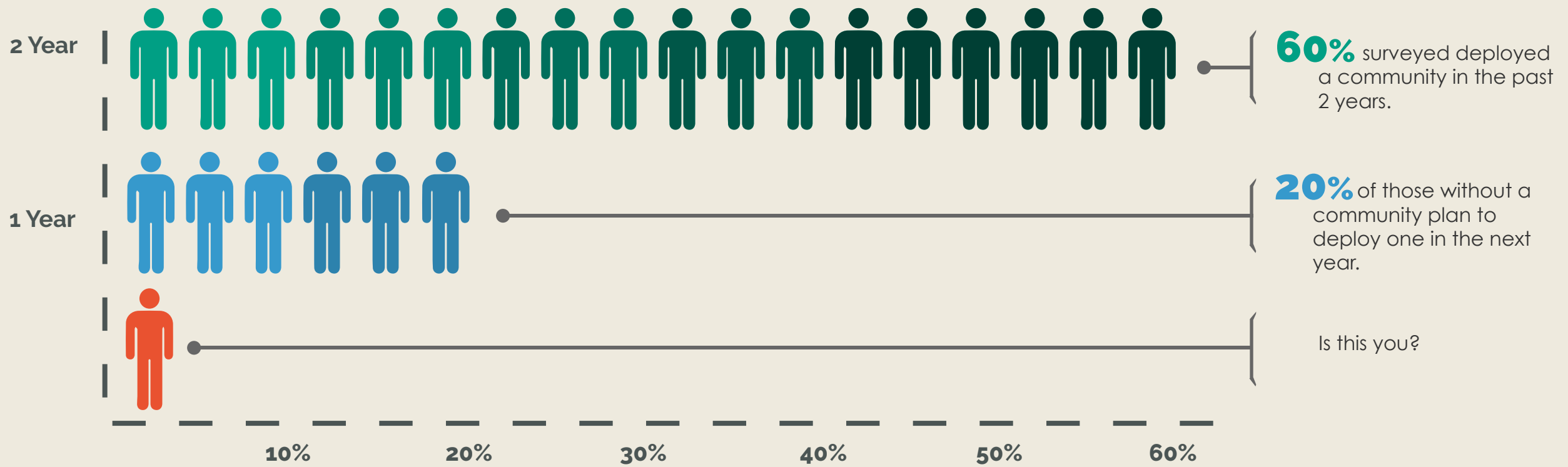


WHY BRANDED ONLINE COMMUNITIES MATTER

THE COMPETITION

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



THE BOTTOM LINE BENEFITS

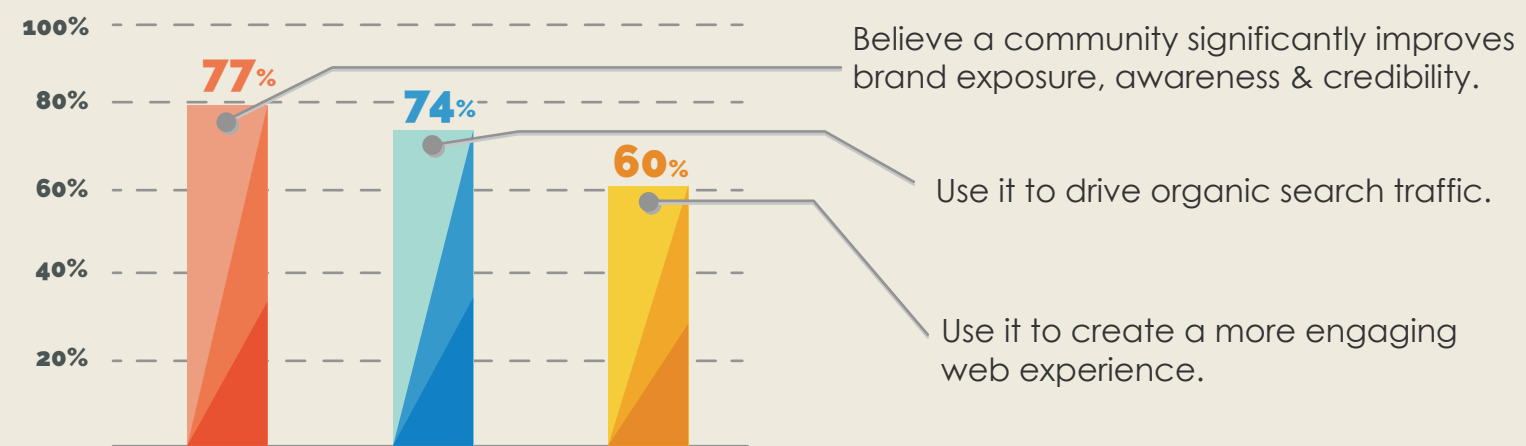
SUPPORT

Online Communities Lower Support Costs



MARKETING

Brand Exposure, SEO & UI



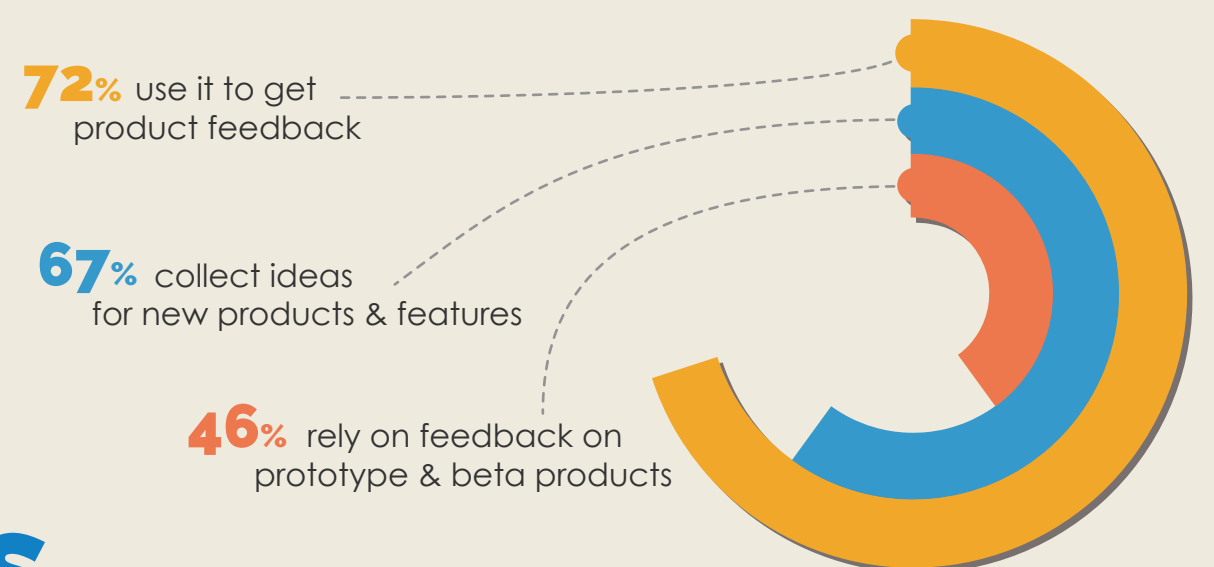
SALES

Increased Engagement & Sales Opportunities



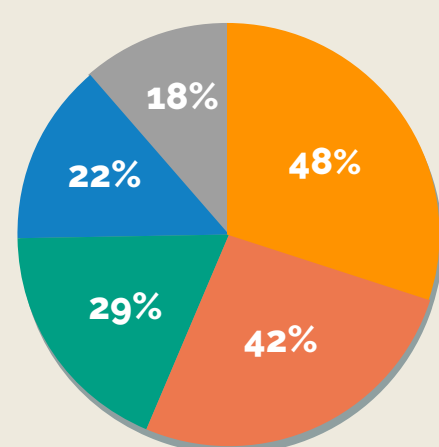
PRODUCT DEVELOPMENT

Product Insight & Growth



ISSUES

5 Reasons People Put Off Building an Online Community

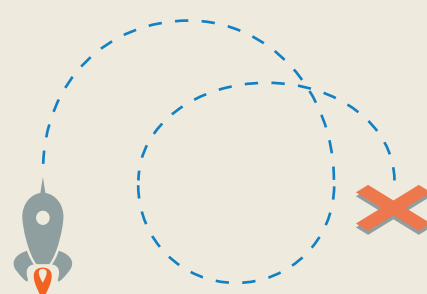


- Don't have the staff to manage it.
- Not sure how to get started.
- Too expensive
- Don't see the value
- Will take too long to deploy



SEO

Is key to finding your brand online.



POOR FORUM UI

Influences customer perception & retention by 46%



FORUMS

Improve a brands SEO