



HIGHER LOGIC | Platinum Strategic Services

Creating a **thriving community** doesn't happen overnight. As a leader in online community software, the Higher Logic team understands the resources and processes that make a private online community successful. With our **Platinum Strategic Services** package, our experienced team will help your community meet **organizational goals** and **member needs**.

Our Strategy

Higher Logic knows online community management is not a "one-size-fits-all" approach.

We understand each online community has a unique demographic composition, objective, ideology, and set of behavior patterns.

That's why we take the time to understand the motivations and desires of both your organization and the end user, analyze key performance indicators, and create custom growth strategies to yield maximum results.

A tailored approach for every customer

COMMUNITY STRATEGY

We'll identify the needs of your internal stakeholders and build a strategic plan that applies the principles of community management to achieve your organization's goals and meet your members' needs.

COMMUNITY MANAGEMENT

Our experienced community managers will apply their knowledge in launching brand new communities, migrating communities from other platforms, and re-launching dormant communities in order to maximize your success on the Higher Logic platform.

Community Strategy + Management

PLAN > LAUNCH > GROW

Community Discovery Call + Audit

Higher Logic's community manager will work with you to establish the scope of work, services, and project responsibilities. The community manager will also perform an audit of your existing community or other engagement strategies and systems to assess their overall health before your onsite meeting.

Internal Cross-Departmental Representation

Higher Logic's community manager represents your interests across our organization, partnering with other teams to develop your success plan and offer strategic-level guidance and progress tracking.

Strategic Review [Onsite]

We'll review the audit findings, discuss your organizational goals, and determine the highest impact areas to focus on when developing the community strategy. We'll collaborate to develop a draft strategic plan that leverages your Higher Logic community platform to achieve your organization's desired outcomes.

Strategic Plan + Management

The community manager will finalize your strategic plan including goals, desired outcomes, tactics, and recommended KPIs to encourage user engagement and achieve your business goals. We'll contribute to your implementation project plan with a record of deliverables aligned to the strategic plan to drive execution and team accountability.

PLAN > LAUNCH > GROW

Beta Testing + Launch Preparation

Whether launching a new community or giving an existing community a new start, your Higher Logic community manager will help set you up for success by guiding you through a series of proven practices. This includes beta-testing, seed content generation, and pre-launch communications.

Site Configuration + Automation Rules

Your community manager will work in tandem with your implementation manager (if applicable) to customize your site's settings to meet your use cases and align to our best practices. This includes activating automation rules to optimize end-user engagement.

Virtual Check-In Meetings

Virtual meetings will be held weekly with Higher Logic and your community manager leading up to the site launch, and every other week thereafter, to collaborate on processes, gather feedback, and review engagement strategies.

Staff Onboarding + Training

We'll create a private online community on your platform where we'll share templates, FAQs, and best practices with all stakeholders. We'll centralize all communication here, and introduce everyone to the community functionality in the most effective way – by having them use it. We'll also provide two, 90-minute staff training sessions via web conference per contract cycle to supplement our Higher Logic Academy resources.

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Community Engagement Calendar

We'll develop a monthly calendar aligned with the community strategy, including a cadence for tactics, topics, metrics, and engagement collateral (e.g. discussion post text).

Quarterly Reporting on Impact Metrics

Each quarter, we'll prepare an executive summary of community traffic, activity, and trends to demonstrate the community's progress and impact to your organizational leadership.

Community Moderation

We'll conduct a twice-daily review for feedback, requests, or moderated posts. Using the Escalation Matrix developed during your launch process, we'll respond where appropriate or bring in your proper resources. Using our expertise, we'll provide strategies and advice where needed.

Annual Strategic Review

Similar to your initial strategic review, each year we'll meet again to re-assess community progress, discuss any changes to your organizational goals, and determine where we need to adjust your community strategy. We'll continuously work together to achieve your organization's desired outcomes.

