



# COMMUNITY MANAGEMENT

EXPERTISE  
EDUCATION  
EXECUTION



**POKESHOT**  
PEOPLE SOLUTIONS PERFORMANCE

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EXPERTISE - EDUCATION - EXECUTION



**Are you looking to launch an employee- or customer-centric community?  
Or do you already have one up and running but still need to establish effective,  
professional management?**

The community experts at Pokeshot will help you get the most from your social business efforts, whether you require consulting, training or implementation support – or all of these combined.

## CONSULTING

From identifying use cases all the way to creating marketing strategies and gamification tactics, the community experts at Pokeshot will guide you through the development of a customized community concept.

Community  
Management  
Model

Leveraging our extensive expertise and experience in employee and customer communities, we have devised the Pokeshot Community Management Model. This systematic approach brings together all the components that are required to successfully set up your own community.



## COMMUNITY MANAGEMENT APPROACH.

Define	Develop	Deploy	Optimize
<p><b>Kick-off</b> Establish a common understanding of community management</p> <p><b>Strategy</b> Community goals, target groups, focus, orientation</p>	<p><b>Community Concept (Basic)</b> Use cases, roles, first steps, critical mass, communication and content, moderation</p> <p><b>Community Concept (Advanced)</b> Marketing concept, engagement, motivation, gamification, KPIs</p> <p><b>Technical Concept</b> Roles and rights, functionalities, design, infrastructure, navigation, operation and support model</p>	<p><b>Implementation</b></p> <p><b>Training</b> Community manager certification and technology training</p> <p><b>Go-Live Support</b></p> <p><b>Ongoing Support</b></p>	<p><b>Community Growth</b> Constant enhancement of community concept</p> <p><b>Measurement &amp; Reporting</b> Metrics and analytics for performance monitoring</p>

## TRAINING

To make sure social media managers, community managers, moderators and others involved in running your community are well-prepared for the tasks at hand, the Pokeshot Community Management Model also includes community and technology training. In these two-day training sessions, our experts will give instruction in best practices and usage while also covering topics like moderation and crisis management, among many others. Additional follow-up exercises will get your staff ready for operational chores.

## IMPLEMENTATION

Pokeshot ranks as one of the most experienced full-service providers of social business solutions and is therefore uniquely qualified to set up your community. Our consulting and technology experts work hand in hand with you to ensure that the defined requirements are effectively implemented.

## COMMUNITY MANAGEMENT PACKAGES.

Service	Basic	Advanced	Ultimate	Technology	Support
Kick-Off	■	■	■		
Strategy Definition	■	■	■		
Community Concept (Basic)	■	■	■		
Community Concept (Advanced)		■	■		
Community Manager Training		■	■		
Community Growth			■		
Reporting			■		
Technology Assessment				■	
Design				■	
Roll-Out and Configuration (incl. Go-Live Support)				■	
Technology Training				■	
Support by Pokeshot					■

**If you have any questions don't hesitate contacting us.**

Learn more at [www.pokeshot.eu](http://www.pokeshot.eu)

Contact us at [sales@pokeshot.eu](mailto:sales@pokeshot.eu)



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Pokeshot ranks as one of the most experienced full-service providers of social business solutions. Our team of knowledgeable and creative professionals is deeply committed to developing solutions that help our clients achieve sustainable success.