



Community Manager Training

Module BM02: Community Management Strategy

Individual exercise

Building community management strategy for each stage provide appropriate objectives, ways how to achieve them and KPIs to measure effectiveness. Please pick up a e-business of your choice and guide it through the stages of community building and growth. Please identify at what stage is the community at the moment, analyse external and internal forces and carefully plan activities to guide the company's community to the maturity stage.

Community lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators (KPIs)
IMPLEMENTATION phase leading up to the launch of the community			
CREATION phase to increase audience interactions with content, engage users and find new ones, adjust to needs			
ESTABLISHMENT increase engagement, find e-leaders, programs and gamification			
MATURITY increase long-term engagement and loyalty, self-management, sub-communities			