



Connecting with your customer community can deliver

- **Demand & intelligence creation**
 - Capture market demand by providing value in exchange for an opt-in relationship
 - Build relationships organically, not by selling blindly
- **Revenue & profit**
 - Customer communities have greater loyalty, purchase frequency, purchase volume
- **Reputation and awareness**
 - Promote your expertise and value
 - Engaged customers provide more credible opinions
- **Insights, trends & research**
 - Community tracking & measurement gives you valuable learning
 - Ongoing ability to ‘reach’ into the audience and understand
- **Content**
 - The community can be managed to create powerful content for you!
- **Competitive insight**
 - Understand what customers value about your competition and what they value about you