

Dynamic Communities' Online Community Spurs Revenue and SEO Growth

The organization uses Higher Logic's online community software to manage multiple user groups, creating a natural avenue for high value-conversations and maximum engagement.

Opportunity: Before adopting an online community, Dynamic Communities' members didn't have a way to connect between events or problem-solve with other user group members. The staff was frustrated because their member communication channels were all one-way, leaving little room for feedback.

Result: Online communities have created a place where members can share ideas and build relationships. Dynamic Communities has seen 33% year-over-year attendance growth at its annual user group conference. In addition, open discussions have contributed to an enormous boost in organic site visits: 1,139% across all the user groups, without any investment in SEO.

"Thanks to Higher Logic, we are delivering greater value to our members every day. Meanwhile, we are able to continue to grow our communities at a rapid pace without having to constantly grow our team. This is an excellent return on investment."

- Michelle Lowry
Director of Community & Member Engagement, Dynamic Communities



KEY STATS :

- ➔ **28%** YOY online community growth
- ➔ **1,139%** increase in organic site visits
- ➔ **33%** YOY growth in user conference attendance

AT A GLANCE

Dynamic Communities, Inc. is the administrative organization behind professional Microsoft application-focused user groups. More than 262,000 members participate in Dynamic Communities-managed user groups.