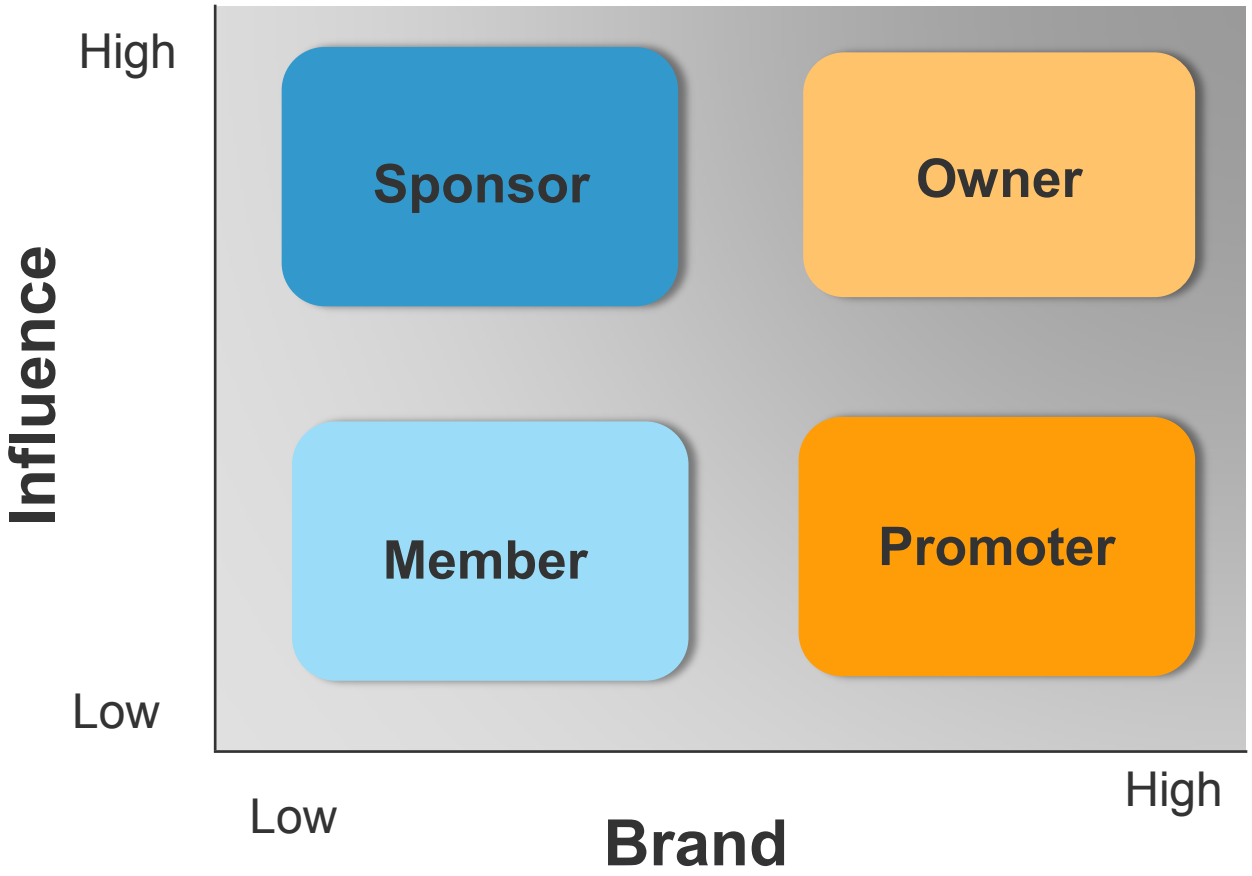
Step Three: Strategy



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

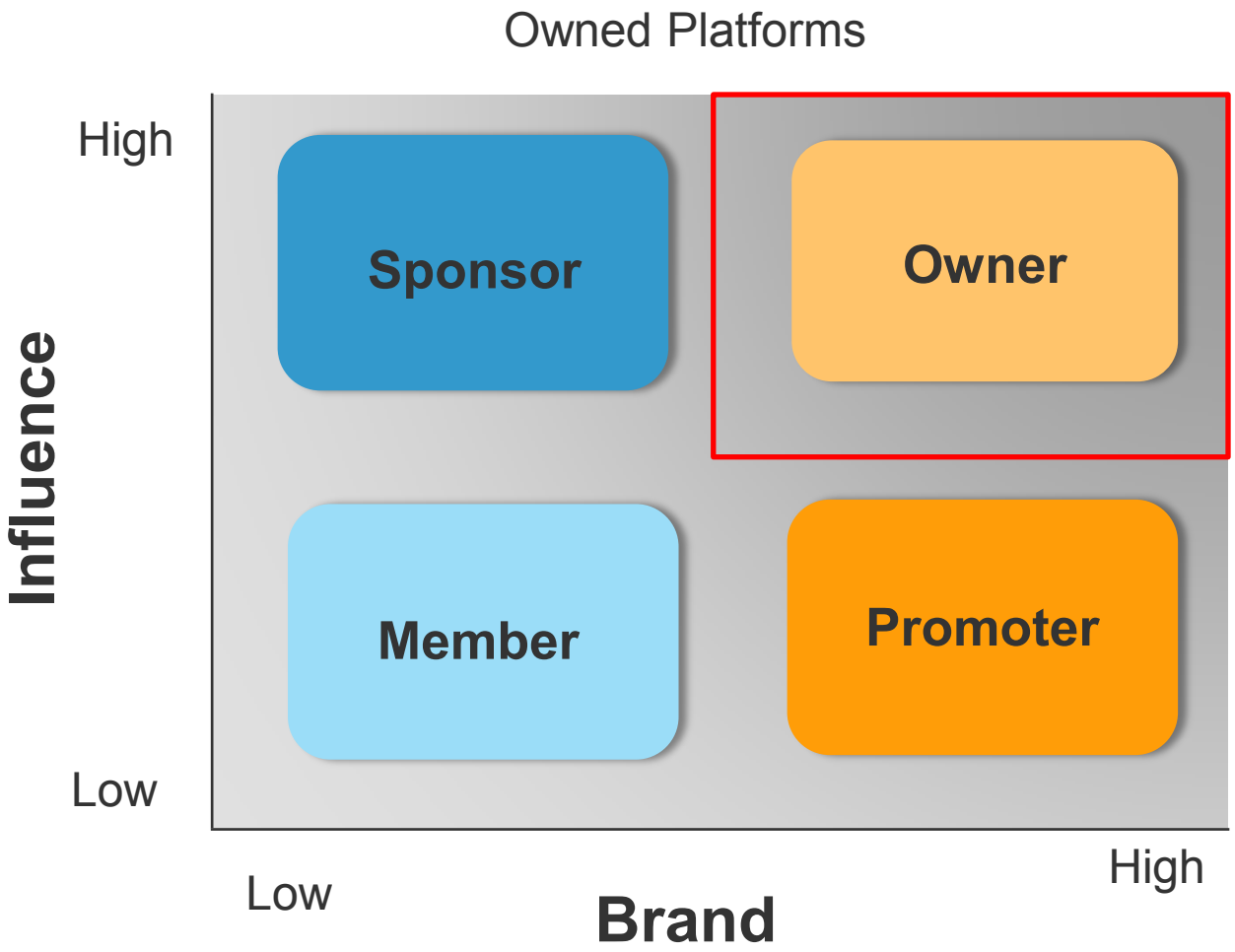
Forrester's Community Strategy Matrix



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

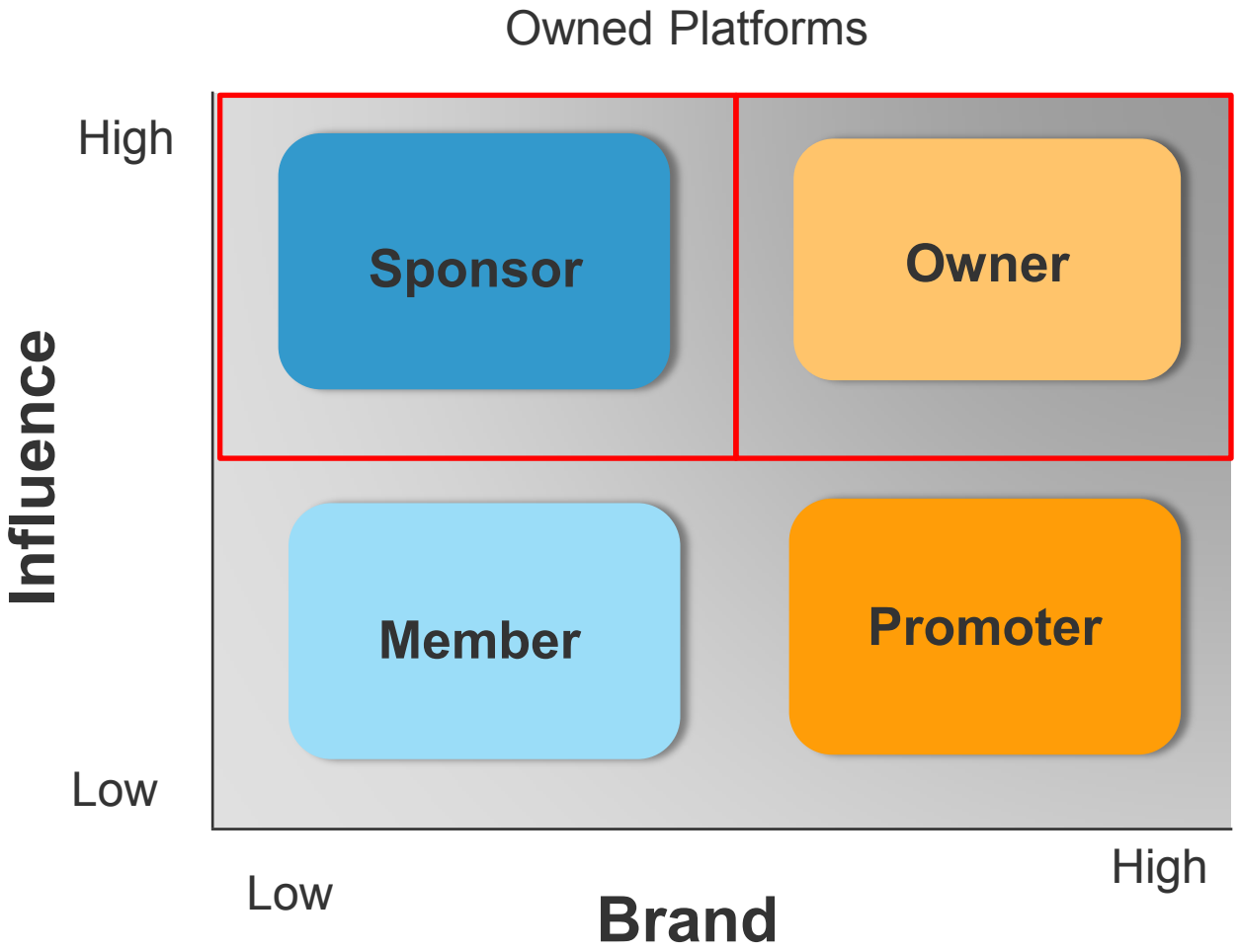
Forrester's Community Strategy Matrix



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

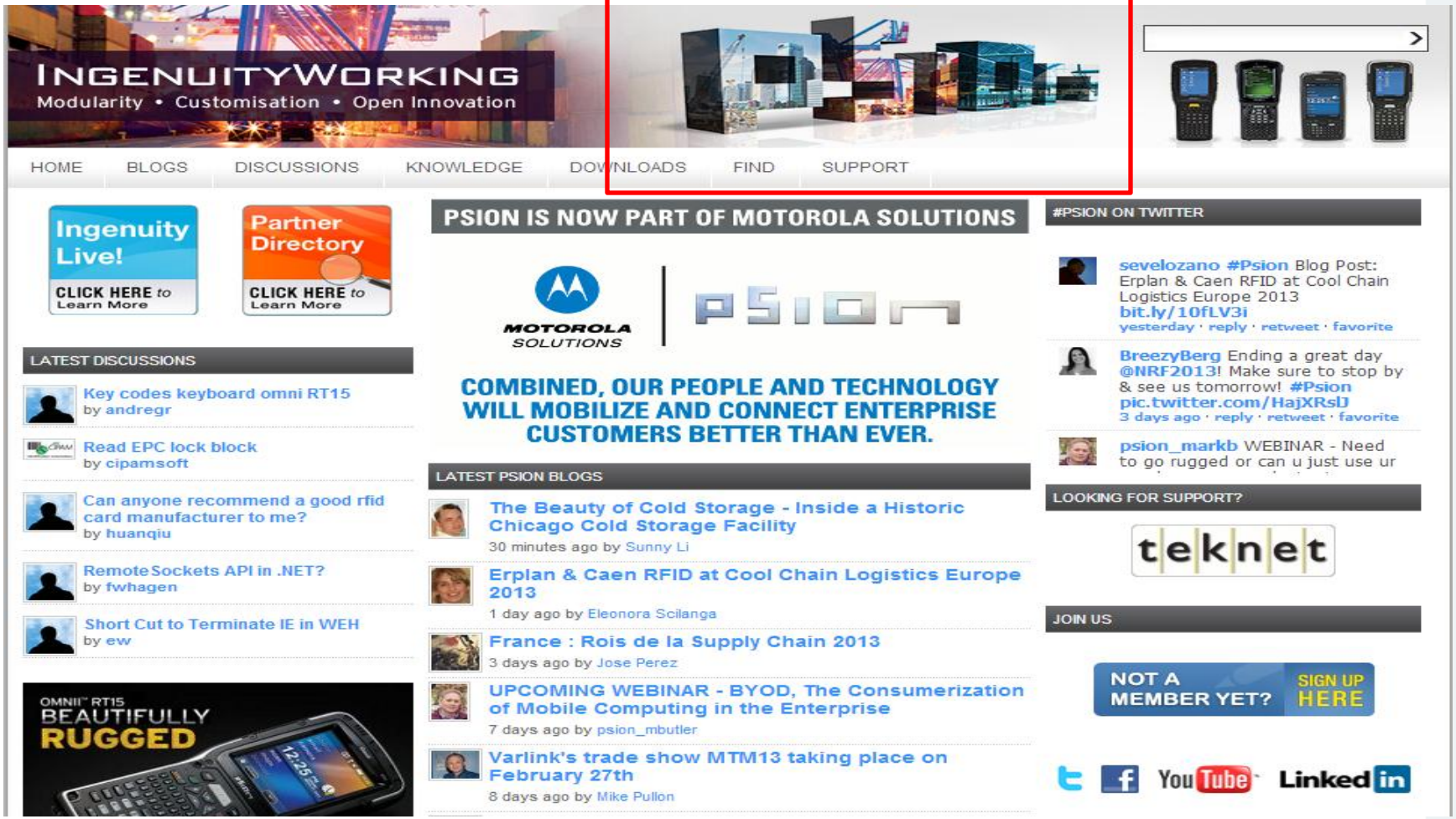
Forrester's Community Strategy Matrix



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

Example: Owner Community



Source: community.psion.com

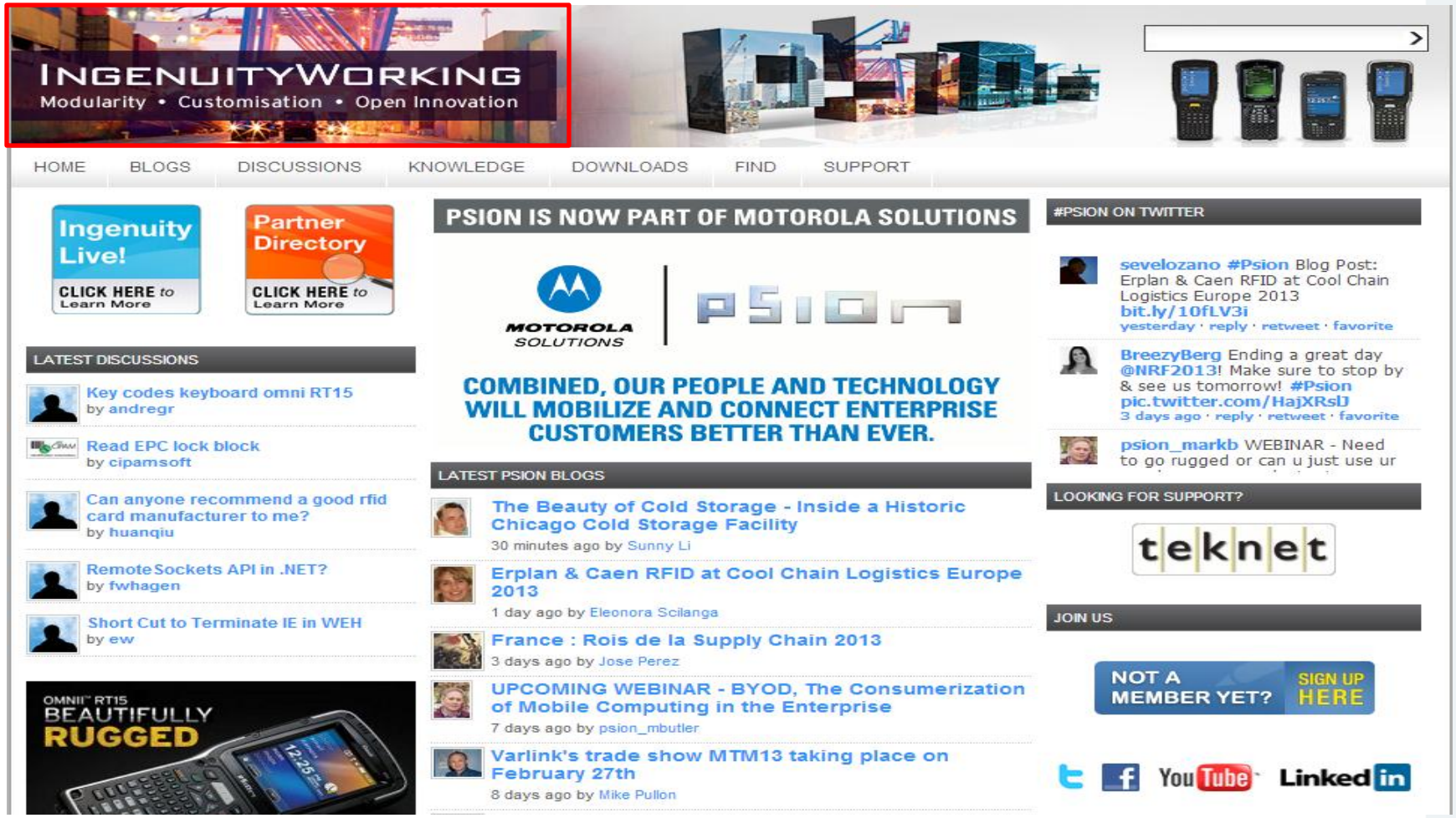
© 2012 Forrester Research, Inc. Reproduction Prohibited

Step Four: Design

Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

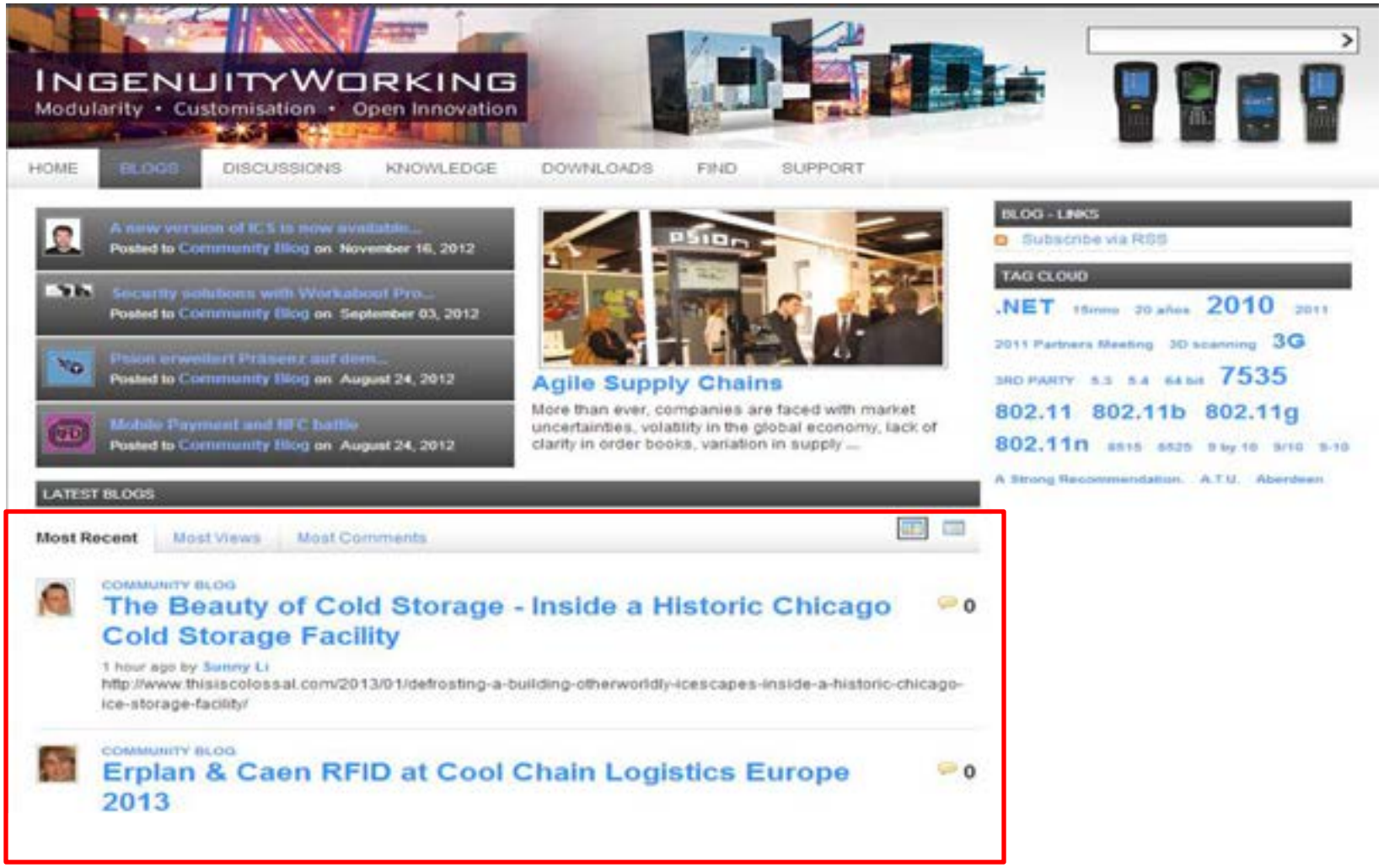
Context



Source: community.psion.com

© 2012 Forrester Research, Inc. Reproduction Prohibited

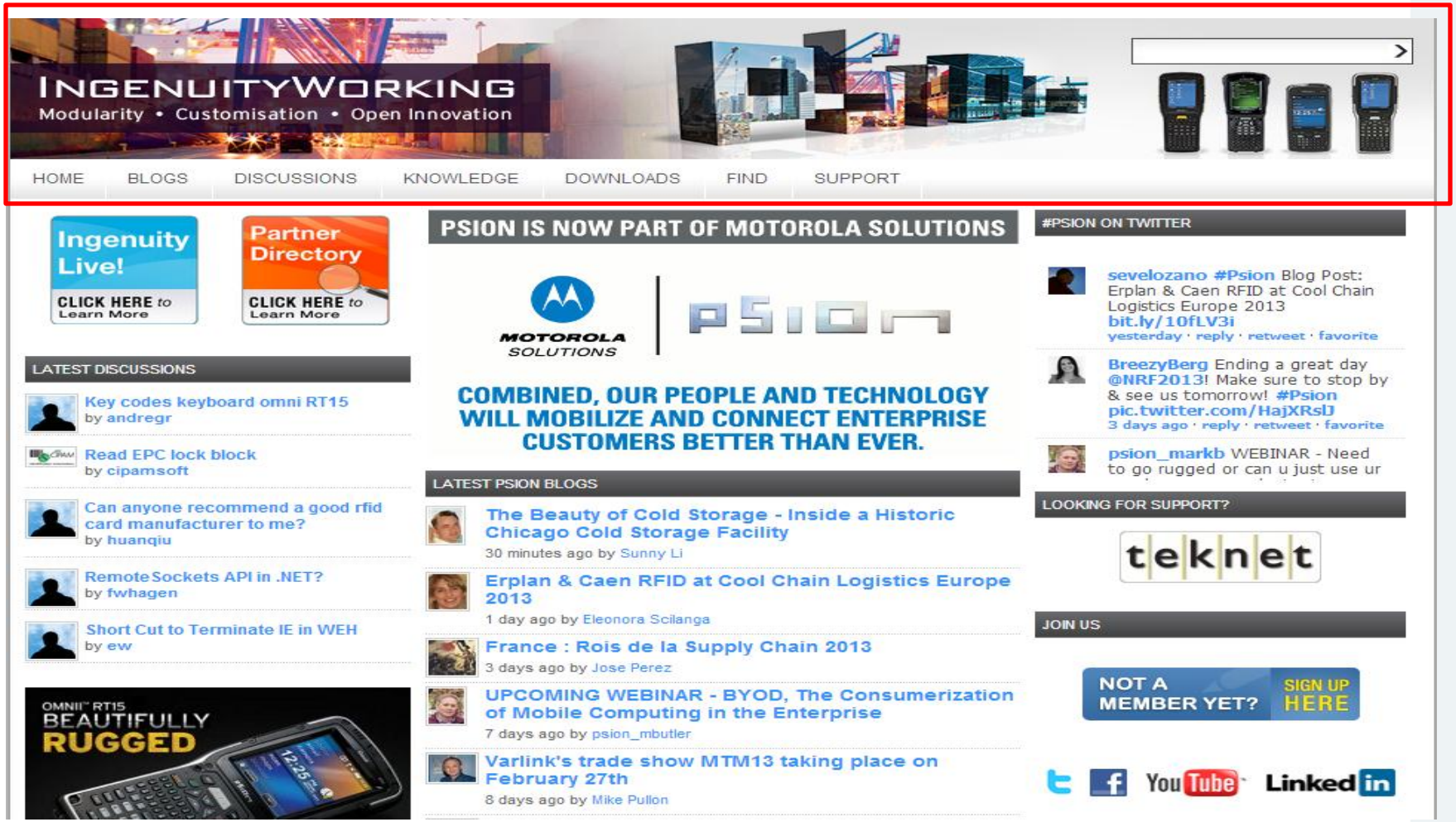
Linkages



Source: community.psion.com

© 2012 Forrester Research, Inc. Reproduction Prohibited

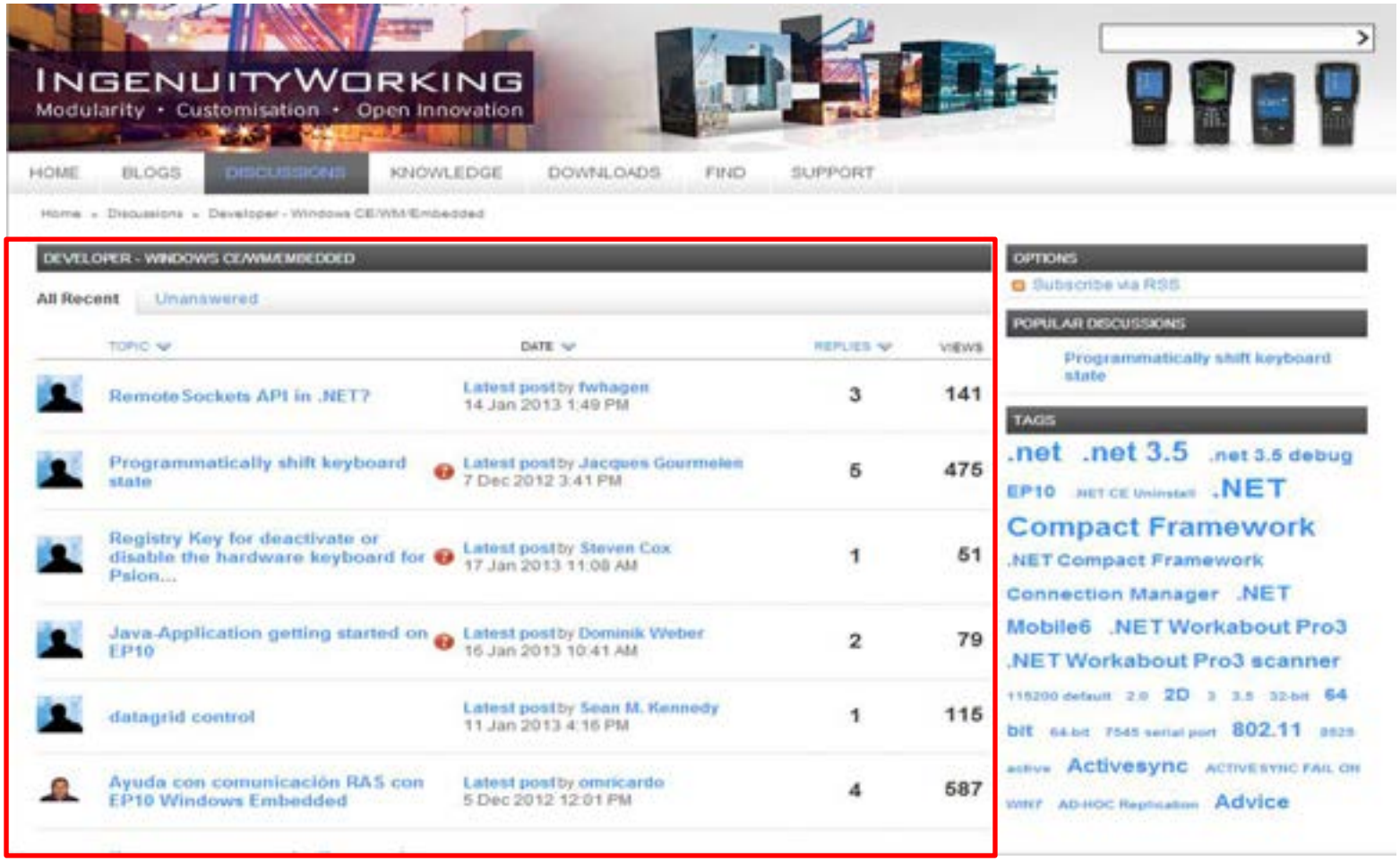
Identity



Source: community.psion.com

© 2012 Forrester Research, Inc. Reproduction Prohibited

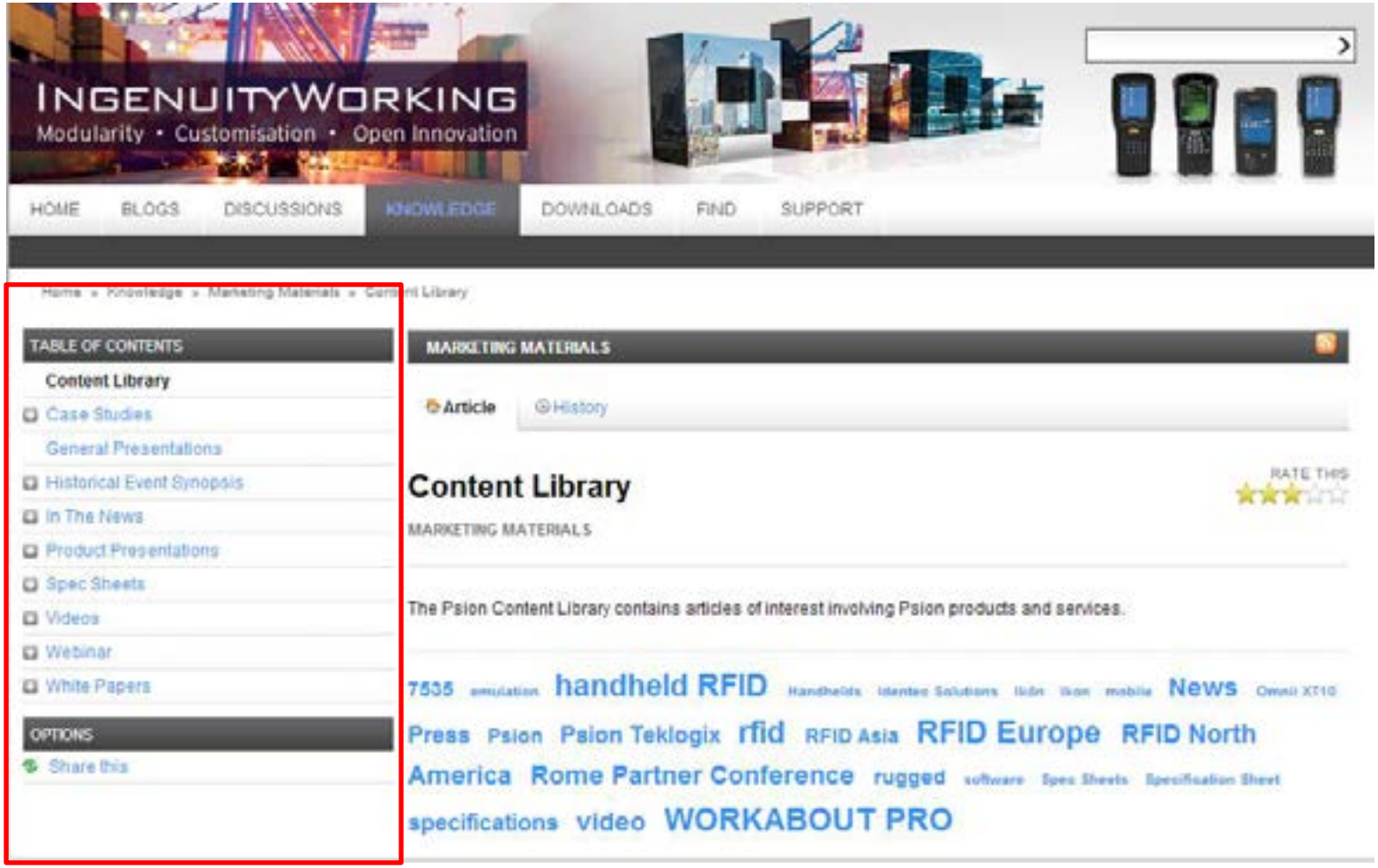
Conversations



Source: community.psion.com

© 2012 Forrester Research, Inc. Reproduction Prohibited

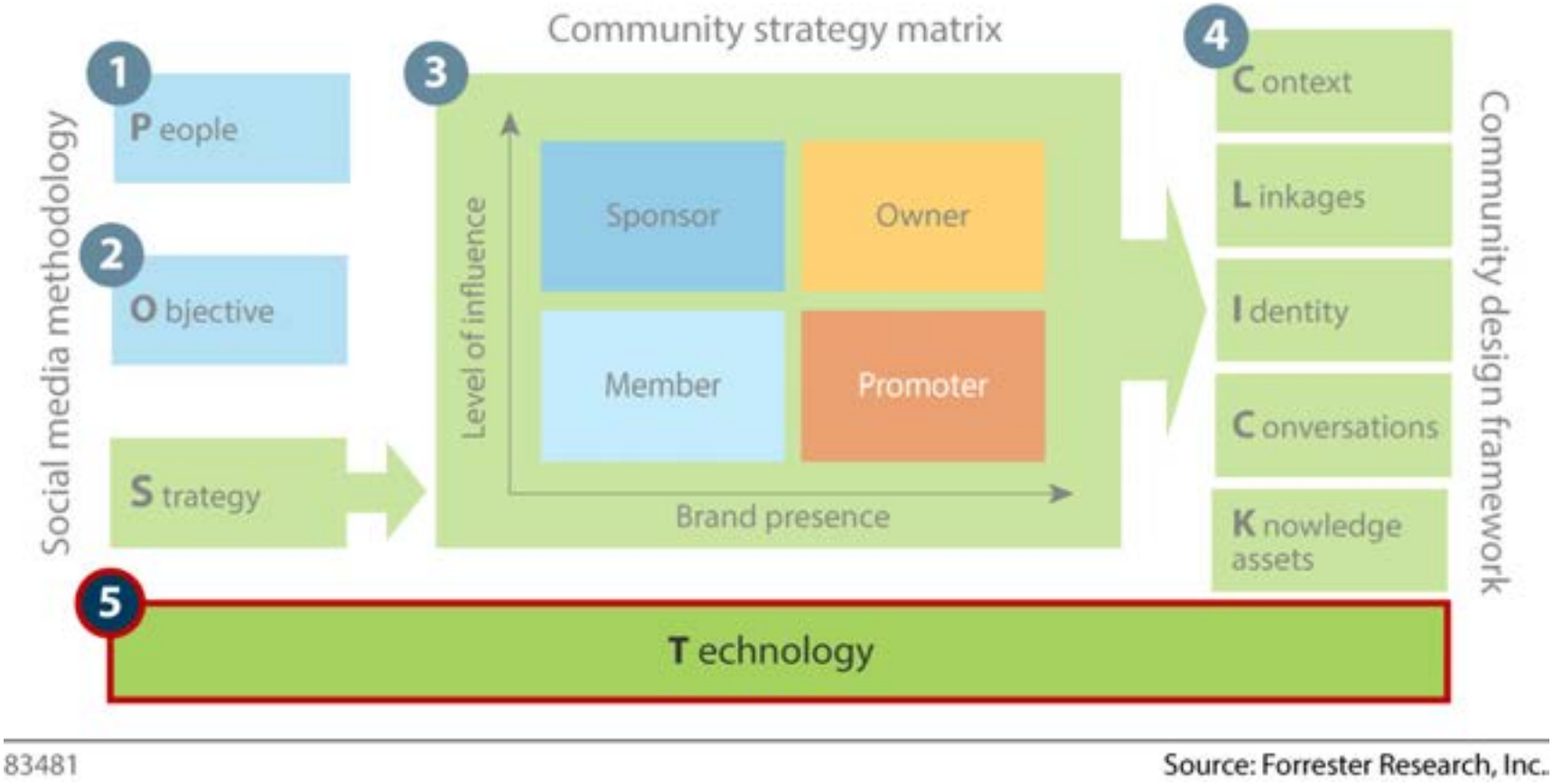
Knowledge Assets



Source: community.psion.com

© 2012 Forrester Research, Inc. Reproduction Prohibited

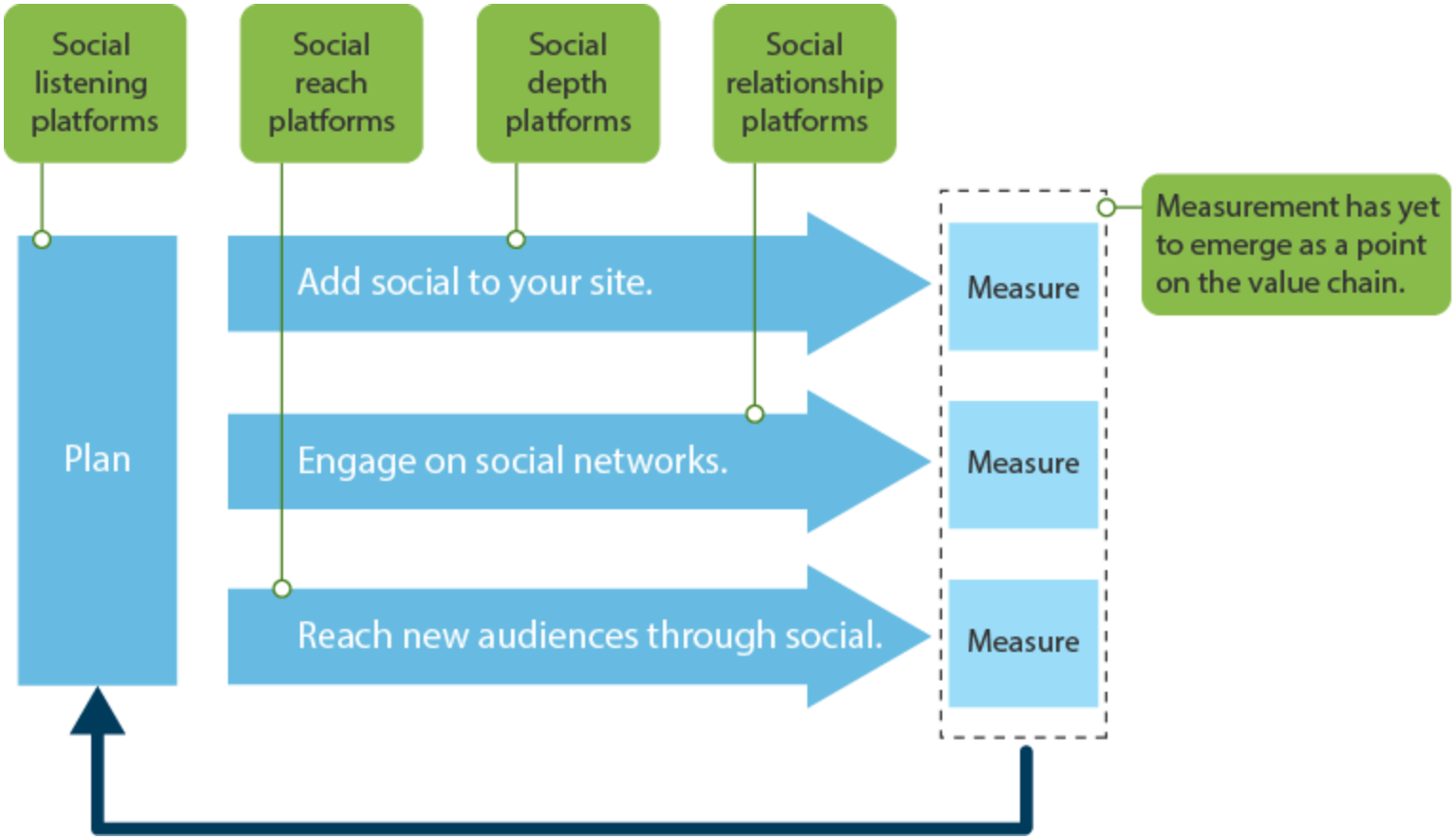
Step Five: Technology



Source: October 30, 2012, "The Essential Steps To Community Success" Forrester report

© 2012 Forrester Research, Inc. Reproduction Prohibited

The social marketing value chain



February 2013 **"The Four Social Marketing Tools You Need"**

Measurement

© 2012 Forrester Research, Inc. Reproduction Prohibited

Measurement

It's about quality, not quantity

- Community health metrics first, ROI second
  - Use the 90-9-1 "rule" of community behavior
- Use community context to determine KPIs
  - KPIs are not "one size fits all
- Measure according to CLICK
  - Member engagement for Context
  - Member referrals for Linkages
  - Sentiment for Identity
  - Responses for Conversations
  - Downloads/shares/UGC for Knowledge Assets

© 2012 Forrester Research, Inc. Reproduction Prohibited

Best Practices

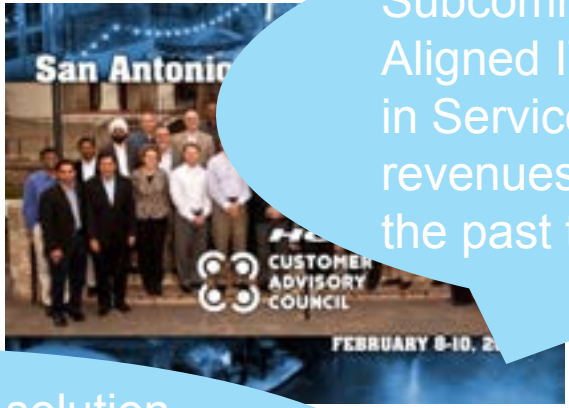
Forrester 2012 Groundswell Awards Winners

© 2012 Forrester Research, Inc. Reproduction Prohibited

Premier Farnell Element14 Community

Source: element 14 website

HCL Customer Advisory Council



Subcommittee on Business-Aligned IT and Gold Standard in Service Delivery delivered revenues of $100+ million in the past two years.

Helped design four solution frameworks with $500+ million in opportunities in the next five years.

© 2012 Forrester Research, Inc. Reproduction Prohibited

HP Consumer Support Forum

Engaging and Energizing Experts for Superior Support

Bryna_Corcoran | September 6, 2012 - last edited November 18, 2012

The award-winning HP Consumer Support F
and answers to questions. Volunteer "
solutions. With the growth of the F
multiple activities, outlined in thi
their reach.

Self-identified HP "Experts" provide 50% of the solutions. HP estimates that the forum saves the company $50M per year in support costs

Log In

- Quick Links
- Other Communities

Search

Go

Guest_Author

Michael_Thacker
Corporate Media Relations

About Channel HP

Connect with technologists and business

© 2012 Forrester Research, Inc. Reproduction Prohibited

Key Takeaways

© 2012 Forrester Research, Inc. Reproduction Prohibited

Key Takeaways

You have a community. Now grow and nurture it!

- Assess the social profiles of your buyers to determine the best community approach
- Think carefully about context. It influences every element of your community.
- Content is critical for community visitors who are in the Explore stage. Invest wisely.
- Technology selection should reflect your strategy, not vice versa!
- Analytics and measurement are key to determine community health. Use the 90-9-1 rule.

© 2012 Forrester Research, Inc. Reproduction Prohibited

Thank you

Kim Celestre
+1 650.581.3810
kcelestre@forrester.com
Twitter: @KCelestre

Engage beyond this event:

Community:
http://forr.com/Community

Blog:
http://forr.com/Blog

www.forrester.com