

HOW TO: COMMUNITY CLOUD:

Plan Your Customer Community

Get the coaching you need to plan and build a better community.

Learn how to plan a successful customer community. Whether you're migrating from a legacy strategy or starting out fresh, our specialists will share Community Cloud best practices and key concepts that will help you build an effective program. We'll show you ways to approach a community rollout, plan for community management, and measure your success as the community evolves.

What it can do for you

- Gain alignment and consensus on your community vision
- Engage and educate stakeholders
- Uncover business-related use cases
- Identify how to deliver additional value to the business
- Leverage proven best practices for community engagement, management, and adoption

How it works

A Certified Specialist will guide you through the process via three calls totaling 4 hours over 4 weeks:

Discovery

- Review Accelerator details and engage the specialist team
- Agree on quantifiable success criteria

Analysis

- Review current app usage scenarios
- Assess key adoption challenges and business objectives

Outcomes

This Accelerator will provide coaching on:

- Show you how to create a community of shared value
- Demonstrate examples of customer community uses
- Provide guidance for community containers
- Show you how to approach a community rollout
- Help you with community management planning
- Show you how to measure your success

ADDITIONAL INFORMATION

Premier or Signature

Time you will spend on this Accelerator:
4 hours

GOAL

Achieve Faster ROI.

INTENDED USER

You are struggling with the best way to harness the power of Customer Community to support your critical business initiatives.

PREREQUISITES

- Must have Premier or Signature Success Plan.
- Must have external Community Cloud licenses
- Executive sponsor for the community committed to driving success for the relevant use cases
- Must have resources identified to manage the community, i.e., assigned community managers

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To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

Corporate Headquarters

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