



WHY IS COMMUNITY ANALYTICS VITAL FOR COMMUNITY MANAGERS

eBook

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WHY ARE WE TALKING ABOUT **COMMUNITY ANALYTICS**?

Communities are one of the strongest forms of marketing for businesses. Every company today is looking out to generate conversations around its brand. The more conversation there is, the more brand advocates will you get. This, in turn, increases the chances of customer retention and brand loyalty.



Communities are goldmines of user-generated data. If read into and studied well, this data can reveal a lot of information about customers' interests and behavior. Data that you can use in strategizing your brand's social media approach, marketing, product development, and customer support.

That is why we believe that Community Analytics is vital and will be discussing why it is so in this eBook.

In order to make sense of tons of community data, a lot of businesses use some sort of analytics tool. These data-driven management tools help in tracking KPIs.

WHY IS COMMUNITY ANALYTICS VITAL FOR COMMUNITY MANAGERS?

A community manager has to wear countless hats.

Apart from interacting with users to ensure brand loyalty, a community manager also has to monitor their activities in the community. He has to analyze all the facets through which a user communicates within a community.

But how can a community manager figure out if the users are engaging in their communities as they had intended them to?

The answer lies in Community Analytics.

Analytics is a part of a community manager's job, albeit a daunting one, cannot be escaped. In fact, it helps managers in:



Growing the communities



Increasing user engagement and loyalty



Proving the ROI on communities



Keeping you on track with actual numbers



Building effective community strategies



Identifying the brand advocates

Analyzing your community can help you in figuring out if your desired results are matching with actual ones and to locate the loopholes that are potentially hampering the progress.

WHAT IS THE STRATEGY TO FOLLOW FOR COMMUNITY ANALYTICS?

Like everything else, something so comprehensive like community analytics will need you to have a proper plan in place. So before you jump onto anything, make sure that you:



1. Set the KPIs

To analyze the goals that your community has met, set the key performance indicators. KPIs generally include the number of users, posts, replies, comments, and likes. Keep in mind the growth metrics of the community along with the number of active members, new members, and unique visitors as well.



2. Ideate proactively

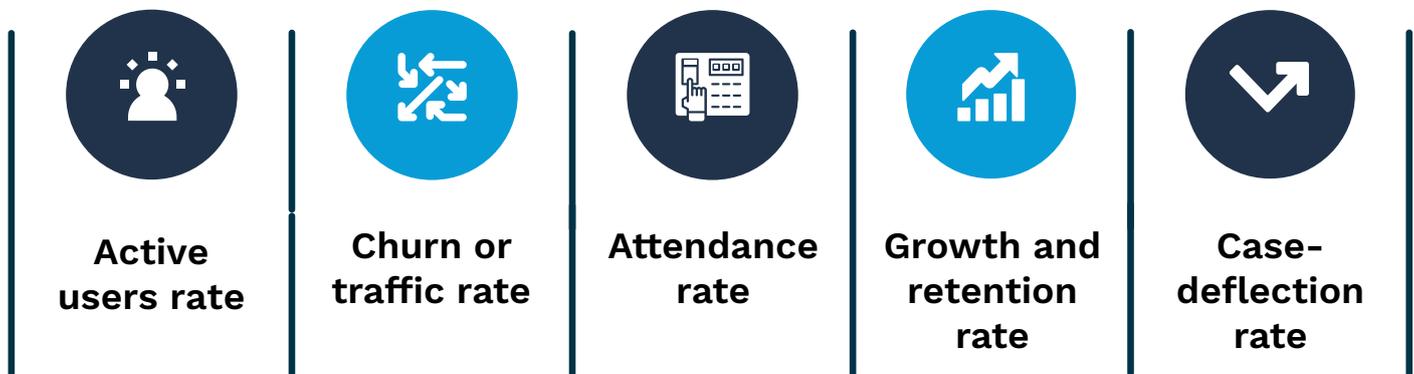
If your engagement rate isn't up to the mark, make sure to change your online community strategy. You need to be ever-ready for challenges and coming up with plan B.

WHAT ARE THE METRICS TO ANALYZE COMMUNITY?

Community managers' duties also include establishing the value of the online community. He is expected to have ready answers to questions like:

- 01** Does the engagement rate of the community meet the standard set by the company?
- 02** What has been the major pain-point of the customer?
- 03** What is the general feedback for a product or service?
- 04** Which post received the most engagement in terms of comments?
- 05** What has been the quality of those comments?
- 06** Which event generated the biggest buzz?
- 07** Which launch garnered the most positive feedback?

Broadly, a community manager will have to define:



The community manager can use these as metrics against which he can analyze the success of his community. Even the number of bugs reported, referrals, sales, and engagement percentage to community members vs. non-members can be used as metrics.

WHAT IS ROI FROM THE COMMUNITY?



One of the major questions that a lot of community managers are faced with is to determine the ROI of communities.

Since communities do not directly build-up to a company's revenue, it's worth to an organization is sometimes questioned.

However, a lot of businesses have now started to realize the major impact it has on sales due to brand advocates and referrals. These help the companies in acquiring a lot of customers.

ROI for online communities can be measured once your business goals are set. These could be increasing the outreach of your brands, engaging your customers, fixing the bugs in your products, and reducing the cost of support.

Community Analytics can be further classified into:-

01 | Activities related to community analytics -

- Community Ratio - conversions, posts, and solutions (increasing/decreasing)
- Number of active users over time
- Highest number of posts viewed/commented/posted/followed by members

02 | Users

- Know about the top-performing users and number of unique visitors over time
 - Identify influencers, track trends, and optimize the community for engagement and loyalty
 - Gain visibility into behavior of users by geography
 - Identify quality of the content posted
 - Measure the maturity of the post or activity
-

03 | Search

- Search by boards, the highest number of searches are in using-product followed by developers
 - Search Metrics; total searchers, search with results, search without results, and search per visitors
 - Number of searches varying over time
 - Highest number of searches are from which geo-location
 - Search with and without results for various topics
-

04 | Community Health Index (CHI)

- Track behaviour, identify important trends, and stay on top of the conversations that matter most to the company
 - Knowledge about the customer messages with time
 - Know community health index by traffic, content, liveliness, members, and interactions made by the existing/new members
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05 | Forum

- Forum metrics; minutes to 1st response, solutions, replies/topic, kudos, kudos/topic, and topics
- Conversation sentiment score helps to see the sentiment attached to a conversation
- Negative comments can be drilled down by priority and demographics
- Evolution of forum views with time

WHY SHOULD YOU **NOT** **IGNORE COMMUNITY ANALYTICS?**

In today's business world, everyone is talking about data and analytics and it is certain that these cannot be dispensed with. In an age where you have an abundance of data and analytics tools at your disposal, depending on gut instinct isn't advisable.

A lot of communities these days come with inbuilt analytics features and if not, you can always take help of a third-party service provider. Make the best use of all the information you can gather. Analyse them to evaluate if you have achieved your goals, what has prevented that from happening, what has been your best move, and what didn't go down as planned. All this information will help you in scaling your businesses by improving your marketing techniques, finding any flaws in service provision, and product development.



ABOUT GRAZITTI

Grazitti Interactive is a digital innovation leader, powering businesses of all sizes with extensive experience in enriching customer interactions, designing engaging communities, web development, enabling digital marketing and driving data-driven decision support. Grazitti offers custom services and solutions for web design and development marketing automation, online community development, Salesforce customization, and analytics. We are proud to have served digital innovation needs of over 500 global customers including many Fortune 500 across Technology, Banking and Financial Services, Healthcare, Travel, and more. We are partners with some of the biggest names in their respective fields, such as WP Engine, Shopify, etc.

