



CommunityBuilder™

Start a grassroots conversation online

CommunityBuilder™ is an online service of CZ Marketing that enables membership and donor communities to engage and build membership virally through conversation with its constituents.

OLD MARKETING	NEW MARKETING
Email newsletters	Social Media
•	•
“Static” one way communication that dies after delivery	“Organic” multi-way communication that lives and breathes and spreads virally as it is delivered
•	•
“Editorial” initiated by and about the organization—top-down content delivery	“Conversations” initiated by and about the community—bottom-up content delivery
•	•
Messaging delivery and content tied to a print schedule (monthly or quarterly)	Messaging delivery and content reach your membership community immediately
•	•
Dependence on IT	No IT

CZ COMMUNITYBUILDER™ FEATURES

CZ has created an online service for organizations with membership and/or donor communities. CZ created the service for RealityRN (www.RealityRN.com) and built a global, active, online community of thousands of new nurses in four months—from scratch. The key to building community is conversation—not one-way communication like the Old World of monthly newsletters or quarterly email newsletters.

CommunityBuilder’s features and benefits include:

CZ’s social media expertise. CZ helps its clients set up the online service for success—in the way people read and communicate online;

CZ’s web design and publishing expertise. CZ designs the service and assists you with an editorial grid for ongoing content development;

Content management. CZ’s service makes content management as easy as cut and paste. Your content is categorized, archived and indexed automatically;

No software. CZ hosts the service for you. All you need is access to the Internet to upload content, moderate comments, export member information and manage email communications. CZ provides training as part of the service;

You monitor everything. You control the conversation quickly and easily with web based tools that any staff member can use—including email;

No need for IT. No need to wait on a vendor or internal IT folks to update the content for your website or newsletter documents. You write and publish content when you want—in the way that your membership needs it—and it is available to your members immediately;

Image, video, and audio content. You're not limited to text based content. Upload images when you want—you can create an archive of beautiful images;

Everything is bloggable - Web 2.0. Users interact with your content, post their own comments, submit their own questions and share content with others. The service creates a conversation with your members and highlights the most recent member posts through "Hot Topics";

Membership surveys and analytics. Learn more about your members through membership surveys and data collection. To make the most of your membership data, CZ provides analytic services that provide not only top-line results but deep analysis of your data for deep insights into your membership;

Viral Marketing. All published content includes links for your members to easily share your content with their friends and others through email and popular social networking and content sharing sites like Facebook, del.icio.us, reddit and digg. Members subscribe via email or RSS feeds for content update alerts;

Email Management. CZ integrates the services with its full scale email management system. Simply enter the text of the email you would like to send to your growing membership community and the services do the rest. CZ servers are on the white list—your emails get through. You get full reports of open rates, click-thru rates, and success rates.

ABOUT CZ

CZ is a marketing strategy firm, and one of CZ's core competencies is email marketing strategy. CZ has managed large-scale marketing campaigns that integrate email marketing with print, web, radio, and billboard campaigns. CZ nonprofit clients include, among many others:

John G. Shedd Aquarium	Northern Seminary
Truman State University (MO)	ATLA (American Theological Library Assoc.)
Axelson Center for Nonprofit Management (North Park University)	Domanada Foundation
Western Michigan University	Counsel & Capital
Morton Arboretum	Grace College



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