

# Community Go-to-Market Readiness Review

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So, you have a good grasp of what communities can do for you and have decided they're an important part of your marketing strategy — what now?

Getting a new community off the ground is not a trivial task — the “build it and they will come” approach simply won't work (unfortunately). Instead, you'll need a well-defined plan driven by smart tactics that acknowledge and leverage the particular characteristics of social media.

In this go-to-market readiness review process, leading up to a one-day, hands-on workshop, Awareness will lead your team through a three-step process tailored for your organization to ensure maximum return from your community launch.

## **WHO this is for:**

- Executives and managers responsible for the program
- All program leads and managers
- Organizational champions
- Managers from related marketing departments (for a part of the session)

## **WHEN you should engage in this process:**

- Before (or during the growing pains of) a social media/community program launch

## **WHAT you'll come away with:**

- Best practices on how to manage and facilitate the community.
- Learnings, tailored to your specific business case
- Specific recommendations for a build and launch plan
- Specific recommendations for creating or acquiring content
- Specific recommendations for creating launch and growth activities (or associating with existing ones)
- Specific recommendations for ideas and initiatives that complement and leverage your other marketing activities and business initiatives.
- An implementation and launch roadmap tailored for your organization.

## Overview of workshop

### **Review of industry best practices – and more importantly – worst practices**

In this section we'll review industry best practices – who else has launched successful communities that you might learn some lessons from? What makes people want to be part of a community? What keeps them coming back? Clarifying purpose: why a community? For members – and for your organization? How do companies measure success? How to make the community a happening place – the importance of content and community ambassadors. Can you manage the community? What type of people will you need?

### **Leveraging communities across all business processes**

In launching communities most organizations need to overcome organizational, process and communications barriers. In this highly interactive section we'll brainstorm with you and other business process stakeholders on how they, too, could leverage the power of your community.

### **Launching and marketing your community**

Finally, how do you launch a community to reach the right people? What needs to absolutely be in place – and what can be developed along the way? This interactive session will lead to the initial framework for your community launch plan or to a critical review of your existing plans.

### **Wrap-up: Where are the biggest holes? The right next-step roadmap?**

To conclude we'll look at where your organization is along its path to a successful community, what areas need the most attention, and together map out a next-step roadmap for your team.

## Logistics

The workshop can accommodate and be tailored and successfully delivered for up to 24 participants.

### **Deliverables:**

- Awareness will interview 2-4 key people in your organization and 2-4 target community members in order to customize the workshop and gather the most relevant examples to share.
- Workshop participants will receive a copy of any presentations used in the workshop
- Awareness will develop a summary report of findings of the workshop. Upon request, we can go beyond summarizing the learning's of the day and provide a series of action plans based on the ideas and priorities surfaced by the group.