

Return on Investment

	Return on Investment	Achieved by	Visible antecedents
Increase revenue	Increase spending from existing customers	<ul style="list-style-type: none"> Increased frequency of purchases Purchases of new products/services Purchasing premium products/services Increased retention rates Selling community merchandise 	<ul style="list-style-type: none"> Higher engagement (comments, clicks, likes) Greater brand loyalty (sentiment * connections between members) Customer insight/innovation to develop new products for existing customers
	Increase in customers	<ul style="list-style-type: none"> Lead generation Lead conversion Advocacy Advertising New revenue streams 	<ul style="list-style-type: none"> Higher community traffic/increase in members Web traffic (SEO, Word-of-mouth) Positive sentiment Sharing Direct approaches
	Increased staff productivity	<ul style="list-style-type: none"> Knowledge sharing Reduced duplication of work Higher morale Reduced turnover Innovation 	<ul style="list-style-type: none"> Active knowledge management groups Knowledge sharing throughout different group sectors Increased sentiment amongst employees Contribution of positive ideas Staff productivity ratios Production of staff generated material
Reduced costs	Reduced marketing costs	<ul style="list-style-type: none"> Less spending on advertising Less spending on PR 	<ul style="list-style-type: none"> Increased membership of the community (# visiting members) Higher levels of referrals via community (shares, recommendations, reviews)
	Reduced customer service costs	<ul style="list-style-type: none"> Call deflection Reduced customer service staff 	<ul style="list-style-type: none"> Product/service answers questions by community Response rate to questions Resolved rate to questions Speed of response to questions Enhanced customer knowledge Customer satisfaction surveys
	Reduced recruitment costs	<ul style="list-style-type: none"> Less spending on headhunting costs Reduced training needs 	<ul style="list-style-type: none"> Recruitment via community Headhunting top community members Hiring more knowledgeable and passionate employees
	Reduced focus-group costs	<ul style="list-style-type: none"> Community-generated innovation Questions via community 	<ul style="list-style-type: none"> Surveys Polls Community-highlighted problems Community-highlighted opportunities
Fulfillment of organization's mission (non-profits)	Non-financial	<ul style="list-style-type: none"> More informed members Proven world change Happier members 	<ul style="list-style-type: none"> Satisfaction surveys Observational analysis Milestones achieved Greater happiness Online collaboration