



HIGHER LOGIC STRATEGIC SERVICES PLATINUM ENGAGE

In as little as a few hours a week, you will be able to successfully manage your own Higher Logic community.

Best for organizations with novice or intermediate level experience with a community that has already launched.

Our Community Consultants will help you develop a community strategy, engage your community members, and serve as the day-to-day manager of your organization's primary community.

PLAN → We'll review the health of your existing community, interview staff members and community members to understand their needs, develop a community strategic plan and roadmap, define success metrics, and align your team at the onsite Workshop.

REFRESH → Your Higher Logic Consultant will audit the platform for underutilized features, revise the automation rule emails to increase engagement, and provide recommendations on how to retire outdated communities or launch new ones to improve the user experience.

GROW → Our Community Consultants have successfully managed over 100 Higher Logic communities. As the designated community manager for your organization's primary community, we'll drive engagement by designing and executing on a monthly community content calendar, managing the daily moderation queue, and facilitate live, virtual Ask Me Anything events with industry experts.

PLAN → REFRESH → GROW

- + Community Kickoff Call
- + Staff and user interviews
- + SWOT Analysis
- + Community Strategy with Success Metrics
- + Community Roadmap
- + Strategic Planning Workshop
- + Mid-Year Strategic Review

PLAN → **REFRESH** → GROW

- + Community Health Review and Platform Audit
- + Community "Retirement" Audit
- + Community Moderation Set-Up
- + Internal Staffing Plan for Moderation
- + Community Terms and Conditions
- + Automation Rule Email Set-Up
- + Gamification (ribbons/badges) Set-Up

PLAN → REFRESH → **GROW**

- + Monthly Community Content Calendar
- + Ask Me Anything virtual events with industry experts
- + Community Member Spotlights
- + Community Moderation
- + Community Manager Email Inbox Management
- + Automation Rule Emails
- + Gamification Tactics