Unlocking Hidden Value: Using Community Data to Drive Revenue

1 CREATE TARGETED SPONSORSHIP OPPORTUNITIES

- Use community discussion data and marketing segmentation to offer sponsors highly targeted advertising or sponsored content based on real member interests and behaviours.
- **Revenue impact:** Sell premium placements in newsletters, community ads, or event promotions that are meaningful and measurable.

2 LAUNCH EXCLUSIVE PAID PROGRAMS OR CONTENT

- Host gated areas within the community for premium content, courses, or mastermind groups. Use Marketing Automation to nurture and convert interest into paid participation.
- **Revenue impact:** Offer added-value tiers or subscriptions that go beyond basic membership.

3 BOOST EVENT ATTENDANCE & UPSELL EXTRAS

- Identify engaged members and use personalised emails and in-community promotion to drive attendance. Use automation to promote VIP upgrades, workshops, or post-event recordings.
- **Revenue impact:** Increase per-member spend without adding cost-heavy acquisition campaigns.

4 DRIVE NON-DUES REVENUE VIA PARTNER WEBINARS

- Co-host webinars or learning sessions with sponsors or partners. Promote them via segmented marketing campaigns and community announcements.
- **Revenue impact:** Charge sponsors for access to a relevant and engaged audience.

5   USE ENGAGEMENT DATA TO REFINE OFFERINGS

- Analyse community and marketing engagement to discover what members want. Use that insight to shape new products, publications, or services.

- **Revenue impact:** Launch offerings with a proven audience fit, reducing risk and improving uptake.

6   OFFER MARKETPLACE OR JOB BOARD VISIBILITY

- Provide targeted listings in your community or email campaigns — for jobs, classifieds, services, etc.

- **Revenue impact:** Offer this as a paid benefit to employers, partners or members.

7   PROMOTE MERCHANDISE OR MEMBER-ONLY DEALS

- Use community announcements, banner placements, and email automation to spotlight merchandise or exclusive offers.

- **Revenue impact:** Increase sales through personalised, timely promotions.

8   CREATE SPONSORED RESOURCE LIBRARIES

- Allow sponsors to share relevant whitepapers, toolkits, or videos in a branded section of the community or email series.

- **Revenue impact:** Charge for content inclusion while providing value to members.

LEARN MORE AT HIGHERLOGIC.COM