

# Now What?

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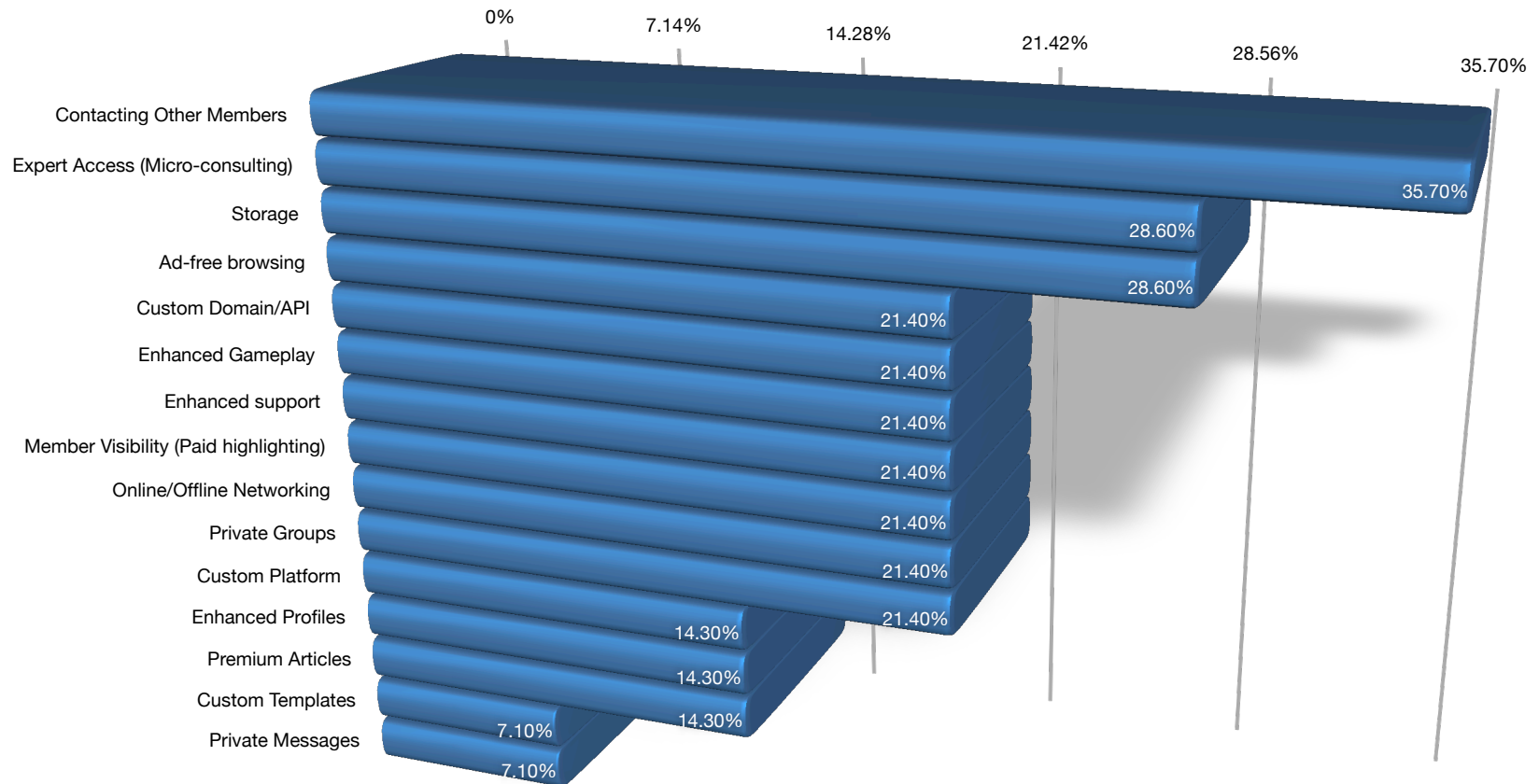
Online Community Summit: October 4-5, 2007

# What We Are Hearing: Dimensions of Value

	Highly Valuable	Somewhat Valuable	Not Valuable
<b>Member Engagement</b>	77.10%	22.90%	0%
<b>Member Loyalty to Organization</b>	75%	25%	0%
<b>Member Satisfaction with Organization</b>	69.40%	27.80%	2.80%
<b>Influencer Activity</b>	67.60%	29.40%	2.90%
<b>Value of Member-contributed Content</b>	58.30%	30.60%	11.10%
<b>Page Views</b>	54.30%	34.30%	11.40%
<b>Progress Towards Organizational Goals</b>	52.90%	35.30%	11.80%
<b>Product awareness</b>	51.40%	32.40%	16.20%
<b>Word of Mouth vs. Traditional Marketing</b>	50%	40.60%	9.40%
<b>Conversion (based on your business goals)</b>	48.50%	39.40%	12.10%
<b>New Memberships</b>	45.70%	42.90%	11.40%
<b>Product feedback</b>	40%	48.60%	11.40%
<b>Unique Visitors</b>	36.40%	57.60%	6.10%
<b>Advertising Performance</b>	34.30%	37.10%	28.60%
<b>Cost Reduction</b>	32.40%	44.10%	23.50%
<b>Innovation / Co-creation Activity</b>	32.40%	55.90%	11.80%
<b>Call Avoidance</b>	27.30%	45.50%	27.30%
<b>Revenue per Member</b>	22.90%	37.10%	40%
<b>Product trials</b>	8.80%	47.10%	44.10%

# What We Are Hearing: What are you charging for?

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# What We Are Hearing: Corporate Communities

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- ROI is expected soon
- The “Community Team” is in flux (ownership, roles, funding)
- Companies struggling with strategy
- Corporate web = evolving
- Attention is saturated

What about you?

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**What are you taking away?  
What issues are you struggling  
with?**