

2 Community Trends You Should Know About

Community Industry Trends until 2019

01

As the community profession matures, skills and capabilities of the team leading the community also enhance. **42%** of communities are more than **5 years old** and this demonstrates a long-term commitment to their community initiatives.

02

The majority of programs blend online and in-person communities and supercharge engagement and customer success.

03

Scaling engagement is the critical point of contention for both online and in-person communities.

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Communities are going hyper-local.

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Community professionals continue to struggle with measuring their value in a quantitative way due to the lack of automation.

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Organizations intrinsically see the value of community and are continuing to increase investment.

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Both online and in-person communities serve the most common person i.e., the customer. Thus the main objective is to drive customer engagement, loyalty, and retention.

08

MAUs (Monthly Active Users) are the most popular metric for measuring factors like daily active users, retention, shared content, number or percentage of answered questions, new user-generated content, etc.



Trends that were over the horizon from the past few years have become instinctive and newer trends are gradually becoming part of the online community space.

Planning for

2020 and beyond



Online communities will be evolving rapidly in 2020 and beyond. Let's take a look at some community trends for 2020:

CRM Integration

Most of the communities ignore the significance of being integrated with CRM software. As a matter of fact, it is a bedrock for every community program as the data furnished by it can help in substantiating the value of your work input.

In 2020 we will see an increased push by businesses to integrate their online community with their CRM.



Investment in Virtual Events

The value of face-to-face interaction will never go away, but there are times when going virtual is a vital part of your event program. Hosting a virtual event requires the same care and attention as an in-person event.

It can include webinars, virtual conferences, internet hybrid events, etc.

The idea behind virtual events is to deliver the company's message to drive leads and revenue, drive adoption, build loyalty, and lifetime value.

Think Out-of-the-box for Engagement Strategy

Engagement is a prime challenge for both online and in-person community professionals. The internet is inundated with information and getting attention can be a daunting task. 2020 will see an increase in businesses trying to provide a unique experience to their community members.



The year 2020

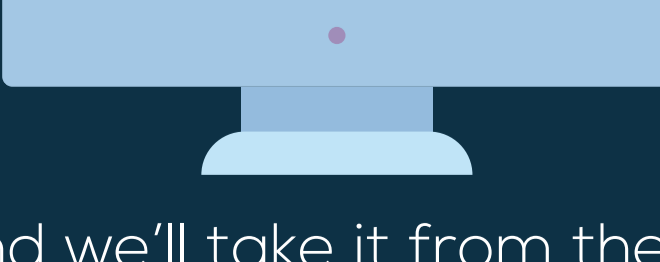
is pivotal for online communities. It is crucial to strike while the iron is hot, and make your online community a mainstay in your organization. Thus, it is important to have customer experience(CX) as the top priority because feature-rich communities can only sustain if the foundation is strong.

Do you want to have a laser-focused community

that serves best to the requirements of members?

Grazitti can help you with feature-rich online community solutions.

Drop a line at info@grazitti.com



and we'll take it from there.

Source:

Vanilla Forums - 2020 Community Predictions eBook