



zapnito

The home of expert communities

The intersection of intelligence and community

Intelligence

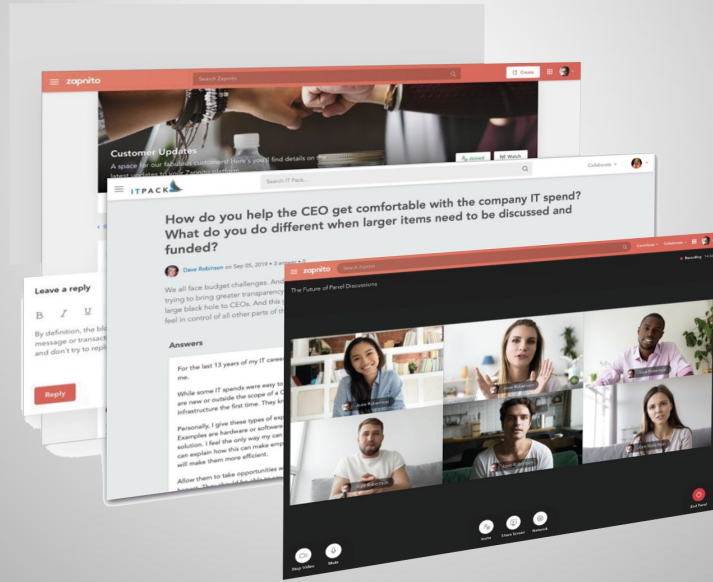
A space for brand experts to share valuable knowledge and thought-leadership.

- Branded expertise hubs
- Online courses
- Panel discussions and Q&As
- Virtual events
- Sponsorship / brand placement opportunities

Community

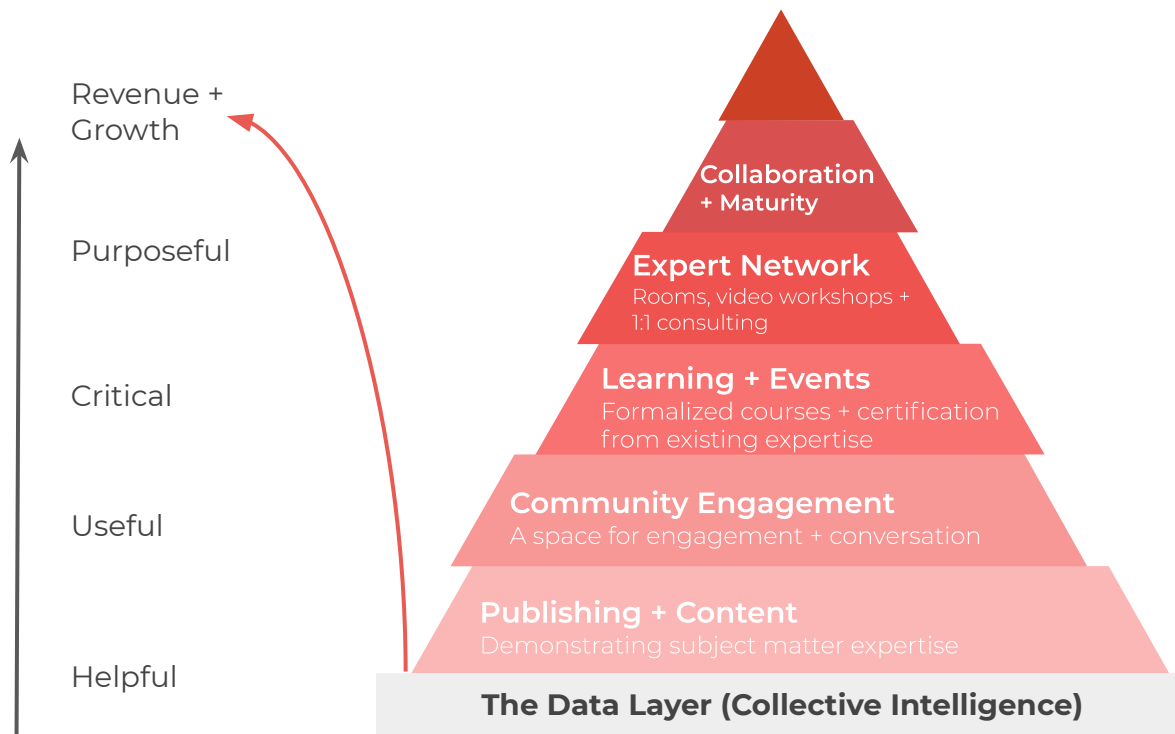
Bringing networks of people and experts together, united by a shared desire to learn, connect and build a community around expertise.

- Networking spaces
- Speaker / delegate profiles
- Conversation spaces
- Online training



Value Model

With our phased approach, our customers gradually build upon their community offering and value.





HELPFUL

A multimedia content hub

Phase 1 of the Community Framework is creating a hub of subject matter expertise that is helpful to your community.



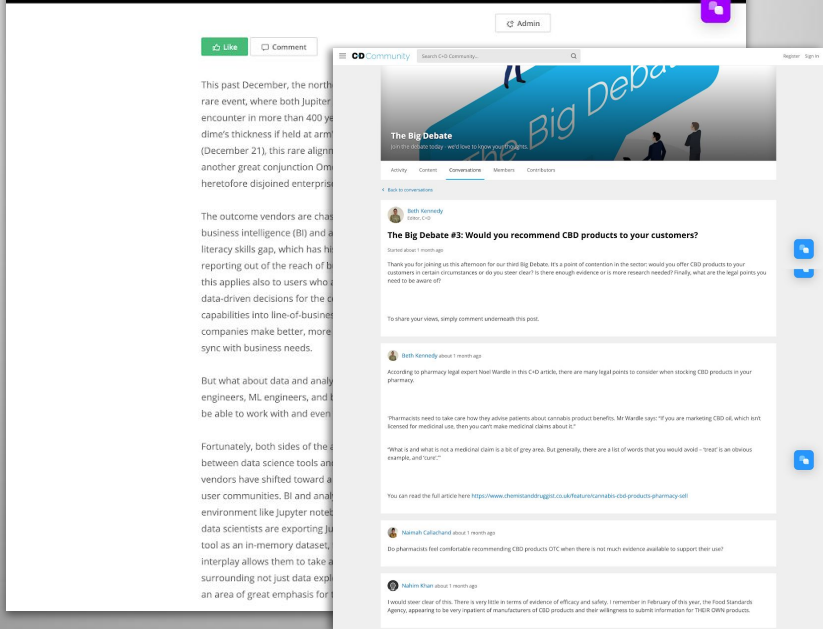
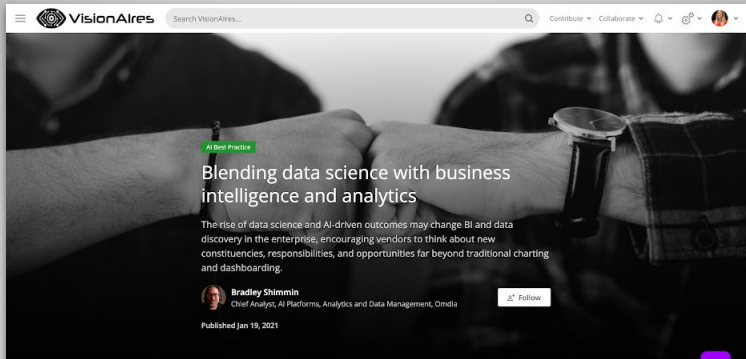
To get started, pull together all existing content spread across channels into one hub that establishes the community as a source of trusted expertise.



Regular publishing of new content will encourage users to return to the community. Gating premium content will also drive registrations. A personalized onboarding process is essential at this stage to teach new users about the community, how it will help them, and encourage adoption.



At this stage, members are dipping in and out of the community to learn about specific topics, then leaving. If it is helpful, they will be back.



USEFUL

Engagement and contribution

Phase 2 of the Community Framework is encouraging interaction and engaging external experts.



Channel leads begin to contribute original thought leadership, research and updates across the community, bolstering the legitimacy of the community.



Community manager focus now shifts to company news and updates. Managers should interact with the content by adding comments, beginning conversations and encouraging all internal staff to do the same.



Community members are beginning to interact with the external expert content, contribute comments and respond to conversations. Repeat visits are increasing and new registrations levelling out.

CRITICAL

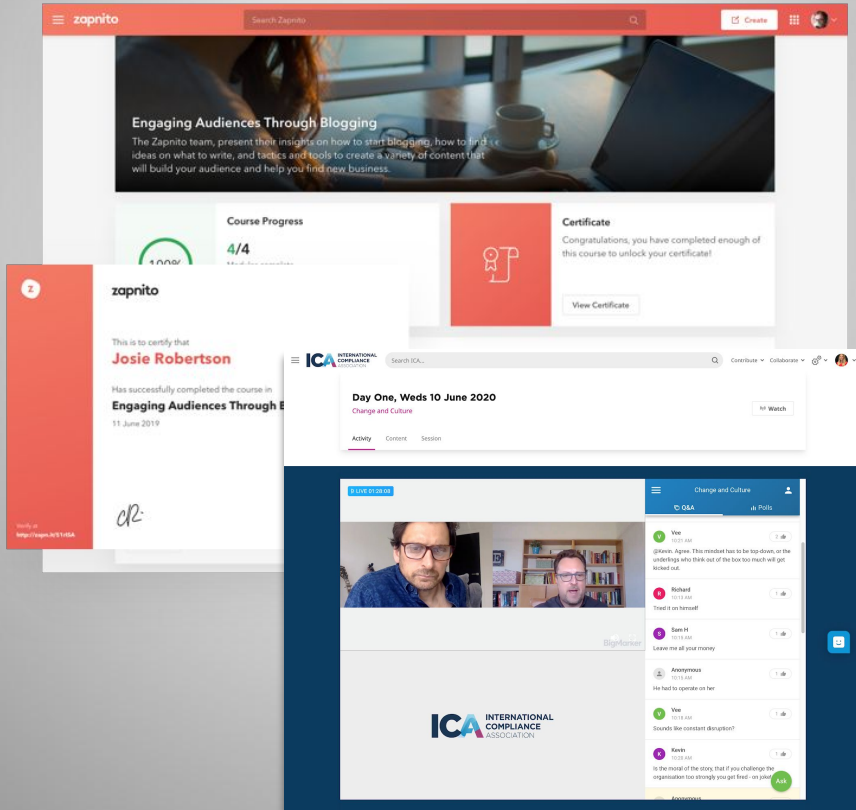
Learning and events

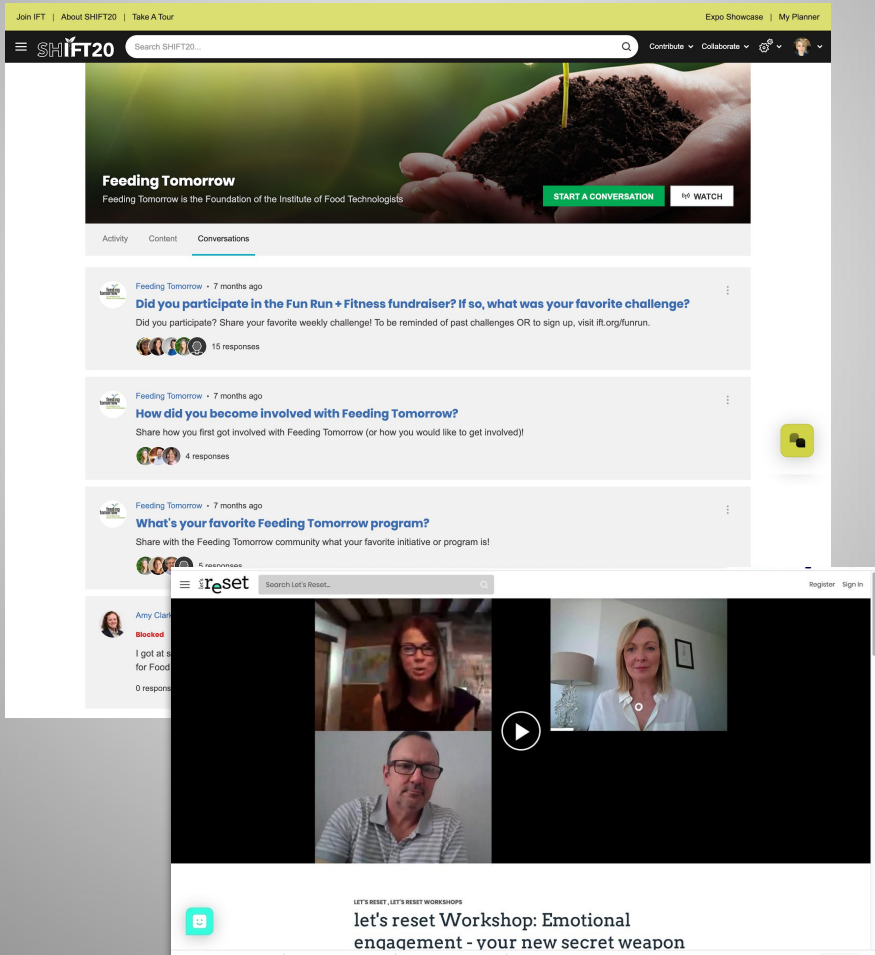
Phase 3 expands on the community offering to include education and event engagement.

Develop multimedia-rich online learning from expertise within the network. Set completion targets, grant certificates, and encourage participation with progress reporting tools. Embed webinars and run live events based on content themes receiving the most views and engagement.

Solicit feedback from members on the value they are getting, and what they would like to see. At this stage, community managers are building relationships with community members and discover who the advocates are.

Community members at this stage are beginning to come for more than viewing content. They are signing up for courses, registering for webinars and using directories to look at other member profiles, as the community becomes more embedded in their role.





PURPOSEFUL

Expert network + conversations

Phase 4 elevates your experts and drives purposeful connections and conversations with rooms.



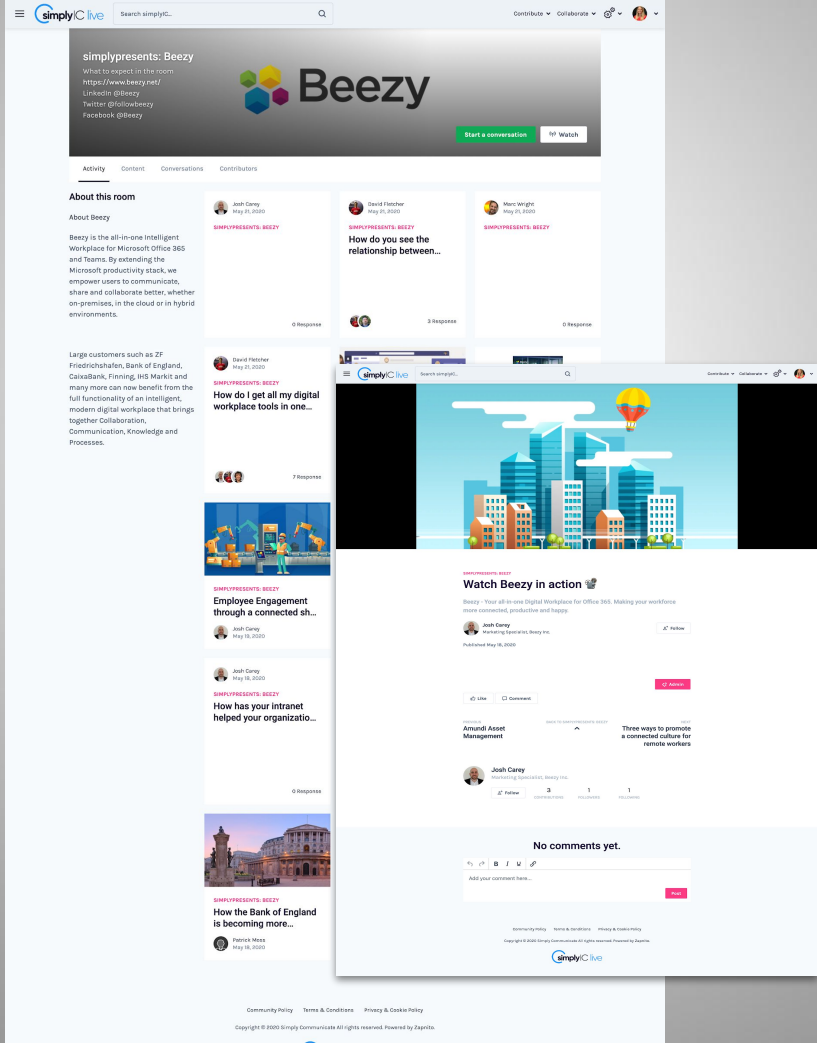
Expert contributions and video panels are now vital as the purpose of the community becomes more clear. Multi-expert panels are 'hero' content that can be repurposed into articles and reports.



The focus now is connecting members, and inviting groups to join rooms and beginning conversations. The community should look different to how it started by now because the manager should be updating rooms and channels based on user needs - this is personalization.



Community members now actively search for like-minded people using directories. They also join rooms, engage in conversations and use video panels.



REVENUE + GROWTH

Collaboration and maturity

At Phase 5, the community has reached maturity and is generating revenue.



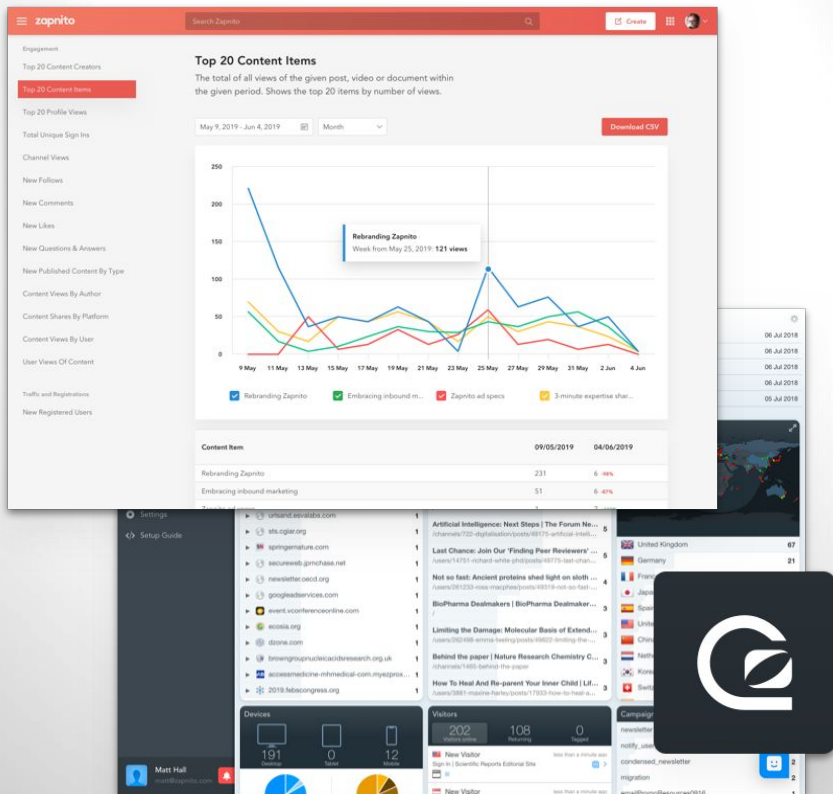
At this stage, community members collaborate and contribute organic content. The community is likely to be generating revenue via sponsored content or webinars, experts on-demand or premium events.



Largely managing the community from a distance now, community managers now focus on tracking KPIs, soliciting feedback and educating members on adoption.



The community has grown it's expert users who can publish their own content. The feedback loop is now at work - users create content, get engagement on their content, and then feel good so come back to create more content. Hooray!



The Data Layer

Reclaim data from social media platforms and uncover crucial insights.

Social media platforms keep customer behavior data for themselves. Our real-time analytics allow you to own this data and unlock invaluable insights.

When you can identify the people, topic areas and content that are driving engagement, the community can be led by its members. This insight may also uncover trends and synergies that inform new products as well as revenue opportunities.

This data is the lifeblood of your community. After your members themselves, it is your most valuable asset.



Expert Community Maturity Framework - Collective Intelligence

	Helpful	Useful	Critical	Purposeful	Revenue & Growth
Value	Content & Publishing	Community Engagement & Contribution	Learning & Events	Expert Network	Collaboration & Network Growth
Users	Internal	External Experts	Community Members	Experts & Members	Entire Network
Content	Existing expertise from blogs, newsletters and whitepapers that is helpful to the user and establishes the community as a source of trusted expertise. Content: existing articles, videos, reports.	Establish channel leads who are experts in their field and can contribute useful, original thought leadership and research. Content: original articles, guides, research	Create formalized courses from existing expertise. Run events and webinars based on the most popular content themes and panel discussions with your experts. Content types: e-learning courses, webinars, live events	Commission your experts and community advocates to contribute their expertise and 1:1 consulting that can be recorded if desired. Content: video panels, on-demand webinars	Community members collaborate and contribute organic content. Sponsored content that generates revenue. Content: collaborative video panels, whitepapers, webinars
User behavior	Users are invited and visit occasionally - they will likely only come for a short time to and then leave. High % of new visitors but low % repeat visitors	Users come back to the site regularly prompted by marketing communications. Stay to read a couple of articles and begin to engage a little with comments and likes.	Users come for more than text content. They are registering for webinars and browsing other user profiles.	Connection between users at this stage - searching for like minded people using directories, joining rooms, starting conversations and video panels.	The community has grown its expert users who can publish their own content. The feedback loop is working here -> create content, get engagement on your content, feel good so come back to create more content.
Community manager	Publishing content and inviting first members. A regular content calendar and a newsletter to alert users of new content. Create some simple goals to track based on content and users.	Using social media to drive new members. Channel lead are creating expert content so manager can focus on business specific content eg product news. Working on a user profile to identify new members.	Soliciting user feedback through interviews/polls. Using 1-2-1 to build relationships and turn key users into advocates. Update goals and build KPIs for tracking.	Introducing members or using matchmaking automation to put similar users into rooms and building te conversations in there. Re-engagement campaigns - reaching out to members who haven't returned.	Managing the community from a distance now as content is fully organic. Tracking metrics and marketing the community. Soliciting feedback and teaching about new features.

Expert Community Maturity Framework - Collective Intelligence

	Helpful	Status	Action Plan
Value	Content & Publishing	Overall Status	
Users	Internal	Green / Amber / Red	
Content	<p>Existing expertise from blogs, newsletters and whitepapers that is helpful to the user and establishes the community as a source of trusted expertise.</p> <p>Content: existing articles, videos, reports.</p>		
User behavior	<p>Users are invited and visit occasionally - they will likely only come for a short time to and then leave.</p> <p>High % of new visitors but low % repeat visitors</p>		
Community manager	<p>Publishing content and inviting first members. A regular content calendar and a newsletter to alert users of new content. Create some simple goals to track based on content and users.</p>		

Expert Community Maturity Framework - Collective Intelligence

	Useful	Status	Action Plan
Value	Community Engagement & Contribution	Overall Status	
Users	External Experts	Green / Amber / Red	
Content	<p>Establish channel leads who are experts in their field and can contribute useful, original thought leadership and research.</p> <p>Content: original articles, guides, research</p>		
User behavior	<p>Users come back to the site regularly prompted by marketing communications.</p> <p>Stay to read a couple of articles and begin to engage a little with comments and likes.</p>		
Community manager	<p>Using social media to drive new members.</p> <p>Channel leads are creating expert content so manager can focus on business specific content eg product news. Working on a user profile to identify new members.</p>		

Expert Community Maturity Framework - Collective Intelligence

	Critical	Status	Action Plan
Value	Learning & Events	Overall Status	
Users	Community Members	Green / Amber / Red	
Content	<p>Create formalized courses from existing expertise. Run events and webinars based on the most popular content themes and panel discussions with your experts.</p> <p>Content types: e-learning courses, webinars, live events</p>		
User behavior	Users come for more than text content. They are registering for webinars and browsing other user profiles.		
Community manager	Soliciting user feedback through interviews/polls. Using 1-2-1 to build relationships and turn key users into advocates. Update goals and build KPIs for tracking.		

Expert Community Maturity Framework - Collective Intelligence

	Purposeful	Status	Action Plan
Value	Expert Network	Overall Status	
Users	Experts & Members	Green / Amber / Red	
Content	<p>Commission your experts and community advocates to contribute their expertise and 1:1 consulting that can be recorded if desired.</p> <p>Content: video panels, on-demand webinars</p>		
User behavior	<p>Connection between users at this stage - searching for like minded people using directories, joining rooms, starting conversations and video panels.</p>		
Community manager	<p>Introducing members or using matchmaking automation to put similar users into rooms and building the conversations in there.</p> <p>Re-engagement campaigns - reaching out to members who haven't returned.</p>		

Expert Community Maturity Framework - Collective Intelligence

	Revenue & Growth	Status	Action Plan
Value	Collaboration & Network Growth	Overall Status	
Users	Entire Network	Green / Amber / Red	
Content	<p>Community members collaborate and contribute organic content. Sponsored content that generates revenue.</p> <p>Content: collaborative video panels, whitepapers, webinars</p>		
User behavior	The community has grown its expert users who can publish their own content. The feedback loop is working here -> create content, get engagement on your content, feel good so come back to create more content.		
Community manager	Managing the community from a distance now as content is fully organic. Tracking metrics and marketing the community. Soliciting feedback and teaching about new features.		

30

active communities

2.4m

page views

2,400

content items (to date)



Increasing journal awareness & value



Fostering scientific collaboration



Enabling innovation



Launching new products & services



Improving customer understanding



Generating new revenue

CASE STUDY

How Springer Nature strengthened its relationship with the research community



“Zapnito has given us a platform for community discussion around our journals, with little development time needed from us, helping to raise our visibility and strengthen our relationship with the research community.”

**Ben Johnson, Head of Communities & Engagement
Springer Nature**

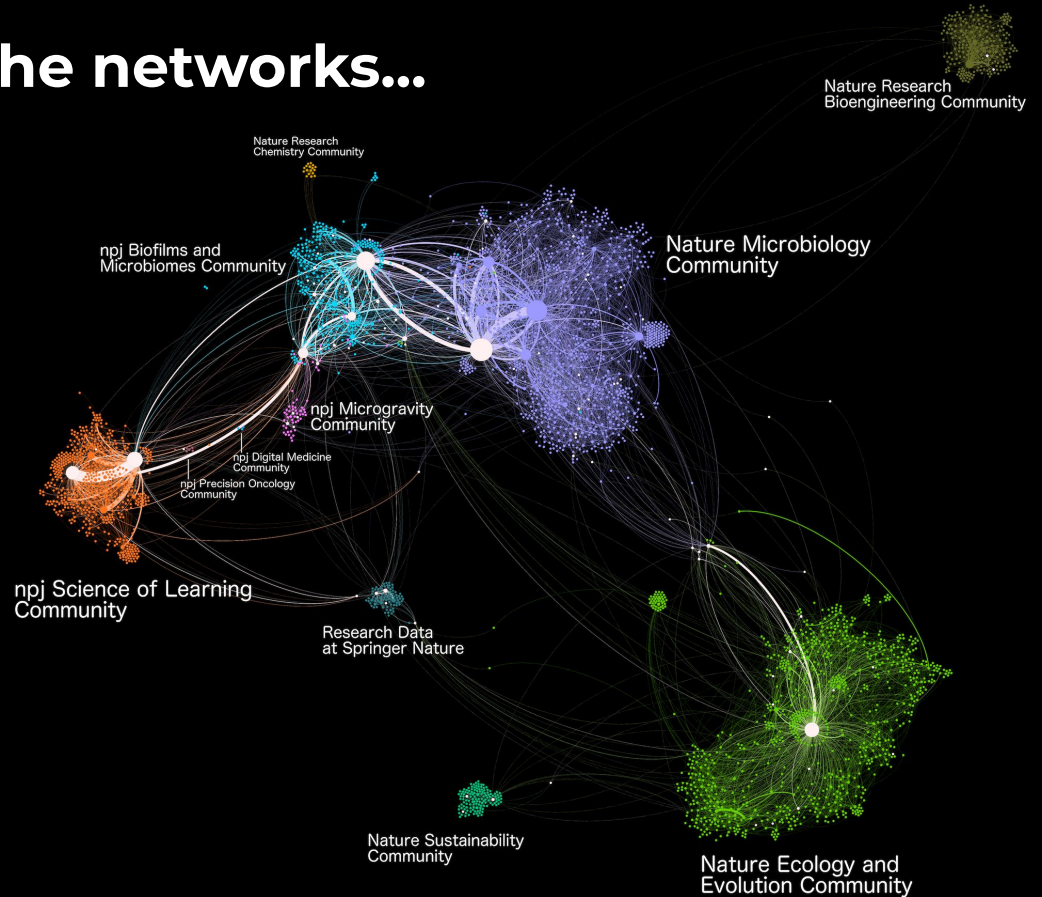
SPRINGER NATURE

Beyond stand-alone niche networks...

A snapshot of how multiple networks at Springer Nature are connected within an enterprise.

Each circle represents a person/expert. The size and brightness of the expert represents influence. Clusters are networks.

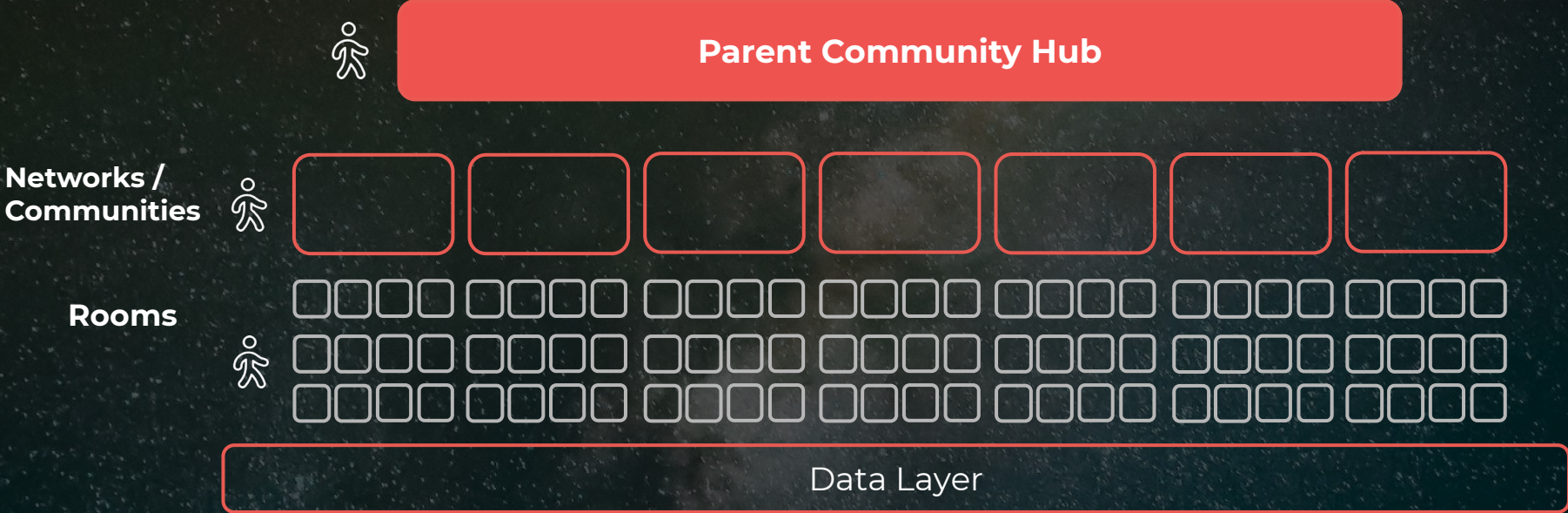
The closer the clusters, the more connections there are.



Bottom Up vs. Top Down

Multi-networks provides one single view of an enterprise, and where customers may overlap with other divisions or products within the organization.

Users can enter at any level, and discover new products and services of interest.

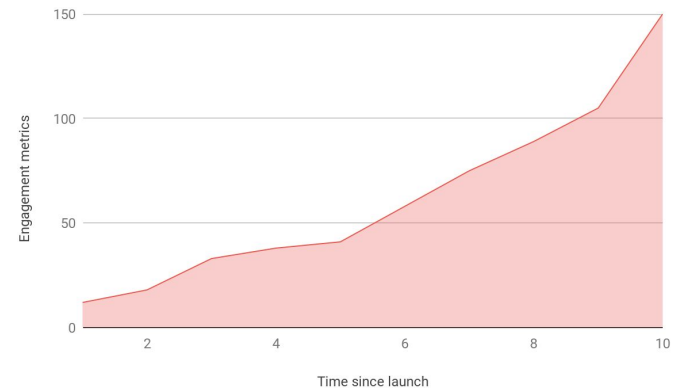


KPIs

Each community has its own unique goals + objectives, but there are some key cross-community KPIs

# unique visitors	total unique visits to the community
# members	total number of registered members on the community
# contributors	total number of users who post comments, articles or Q&A
# content pieces	total commissioned + organic posts, comments and Q&As
# collaboration	total number of comments, conversations, panels, Q&A
# networked	total number of members following and engaging with each other
% visitor to member conversion	% of visitors that register to become members
% organic content	% of total content that is organic (non-commissioned)
% clicks on key CTAs	% of click throughs to CTAs (eg read the full article, register to attend)
% contributors	% of contributing members as a % of total members

As the community matures, new members begin to come from referrals from existing members, and the engagements and contributions rely less on the community manager to initiate / nurture.





Mission: Join Us

From noise and misinformation
to Collective Intelligence through expert communities.