

From Prospect to Advocate:

# **The Community Experience Flywheel**




# Speaker



## Adrian Speyer

Head of Community  
@higherlogic (@vanilla)

 @adrianspeyer

 aspeyer@higherlogic.com

# BUZZWORD!



Photo credit: Fabian Pfortmüller

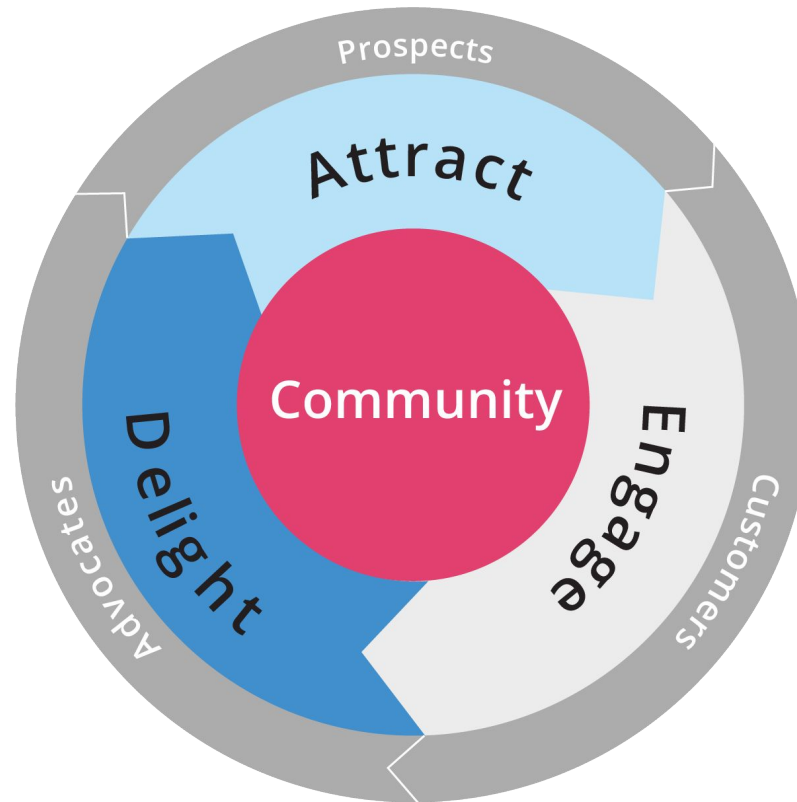
# Defining Online Community

- A shared **space** for people to gather and connect
- The people **share common** language (jargon), customs, interests or passions
- The people share with one-another **voluntarily and among themselves** in this space.
- They feel a **sense of belonging** in this group and have a **genuine** interest in supporting/assisting/sharing/learning from each other.

# **The Community Experience Flywheel**

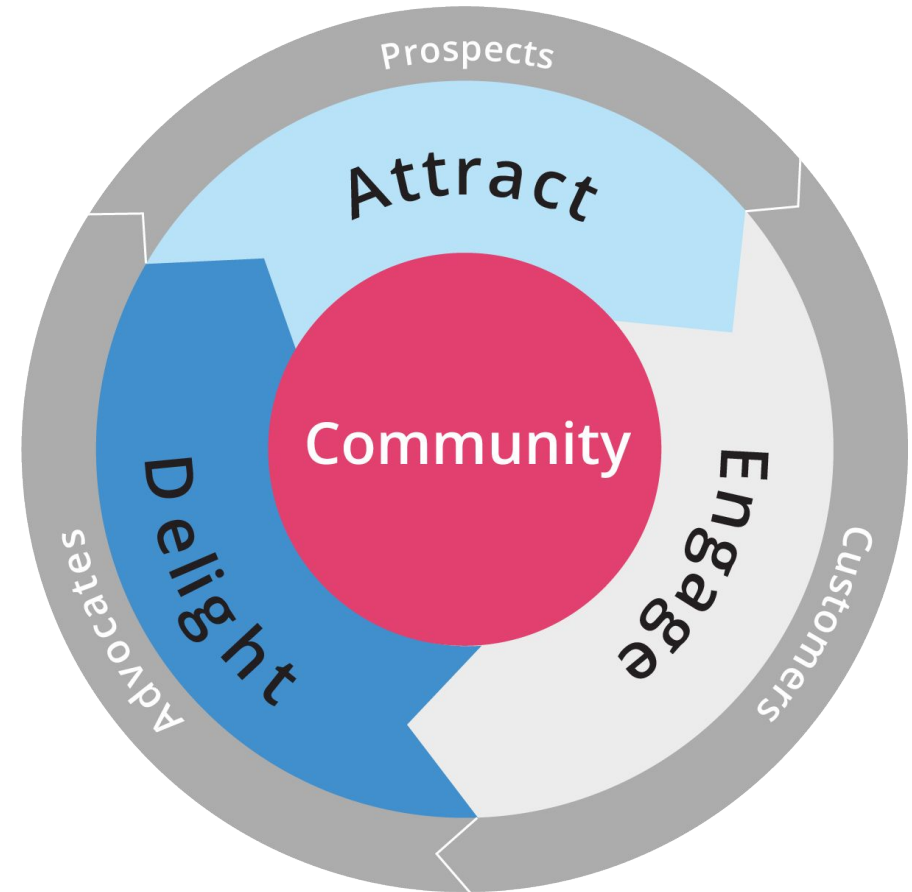


# The Community Experience Flywheel



# Why the Community Experience Flywheel?

- Three important stages community can have an substantial impact - best in class companies hit all three stages
- Creating a fantastic community experiences impacts the bottom line positively - so it's worth the investment
- Easy to do, but needs resources, time and planning



# Prospects



# Prospects - Considerations

- Customer Design & Language
- Easy to Find (& Join)
- Clear Value Realization

# Prospects - Outcomes

- Over 90% of potential customers will use a search engine to research your company before buying
- Up to 95% are looking at public discussions and reviews about your company as a key part of their research when looking at your product.
- Majority of prospects prefer companies that provide a space for customers to provide feedback and share experiences
- 77% of respondents told us brands should not bother if they will do a poor job - **frustration is a deal killer.**

# Customers

# Customers - Considerations

- Community Search
- Content/Journey mapping
- Active Listening & Reacting
- Measure & Modify
- Customer Experience Mindset

# Customers - Outcomes

- 71% of respondents told us they are less likely to switch brands on companies that ask for product feedback
- 80% feel access to an online community of peers helps build confidence using a product
- 84% of customers prefer to solved their issues first by themselves
- Customers are likely to spend 140% more after a positive experience <sup>1</sup>

<sup>1</sup> <https://www.forbes.com/sites/blakemorgan/2019/09/24/50-stats-that-prove-the-value-of-customer-experience/?sh=60bef1484ef2>

# Advocates



# Advocates - Considerations

- Community Commitment Curve
- Community Team Identification
- Recognition/Spotlight/Reward
- Super User/Ambassador program

# Advocates - Outcomes

- +25% increase in customer advocacy activities
- Customers who participate in loyalty programs are twice as likely to recommend & brand can experience a +60% higher conversion rate.<sup>1</sup>
- A company with 25 reviews, earns 108% more revenue than average.<sup>2</sup>
- A 2% increase in customer retention has the same effect as decreasing costs by 10%<sup>3</sup>

<sup>1</sup> 3tierlogic - <https://www.3tl.com/blog/15-customer-loyalty-statistics>

<sup>2</sup> G2Crowd impact of online reviews <https://learn.g2.com/customer-reviews-statistics>

<sup>3</sup> Leading on the Edge of Chaos, Emmet Murphy & Mark Murphy.

# Summary

1. Prospects: SEO, Content and Value
2. Customers: Measure & Experience
3. Advocates: Recognize & Celebrate

# Speaker



## Adrian Speyer

Head of Community  
@higherlogic (@vanilla)

 @adrianspeyer

 aspeyer@higherlogic.com

# Questions