The Complete Community Launch Playbook

Your Week-By-Week Guide to Building a Successful Customer Community

zapnito

The Goal

Community-led brands maximize customer lifetime value by bringing the right people together to share knowledge across the customer lifecycle.

This 7 step playbook will help you get the perfect strategy and platform in place to power valuable knowledge sharing - at scale.

Top tip

Get a detailed breakdown of every playbook step by **joining the Zapnito Community**

↓ **CAC**
↑ **Referral %**
↑ **NPS**

↑ **Conversion %**
↓ **Conversion time**
↑ **Search discoverability**

Acquisition
Learns about the problem you solve

Advocacy
Recommends your solution to others

Community-Led Growth

Adoption
Learns how to start using your solution

Retention
Learns how to be successful with your solution

↓ **Churn %**
↑ **Call deflection**
↓ **Research costs**

↑ **Activation %**
↑ **Time to value**
↑ **Stickiness %**

10 Week Community Launch Process

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Strategy Map your goals and member pathways									
	Backing Get support from key business stakeholders								
		Platform selection Choose the right technology partner based on your strategy							
				Planning Align teams on goals and priorities					
					Build Customize your community platform based on your strategy				
							Soft launch Invite an exclusive group to provide feedback		
									Full launch

2 Weeks

Strategy

The right strategic foundations are critical to your community's success.

Clearly defining your business priorities and the needs of your ideal community members will create a strong brief to guide decision making.

Top tip
Use Zapnito's **Strategy Generator** to build the foundations of your plan in a few clicks

Define customer lifecycle impact priorities
Determine success goals by identifying areas of your customer lifecycle that require enhancement

Define community purpose
Choose a community focus: industry best practice or product knowledge.

Define community size
Based on your goals, estimate the number of community members you anticipate engaging

Create Ideal Community Member Personas
Identify who specifically your community is designed for and their key pain points

Map Member Pathways
Craft user journeys to engage members and deepen their connection with your business

1 Week

Backing

With a clear strategy in place, it's important to gain the support of key stakeholders across your business.

Clearly presenting the benefits community can bring to your business will help secure right resources.

ROI Forecast
Calculate the increase in revenue that a successful community strategy and platform could drive

Present strategy to key stakeholders
Walk decision makers through your strategy to confirm their sponsorship and input to the project

3 Weeks

Platform selection

Selecting a scalable and secure platform that will support your strategy is critical to long-term success.

An ideal vendor should become your growth partner by providing expert guidance.

Top tip

Book a personalized demo of the Zapnito's all-in-one platform and strategic services
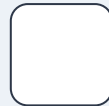
☑ **Start procurement and budgeting**
Involve key decision makers in the selection process to make meetings more productive

☐ **Select platform requirements**
Ask for a full feature breakdown to define your feature and integration needs

☐ **Finalize pricing and terms**
Check for strategic alignment, cultural fit and support commitments with potential vendors

Planning

Setting the vision, creating a roadmap, and aligning with your platform vendor will help minimize the time it takes to start driving measurable impact.

Top tip
Follow a Community-Led Growth Strategy Course by **joining the Zapnito Community**

Project kickoff
Get strategic guidance from your platform vendor and align your team on responsibilities and timelines

Platform Training
Ensure your team knows how to customize your platform platform based on your specific strategy

2 Weeks

Build

With your team onboarded, you can confidently configure your community platform to create the member pathways mapped in your strategy.

With the guidance of your platform vendor, syncing member behavior data with your existing CRM, BI or martech will further elevate your customer experience.

- ✓ Apply general structure and settings
- ☐ Migrate from existing platform
- ☐ Create community guidelines
- ☐ Curate seed content
- ☐ Build content program
- ☐ Build out information structure
- ☐ Create an engagement plan
- ☐ Create early access profiles
- ☐ Set up integrations and analytics

3 Weeks

Soft Launch

Before a full-scale announcement, a soft launch with a select group will help identify areas for improvement and collect feedback.

This short, testing period ensures a smoother, more impactful full launch.

Develop soft launch welcome campaign
Create targeted communications to invite selected members to trial your community experience

Gather feedback and monitor performance
Analyze quantitative and qualitative data

Full Launch

Having optimized your community experience during the soft launch phase, you are able to begin growing membership and mapping ongoing operational efforts.

Top tip

Download our definitive guide to successful community management

Develop full launch welcome campaign
Create targeted communications to invite selected groups to participate

Plan for ongoing operations
Based on initial learnings, create a plan for what additional resources you'll need to scale impact

Promote via existing brand channels
Work across departments to increase awareness internally and externally

Access the full playbook

Join the Zapnito Community at

community.zapnito.com