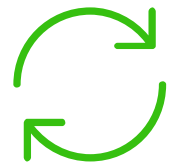




The two sides of community



Purpose

... and how to shape them.



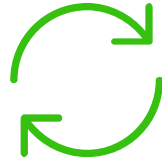
A bit about me. @matthewcoxy



- Bachelor of Communication, Professional Communication from RMIT University.
- Worked in digital communication and marketing for about six years. First as a consultant, now in-house.
- Community Marketing Manager @ Envato
- I'm also a total theatre nerd.



The two sides of *community purpose*....



Lets define: *purpose*.

It's *reason* for being.

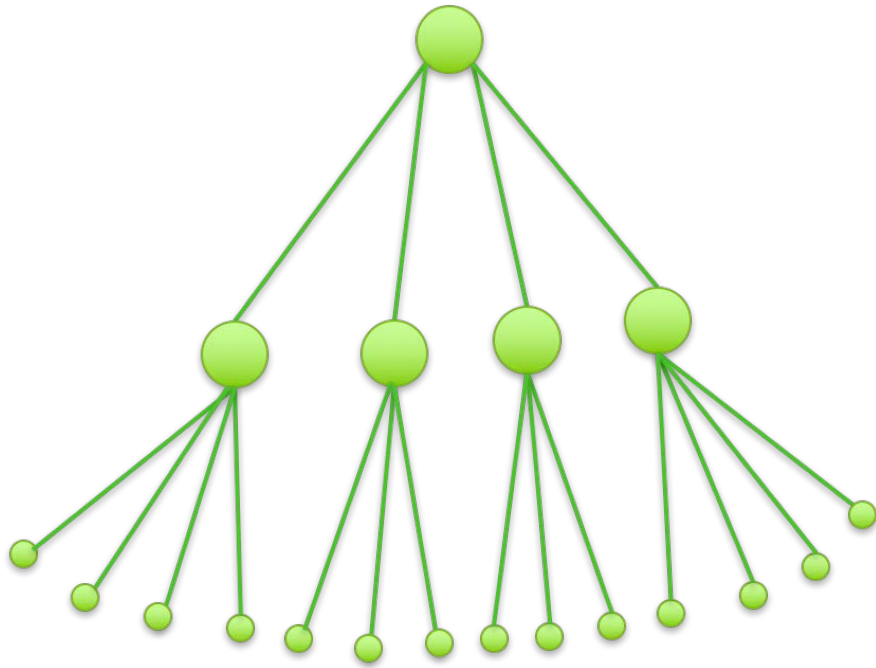
or

The *value* the community provides.

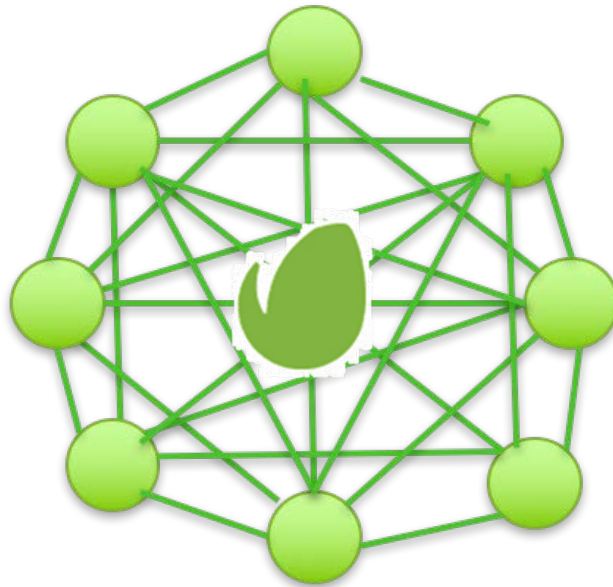
That's the easy part, so what about
community?

Also, let's define the term *community*. Online or offline.

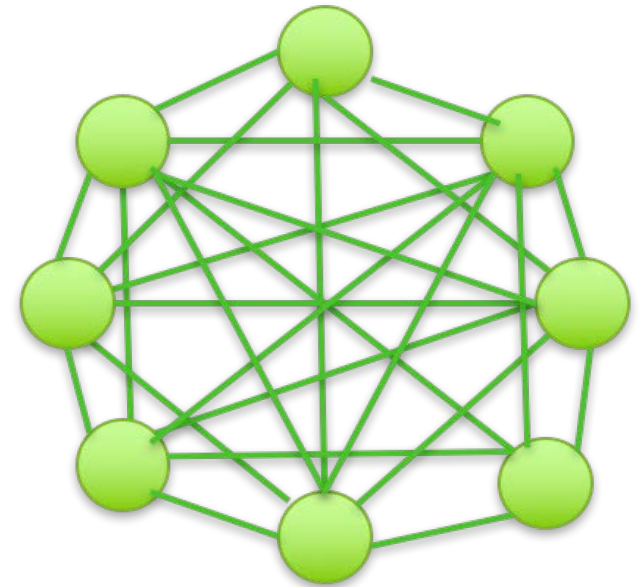
Networks



Envato



Communities



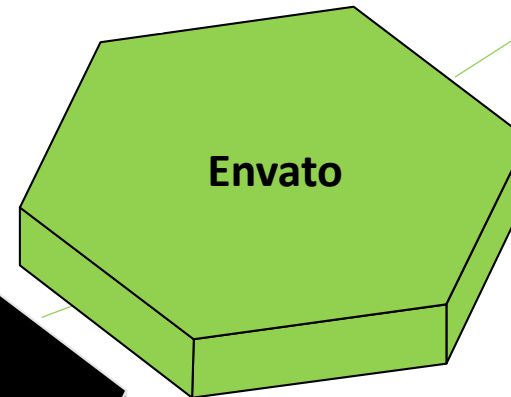
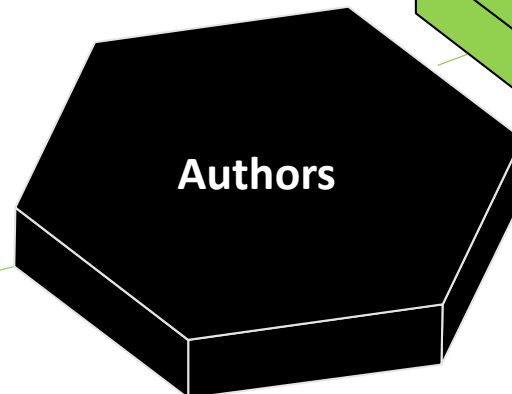
There is of course, a *spectrum*.

“If the community succeeds, we succeed...”

So just who is our community?

The sellers on our two sided marketplace. Digital Creatives of all shapes, sizes and cultures from all around the world.

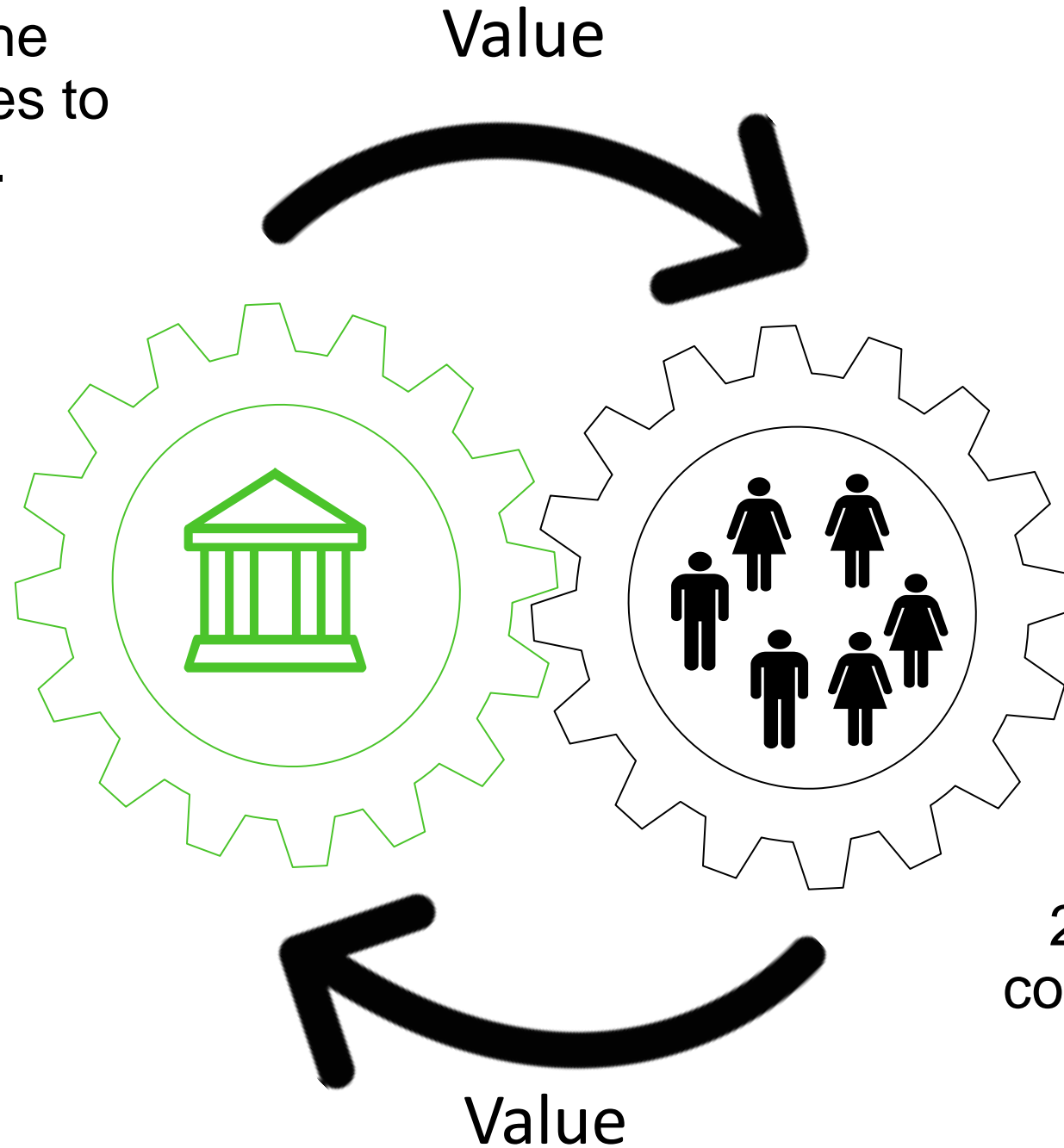
- 40,000 Active.
- Over 90 Millionaires
- 30 Multi-Millionaires



340 Employees located in Australia and around the world. Our platform.

An owned community has two sides it needs to serve, thus two purposes to fulfil.

1. The purpose the community serves to the organisation.



2. The purpose the community serves to the member-base.

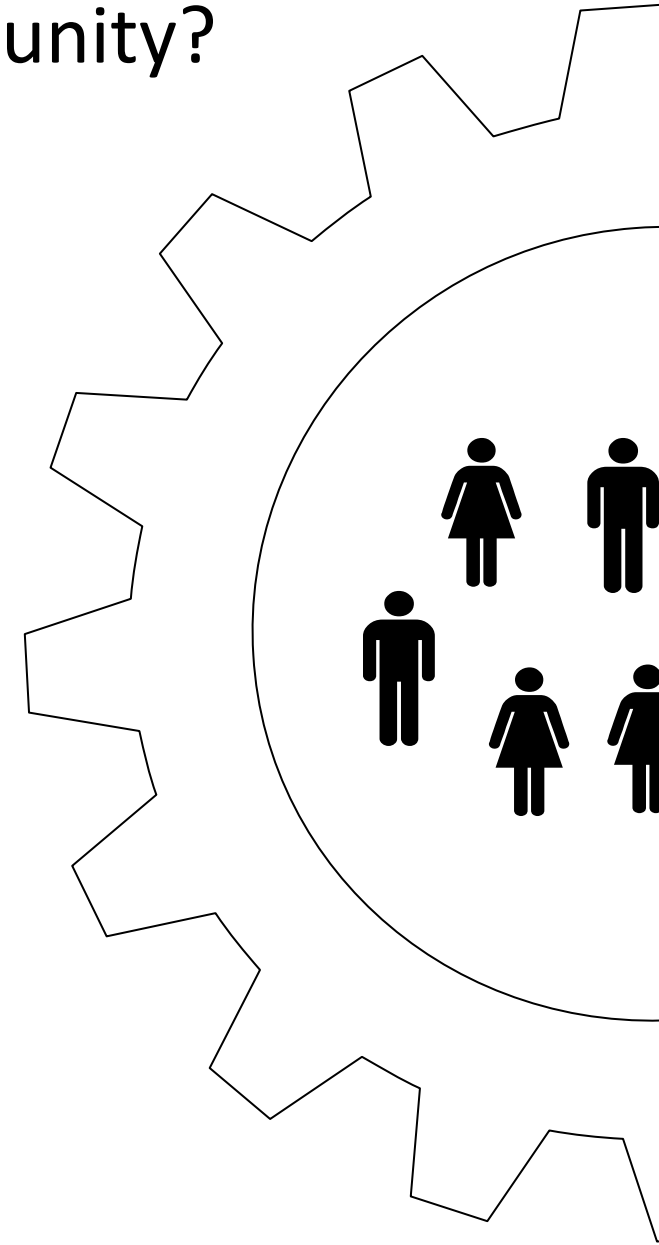
What value does the organisation derive from the community?



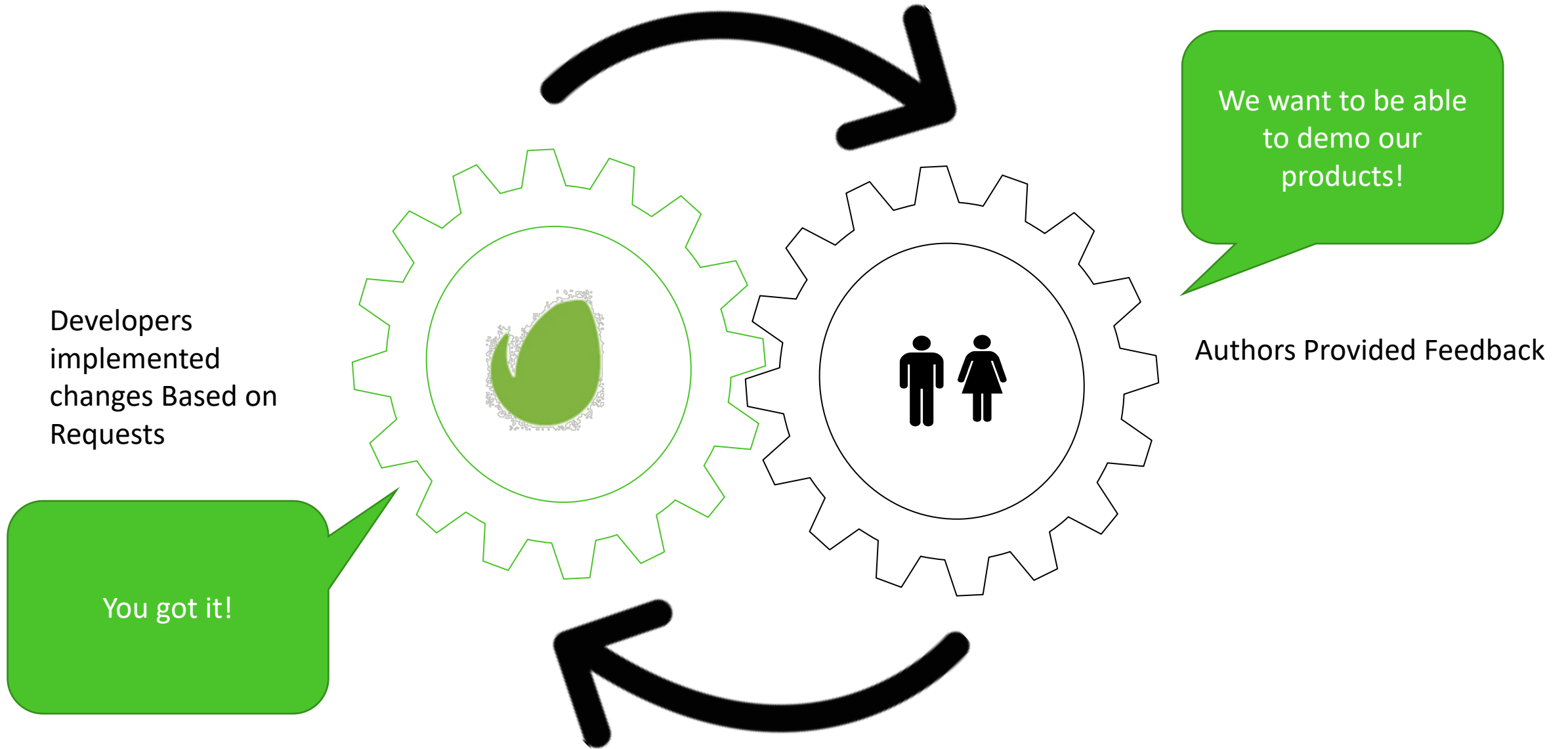
- Organic Traffic?
- Feedback?
- User Generated Content? It could be anything.
- Doesn't matter if you're in the public sector or the private: **it needs a dollar value.**
- If we're just starting out: how will we know if the experiment is successful?
- If you're well established, how do you measure the value of the asset?
- Membership is one metric, but what are those members doing?

What value do the members derive from the community?

- Simply put, why the heck would they even turn up?
- What does your community offer them that they can't get *anywhere* else?
- Are their competitor communities out there? How established are they?
- Why would they not just come, but **stay**?
- There will almost certainly be more than one purpose. But there will always be one *primary* purpose.



envato Version 1.0



Organic Traffic

There will be multiple purposes

Product Feedback

Control over the platform

Sense of belonging

Author Retention

But only two *primary* purposes.

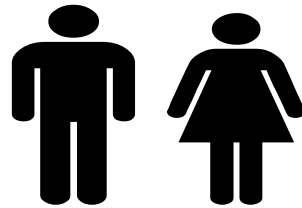
Relationships

Why is purpose identification important?



Reason #1

Flying Blind is ill-advised.





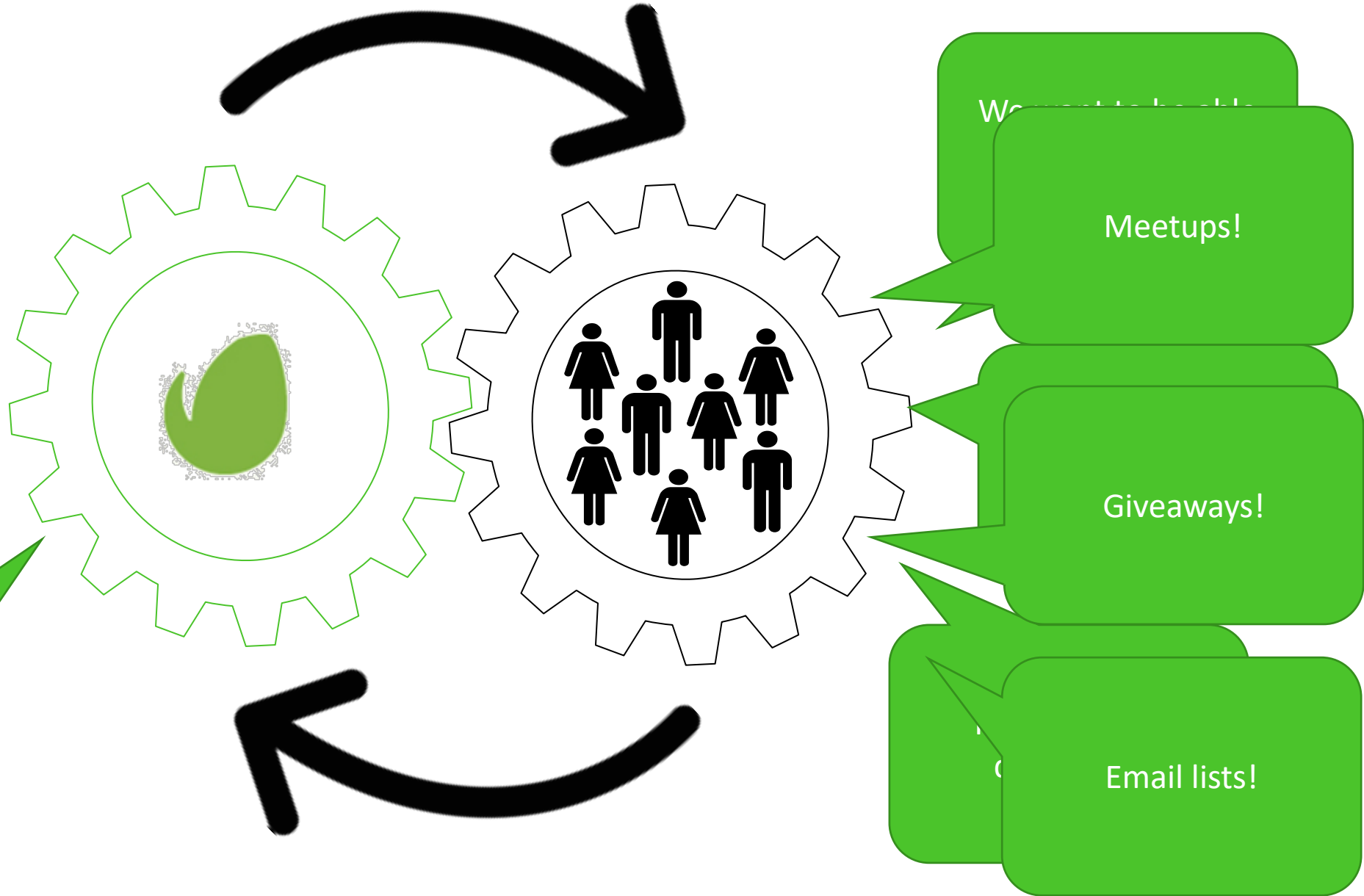
Department of the Treasury
Internal Revenue Service

envato Version 1.2

Pardon me
but...

Implemented
Changes Based on
Requests

Oh boy, things have
gotta change!



Meetups!

Giveaways!

Email lists!

Organic Traffic

You can't tinker with
the machine...

Product Feedback

Control over the platform

Sense of
belonging

Author Retention

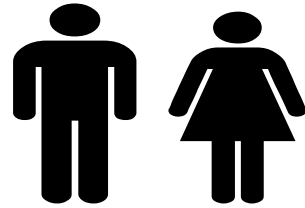
If you don't know what the parts are!

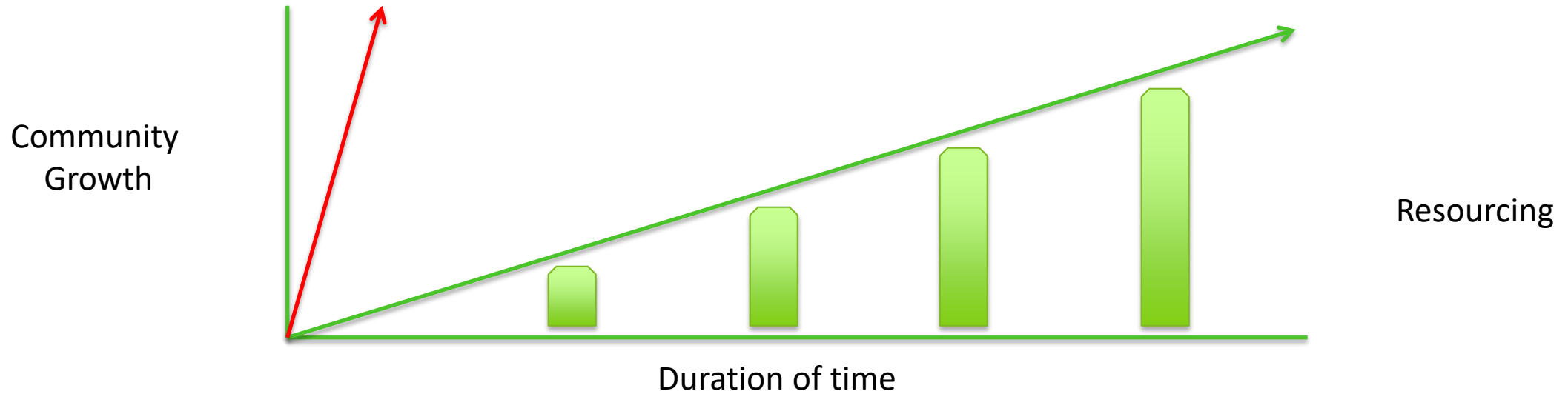
Relationships



Reason #2

Community resourcing needs to be justifiable.





In order to justify growing resources for your growing community, you need to know how to vaguely quantify ROI.

The Envato Challenge

- The machine was slowing down.
- The forums had outgrown their initial purpose.
- Continuing down our existing path was no longer scalable, or commercially desirable.
- We needed to re-engineer purpose
- Needs analysis.

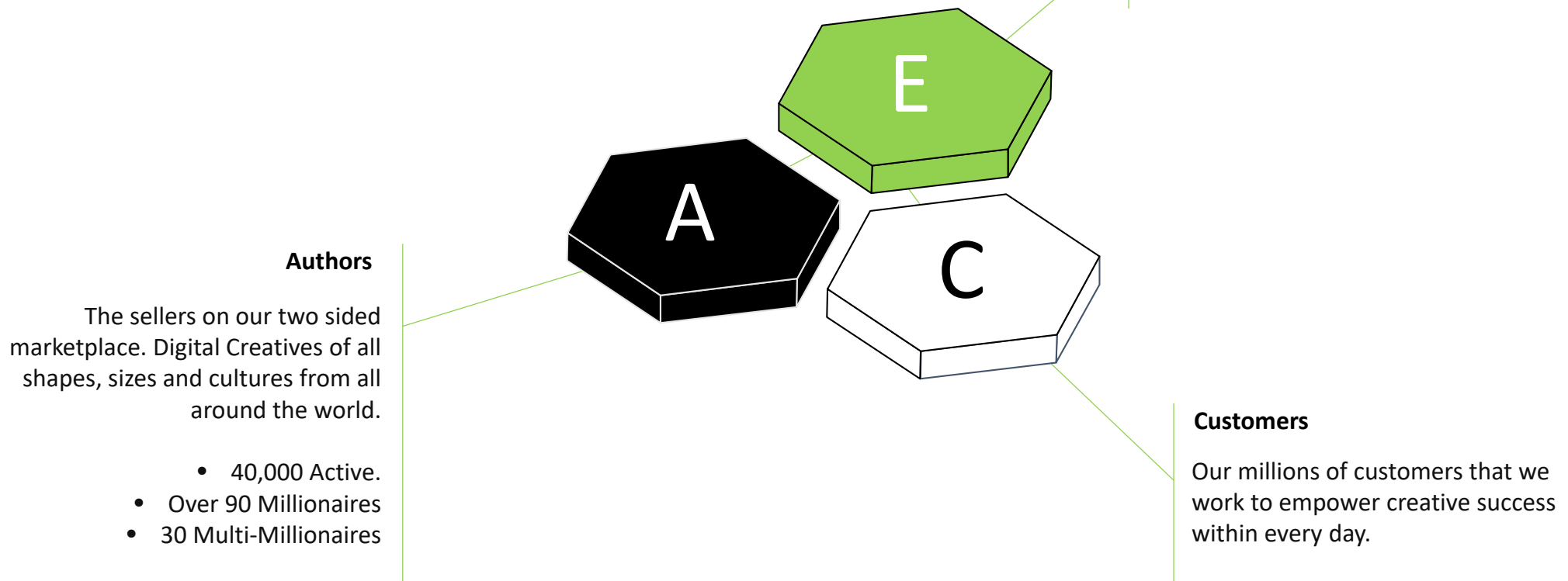
Needs Analysis

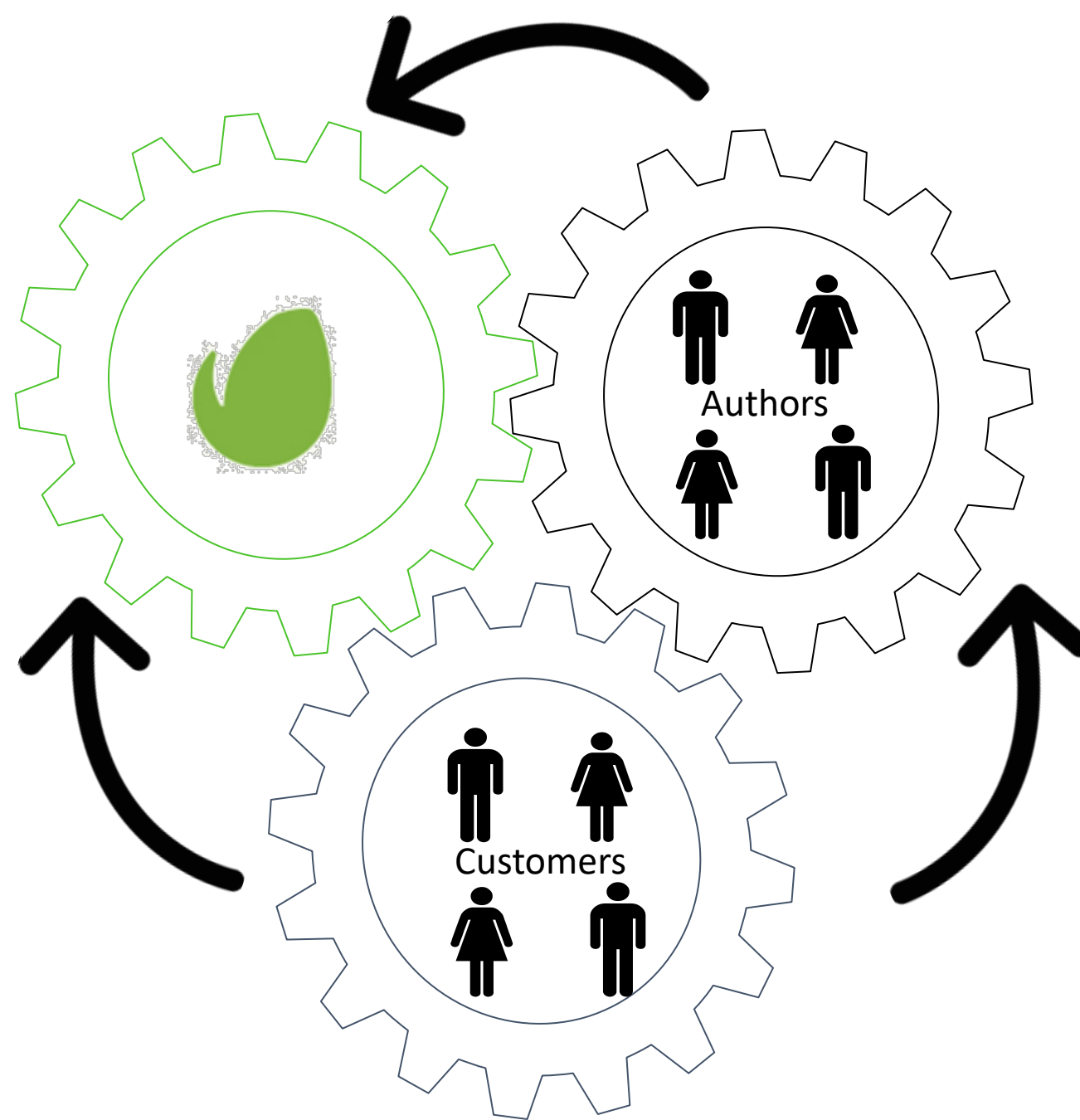


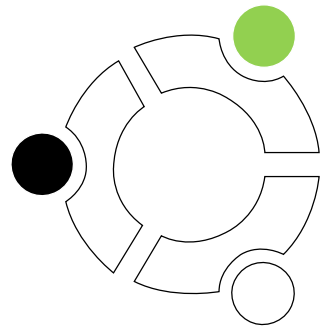
What does each party want?

Bring in the customers

So just who is our community?







Any questions?