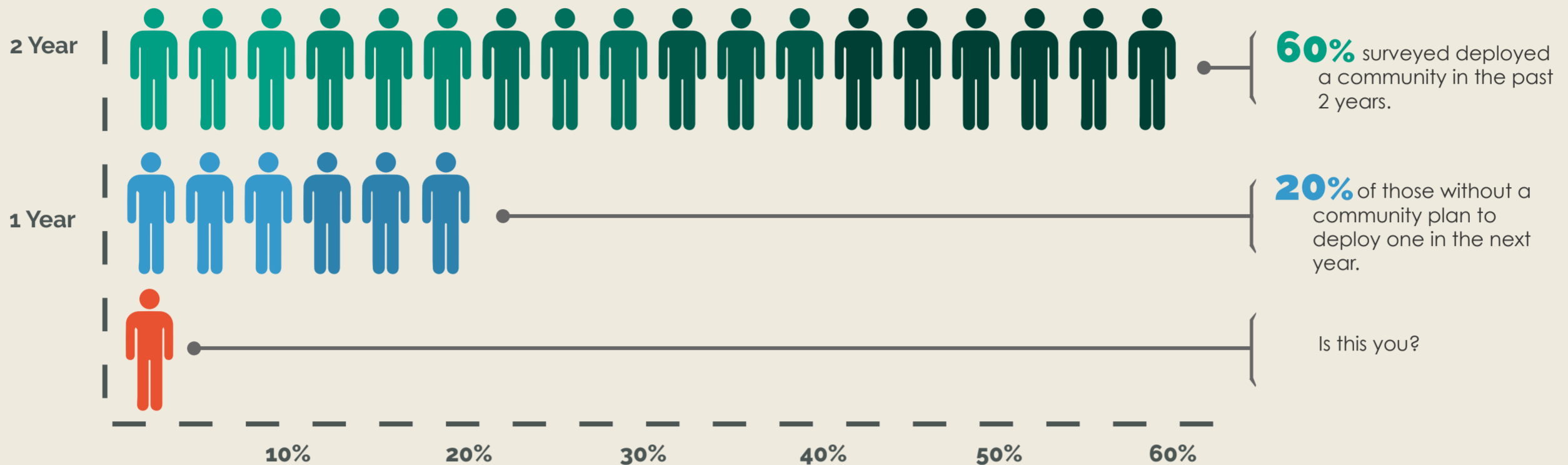# WHY BRANDED ONLINE COMMUNITIES MATTER

THE COMPETITION

Your competition already has a community, **why don't you?**

2 Year

1 Year

60% surveyed deployed a community in the past 2 years.

20% of those without a community plan to deploy one in the next year.

Is this you?

10% 20% 30% 40% 50% 60%

THE BOTTOM LINE BENEFITS

SUPPORT
Online Communities Lower Support Costs

49%

77%

Say it is a key componant to their customer support.

Report costs savings in support operations (10 - 25% Annually).

MARKETING
Brand Exposure, SEO & UI

100%
80%
60%
40%
20%

77% **74%** **60%**

Believe a community significantly improves brand exposure, awareness & credibility.

Use it to drive organic search traffic.

Use it to create a more engaging web experience.

SALES
Increased Engagement & Sales Opportunities

54% Utilize their community to increase engagement & decreased attrition.

Engage their prospects earlier in the sales process.

50%

50% Use it for up-sell & cross promotion opportunities.

PRODUCT DEVELOPMENT
Product Insight & Growth

72% use it to get product feedback

67% collect ideas for new products & features

46% rely on feedback on prototype & beta products
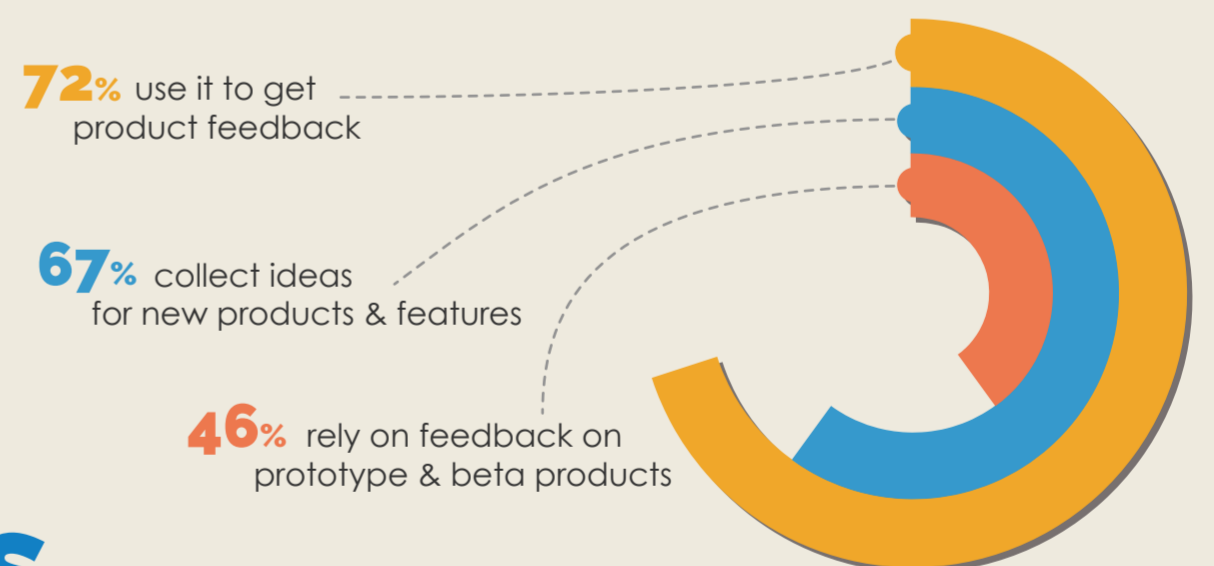
ISSUES
5 Reasons People Put Off Building an Online Community

18%
22%
48%
29%
42%

● **Don't have the staff to manage it**
● **Not sure how to get started**
● **Too expensive**
● **Don't see the value**
● **Will take too long to deploy**

SEO
Is key to finding your brand online.

POOR FORUM UI
Influences customer perception & retention by **46%**

FORUMS
Improve a brands SEO.