



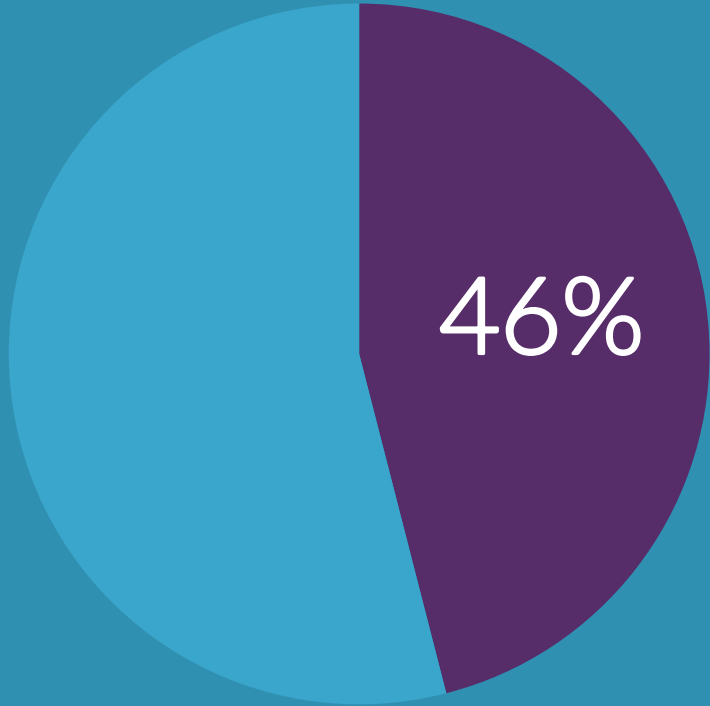
# Community & Beyond

Ulrika Haug, Senior Director, Product Marketing

@ulrikahaug

#LiNCLocal

Lithium

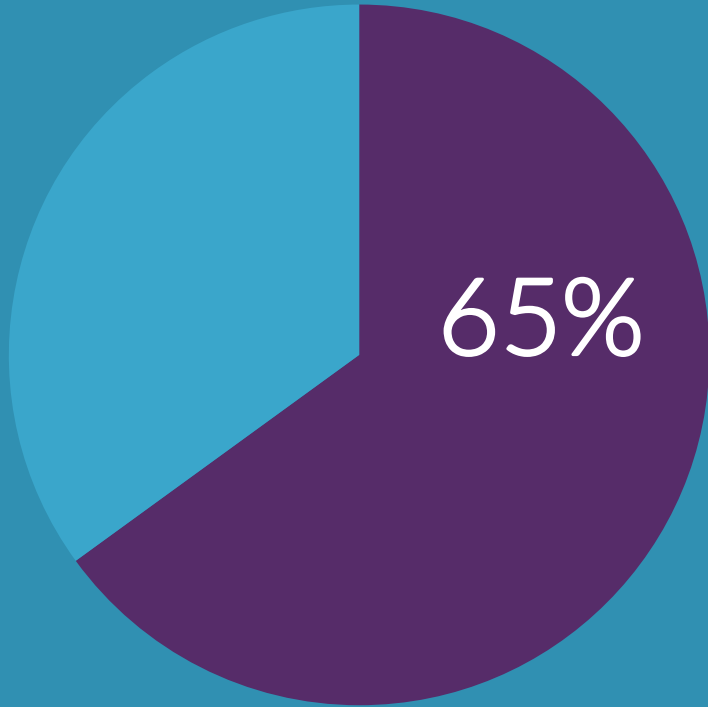


of offline sales  
will be  
influenced by  
digital by 2021

Source: Forrester Data Web-Influenced Retail  
Sales Forecast, 2016 To 2021

IDC

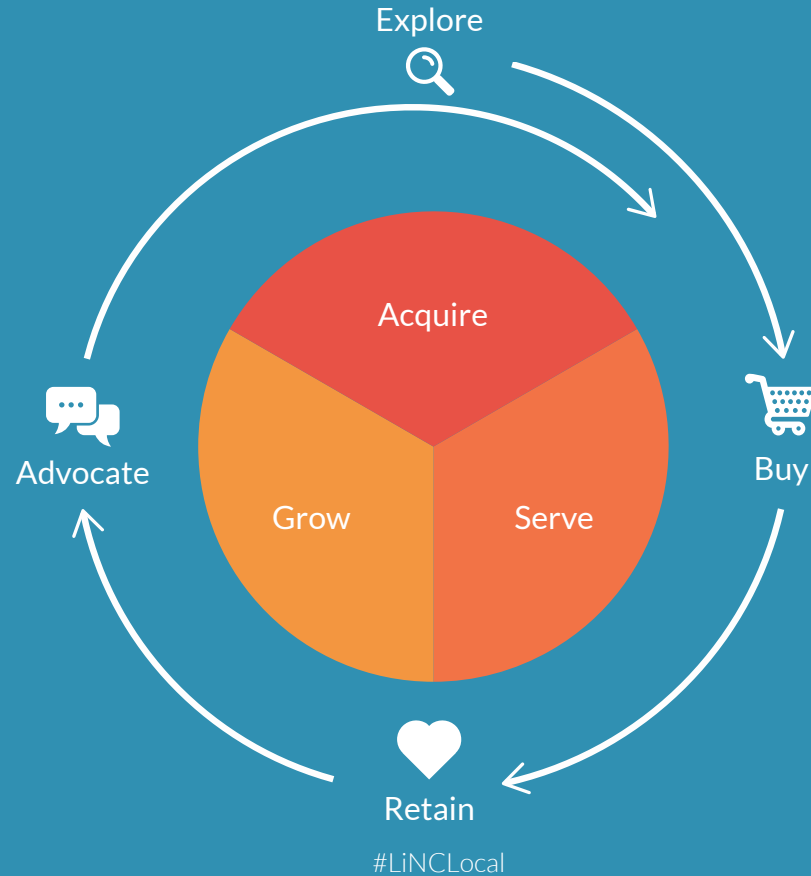
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By the end of 2018, 65% of support interactions will be digital and social/community support will not be called out as a separate function

Source: IDC FutureScape: Worldwide Social Business 2016 Predictions

# A HIGH PERFORMING COMMUNITY



## OUR PANEL

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Wendy Schippers,  
Sr. Community  
Manager at HP



Esther Heide,  
Community  
Manager at  
TeamViewer



Timo Tolonen,  
Head of  
Community at  
giffgaff



Paco Campos,  
Community &  
Social Manager at  
Leroy Merlin

## WHAT NEXT?

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- Ask yourself: is my community a 'high performing' community?
  - Map out your digital customer journey: Does my community touch every stage of my digital customer's lifecycle?
  - Make sure you plan relevant content based on goals: Does my community acquire new customers, serve customers, or grow an existing customer base?
- Set real/tangible goals for your community and report out:
  - Sales conversion, cost savings
  - Increase CSAT, NPS
- Keep your community vibrant with relevant content (activate UGC across digital), moderation and super user programs
- You're brand stewards - make sure your community is consistent with your brand
- Download: Online Community Checklist <http://lith.tc/2rWHi1t>