

# Dynamic Communities' Online Community Spurs Revenue and SEO Growth

The organization uses Higher Logic's online community software to manage multiple user groups, creating a natural avenue for high value-conversations and maximum engagement.

**Opportunity:** Before adopting an online community, Dynamic Communities' members didn't have a way to connect between events or problem-solve with other user group members. The staff was frustrated because their member communication channels were all one-way, leaving little room for feedback.

**Result:** Online communities have created a place where members can share ideas and build relationships. Dynamic Communities has seen 33% year-over-year attendance growth at its annual user group conference. In addition, open discussions have contributed to an enormous boost in organic site visits: 1,139% across all the user groups, without any investment in SEO.

*"Thanks to Higher Logic, we are delivering greater value to our members every day. Meanwhile, we are able to continue to grow our communities at a rapid pace without having to constantly grow our team. This is an excellent return on investment."*

**- Michelle Lowry**

*Director of Community & Member Engagement, Dynamic Communities*



## **KEY STATS :**

- ➔ **28%** YOY online community growth
- ➔ **1,139%** increase in organic site visits
- ➔ **33%** YOY growth in user conference attendance

## **AT A GLANCE**

**Dynamic Communities, Inc.** is the administrative organization behind professional Microsoft application-focused user groups. More than 262,000 members participate in Dynamic Communities-managed user groups.