



COMMUNITY MANAGEMENT

PACKAGE DESCRIPTION



POKESHOT
PEOPLE SOLUTIONS PERFORMANCE

COMMUNITY MANAGEMENT

PACKAGE DESCRIPTION



COMMUNITY MANAGEMENT APPROACH.

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

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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					■

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COMMUNITY BASIC.

Goals:

This package gives companies and community managers an initial understanding of the topic and launches the conceptual phase of community management. Pokeshot helps you craft a custom community strategy that defines all essential community management aspects. The package enables your organization to get its community up and running.

Contents:

1. Kick-off workshop
2. Strategy workshop(s) on conceptual development of community
3. Community Concept (Basic) including strategic planning and goal setting, use cases, roles and responsibilities, operative tasks, budget planning and road map

Deliverables:

1. Community Concept (Basic)



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COMMUNITY ADVANCED.

Goals:

This package provides in-depth insights into the workings of community management. In addition to the development of the Community Concept (Basic), we help you define effective KPIs and prepare gamification and marketing strategies. Your community managers also receive comprehensive training.

Contents:

1. All components of the Community Basic consulting package
2. Advanced workshop on marketing, engagement, motivation, gamification and KPIs
3. Training for community managers

Deliverables:

1. Community Concept (Basic)
2. Community Concept (Advanced)
3. Community Manager Training

Basic

Advanced

Ultimate

Technical

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COMMUNITY ULTIMATE.

Goals:

This package expands the Community Advanced consulting package to include performance measurement and growth promotion components as well as reporting tools to assist community managers. The individual phases of community management are covered in detail while specific measures are developed for each phase. This is best suited for communities that have already been up and running for sometime. We also examine internal change management issues and get your employees ready to interact with the community.

Contents:

1. All components of the Community Basic and Advanced consulting packages
2. Workshop(s) on how to ensure the community's growth and success and on reporting tools
3. Development of concept for growth and success
4. Internal change management

Deliverables:

1. Growth and Success Concept
2. Reporting Plan
3. Communication and Change Management Plan



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TECHNICAL ASPECTS.

Goals:

This package provides the technical implementation of the community concept(s) and can be combined with any other community management consulting packages (Basic, Advanced and Ultimate). Our consulting and technology experts work hand in hand with you to ensure that the defined requirements are effectively implemented. If desired, our experts can also assist you in creating a suitable design.

Contents:

1. Technology assessment (infrastructure; system integration, e.g. in your company's website)
2. Onsite and project support
3. Design workshop
4. Project management (for as long as required)
5. Tool roll-out and configuration (including go-live support)
6. Technology training for admins and users

Deliverables:

1. Supporting Documents for Technical Implementation
2. Design Concept
3. Platform Set-Up
4. Technology Training



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

Learn more at www.pokeshot.eu

Contact us at sales@pokeshot.eu



POKESHOT
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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.