



The human touch to your web communication

White Paper
February 2009

© Paroxis International Management B.V.

<u>Contents</u>	<u>page</u>
What is a community?	3
Communities concentrating on specific subjects/themes	4
Examples of communities and their target groups	5
General or specific (niche) community?	6
Why would I set up my own brand of community?	7
Why would people be members of your community?	8
Trade journals/magazines	9
Communities and trade journals/magazines	9
What do we offer you?	10
Reference websites	11

What is a community?

People have a social nature and also, primarily, social needs; contact, friendship and the sharing of news or amusement.

A community on the Internet provides a perfect supplement to this.

It brings people together. They can get to know each other (better) by making their own profile, adding photo's/ videos, starting discussions, (video) chatting etc. As a result of people joining an Internet community (also known as a social network), relationships are strengthened, they find people with similar interests and, as a result, make new friends.

A community is a powerful tool for companies, organisations, projects, industries, media or (sports) clubs to manage their staff, members or other target groups in a stimulating and effective manner.

Communities often grow through "mouth to mouth publicity".

Members of your community invite friends and that allows you to reach a large number of people with a limited marketing budget.

Another plus point is the fact that once people have joined a community, there is a very good chance that they will stay.

This extreme member loyalty makes communities very cost-effective.

Communities concentrating on specific subjects/themes

Communities are becoming more popular and thus there is a steadily growing demand for them. But many people find that a community is too generalised and not targeted enough at a specific subject. Therefore people look for a community that concentrates on one subject/theme.

Such communities can be set up for, for example:

- Sports clubs/associations (football, golf, basketball, sailing etc.)
- Within a company (such as www.moi-unlimited.com, an international online dating service)
- For health organisations with a specific theme (lung cancer, diabetes, heart attacks, plastic surgery etc.), so that specialists, clinics, chemists and therapists can come in contact with each other
- For hobbies and interests (pets, music bands, gardening, aircraft etc.)

Examples of communities and their target groups

- **Companies (internal)** – staff/management, to share knowledge and to start discussions about work related subjects.
- **Companies (external)** – customers, to perform marketing surveys and get customers involved in (new) products and services
- **Advertising agencies** – clients, build a community around the specific interests of clients or of products and services
- **Projects** – project members can supply or receive information, describe themselves and specify what they are looking for. Also to give opinions and start discussions
- **Industries** – to bring together all who are involved in a particular industry in an effective environment
- **Media** - radio station listeners/ subscribers to trade journals/ magazines, to provide information and to increase membership by mouth to mouth advertising
- **Organisations** – to allow members to receive/supply information, to organise events both at a local level and on a larger scale.
- **(Sports) clubs** – both internally and externally – for club members or fans to recruit members, create high member loyalty, fan shop etc.
- **Health organisations/clinics** – for patients, doctors, therapists, chemists etc. to share knowledge, raise questions etc.
- **Hobbies en interests** – gardening, fishing, flying, music bands etc. members can talk about their favourite topics ((video) chat) and start or contribute to discussions.

General or specific (niche) community?

The first step in the setting up of general communities has already been taken by, for example, mySpace, Facebook en Hyves.

This development let us see that community members are very loyal and that it is very difficult to compete with the existing communities.

But times have changed and the second step has been taken. People have a need to join a community that is aimed at a specific subject. The advantages are that people can go deeper into a subject and it is easier to find people with the same interests.

For you, as company/organisation/sports club, there is the advantage that you will reach precisely the target group that you require – under other things by mouth to mouth advertising.

And for this you do not need a large marketing budget.

Companies can use a community both internally and externally:

Internally

- **So that staff can come into contact with each other**
- **To stimulate discussions**
- **To share information**

Externally

- **To perform marketing surveys (stimulation and observation of discussions by customers)**
- **To involve customers in product and/or service developments**
- **To generate mouth to mouth advertising**
- **To retain the extreme customer loyalty and to make it grow**
- **Subtle marketing**

Why would I set up my own brand of community?

In the previous sections you have been able to read about a number of advantages that having your own community would bring.

Below you will find a complete summary:

High usage by members

Members come back to the community regularly and some even daily.

That means, for you, that the **pages are constantly being read** and offers the perspective of **attracting advertisers** with the possibility of more turnover from **advertising income**.

Loyalty

Members make new **friends/business relationships** and easily come in contact with the community. Therefore they will not quickly move to another community.

They will feel “**attached**” to the community.

Mouth to mouth advertising

Members also ask their friends to become members of the community. This is an extremely effective form of marketing with **low costs** that grows the community and increases the **visibility of your brand**.

As owner and administrator of a community with your own brand :

- You increase the loyalty of the members
- Your brand is strengthened
- You reach new customers
- You have an instrument for your specific target group at your disposal
- You stimulate knowledge exchange between the members
- You simplify your market surveys

Why would people be members of your community?

A community offers the chance to let people to come in contact with each other. Members make their identity known by making a profile, by adding photo's/videos and by expressing their meaning about subjects.

People will become members of your community because it is enjoyable and helps with:

- The easy management of contacts
- Finding other people with similar interests
- Being found by other people with similar interests
- Doing business
- Searching for a new job or function
- Looking for suitable staff
- Forming groups
- Communicating with other members (i.e. (video) chat), asking questions, getting answers and getting involved in discussions or starting them

Clarification of these advantages:

Management of contacts

VILLAGE community software makes it possible for members to easily manage and extend their personal contacts, business relationships and friends.

Effective search results

Members can search for other members with similar interests or for members that offer a product/service that they are looking for (such as a job/function or knowledge of a particular subject).

Doing business

By placing a notice in the community or by searching for appropriate profiles, VILLAGE Community Software makes it possible to find or extend business contacts.

Communicating with other members, asking questions, getting answers and discussing

Within the community, members can send messages to each other and (video) chat with their contacts or other members in a safe, trustworthy and spam free environment.

Communities and trade journals/magazines

As you have read earlier, communities based on a specific subject are more effective than general communities.

To make the advantages clearer we will take, as an example, a community for a trade journal or magazine. This is already aimed specifically at one subject, theme or target group.

The advantages for a trade journal/magazine

- In the first place the new community can be promoted in the magazine by way of advertising or special actions
- The members will find it enjoyable to be able to communicate with people with similar interests and will therefore invite friends, so that the community grows within itself. In this way the magazine is able to reach people that could not be persuaded by advertising campaigns
- The magazine, including the contents, can be advertised within the community
- Access to “premium” content can be sold to the members, such as the newest articles or special articles/functions
- Subscriptions and merchandise from the magazine can be sold in the community
- The high loyalty factor of the members will have a positive effect on the number of subscribers to the magazine (will rise)

The magazine and the community both focus on the same subject and strengthen the brand which will increase the number of members.

The community is a marketing resource for the magazine, it reaches the correct target group and the group will grow at very little cost and thus the number of members will increase. In addition to these advantages the community can provide extra turnover by registration for premium content, sales of merchandise and sales of advertising space.

What do we offer you?

Paroxis offers you the VILLAGE Community Software where you can manage a complete community under your own brand name. We call it a “relationship community” as well because it stimulates the relationships between people as well as stimulating their needs, skills, talents and knowledge.

A community provides, for example, information about:

- Who knows who?
- Who knows what?
- Who can what?
- Who is looking for something (and what precisely)?
- Who is offering something?

It is a source of information for the members and makes it possible to meet friends and business partners in a stimulating and effective (online) environment (which can also offer good perspectives in “real” life)

In addition Paroxis offers you the opportunity to have the software modified to meet your precise needs. You can create the content yourself or have it made and enter it easily.

Reference websites

To obtain an initial impression of VILLAGE community software you can visit the following sites:

*****Exclusive online dating service: moi-unlimited.com*****



***** The new definition of Exclusive: boyztoyz.com*****



For more information send an e-mail to sales@csv-networks.nl or call +31 (0) 346 552694.

Angelique Peters or Wouter ter Reehorst will be happy to answer your questions about the VILLAGE community software.

