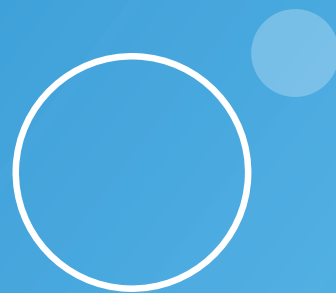**higher logic** vanilla

HIGHER LOGIC VANILLA PRESENTS:

span & cargo

A framework that helps you set the course and direction of your community strategy

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S.P.A.N
& COMMUNITY GOALS/OUTCOMES

Type	Definition	Example Metrics	Example Goals	Example Outcomes
Support	The online community is a space for members to self-support - and for the company to provide support to their customers.	• Number of accepted answers per month • Time to resolve • Accepted answers generated by members	Reducing support costs & ticket deflection.	Compared to ratio or baseline, seeing a decrease or steady decline of users using more expensive avenues
Product	The online community is a space for people to share feedback on products and ideas to create better products.	• Number of ideas submitted • New ideas implemented or accepted • Pain points identified	Product suggestions, identifying issues, solving common issues, making better products.	Number of ideas from the community that have impact on final product. Influence on the roadmap.
Ambassador	The online community has a main focus on only those MVPs (Most Valuable People) who will go out into the world and are brand loyalists.	• Number of positive reviews generated • NPS/CStat score • Growth of # of active ambassadors	Feedback, ideas, and direct conversation with a curated segment of your clients that buys into your brand.	Reduction in workload for staff, as trusted members of the community help you manage the community. They help set tone and direction.
Network	Relies on the network effect. Become a space for people with a common belief of improving their business and themselves.	• External community referral (traffic) • Positive comment to discussion ratio • Net new vs returning members (time compare)	Community members connect with others in the field, and move their businesses forward with fresh ideas.	Creating a space where the network is self-sustaining in supporting one another.

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CONCEPT:
What is the subject
the community is about?

ACQUISITION:
How will we get them
to care?

RETENTION:
What will keep them
coming back?

GOALS:
What is the measurable
impact for your org?

OUTCOMES:
What does long-term
success look like?