3 THINGS YOU NEED TO ASK YOURSELF
BEFORE YOU START A COMMUNITY SOLUTION

You've heard about the advantages of starting a community solution. You're interested in capturing insights from your most loyal customers, improving your thought leadership, and increasing customer retention. **But are you really ready to start an online community of your own?** If you can answer "yes" to the following 3 questions, the time is now to get started!

Do you have a large or defined audience?

In order to do market research, you need to know who you are marketing to. If you have a large representative sample size of your organizations customer base, what are you waiting for?

Do you have clearly defined business goals?

If your team understands the problems your business is trying to solve and has clearly defined goals and objectives for your online community, then you're ready to talk to software vendors.

Do you understand your metrics?

Understanding metrics goes above and beyond tracking posts of traffic. If you have a solid strategy for determining community revenue contribution, ROI, and other metrics vital to your organization, then you're ready to start.

An online community can be one of the best market research tools, but it is important to make sure your organization is ready. If you already have a loyal and large audience, defined business goals, and a strategy for tracking advanced analytics, then an online community may just be the answer you're looking for.