

the part of the machine that helps you convert, deliver, satisfy and upsell

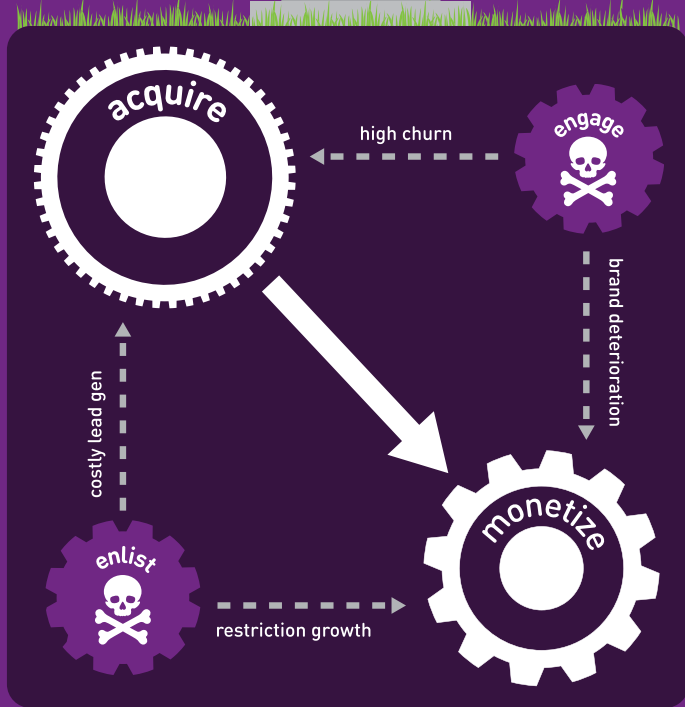
key challenge: it's easy in the short term, but impossible in the long term without all of the other gears

is your monetization gear spinning?

- Are your social strategies fully integrated with your monetization engines (e.g., your e-commerce and CRM system)?
- Do you have strategies to innovate the social customer experience in your customer community (i.e., do you focus on the point of transaction or the customer journey to that point)?
- Do you engage your potential customers before monetization?
- Do you continue to engage your customers after monetization and enlist your most passionate customers?
- Are your business KPIs well-aligned with the type of community you have developed (e.g., are you looking to deflect calls with a support community or increase SEO with a marketing community?)



RIP box of death



moving directly from acquisition to monetization is a poor strategy

skipped or weak engagement/enlistment gears:

- generates churn
- devalues the brand
- restricts growth
- increases cost of lead gen

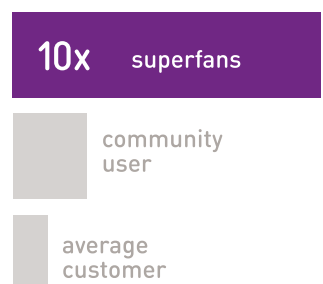


Facebook is great for awareness; communities are best for conversion



the direct impact of community on monetization is purchase influence

Sephora community superfans spend 10x more than average customers



the indirect impact of community on monetization is:

reduced support costs



the Best Buy community generates \$5M in support savings and sales advocacy annually

marketing effectiveness



The National Instruments support community saves \$7.5M per year in call deflection

increased innovation



30 Lenovo superfans have created 1,200 knowledge base articles and 44% of accepted solutions

strong customer relationships increase loyalty and enable repeat monetization

dig into social customer acquisition →