

CUSTOMER EXPERIENCE PARTNERS

How Stable is the Social Network You're Depending Upon?



Everyone's fascinated with the Social Networking Media. And, as this current fad gains momentum, more and more marketers are racing to climb aboard the bandwagon. But surprisingly, all is not well in the social networking world!

For example, it's recently been reported that:

Approximately 20 percent of teenage **Facebook** users have decreased or entirely stopped using the service.

MySpace continues to decline in popularity among teens (22 percent abandonment rate).

YouTube is suffering a 15 percent attrition rate, and **Twitter** 15 percent.

While these statistics are based on public networks, the instabilities no doubt also apply to Private Online Communities. Negative dynamics like these first need to be acknowledged; then anticipated and understood. Unfortunately most Private Communities currently lack any sort of objective monitoring to serve as early warning systems of such destructive dynamics. Marketers buy into the concept of a Private Online Community with the likely belief that their online future is secure. **Customer Experience Partners** knows that such blind reliance on a current tactic is a recipe for disappointment. We've developed two tools that offer an insight into the "health" of an Online Community. By predicting member disenchantment and defection these tools can prompt remedial actions helping to better maintain the community.

Our **Community Engagement Index**[™] provides a "pulse beat" on the energy of a community. If conducted continuously, the Engagement Index can signal likely changes in the affinity members feel towards a community. Diagnostics can also be collected to assist the community's sponsor or provider in remedying problems or reinvigorating a "stale experience".

Customer Experience Partners also offers an **Advocacy Audit**[™] which can track the positive benefits accruing to a brand as the result of sponsoring a community. Obviously sponsorship of a community should transfer genuine value to a brand, if this is lacking or if goodwill is possibly deteriorating, changes to the community need to be made.

To learn more visit our website: www.customerexperiencepartners.com or call us.

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