



## Community ROI: Generating New Revenue Streams

A case study on how to leverage your online community to find new revenue sources

Every organization should be on the lookout for untapped revenue streams. Communities provide an additional, visible outlet to monetize the consistent end-user engagement. The community has proven its place as a strong revenue generator.

Whether it's:

- Supporting banner ads
- Promoting additional products or services
- Driving more people to in-person and online events.
- Enabling sponsored thought leadership

### DAILY DIGEST EMAIL AD

**Ad Type: Button Ad (150x150)**

**Cost:** \$2,500/Month

**Ad Revenue:** \$30,000/Year

Sold out for 2015, the button ad is delivered to every member's inbox. On average, there are 127,500 emails delivered per week.

### DISCUSSION GROUP MESSAGE

**Ad Type: Button Ad (150x150)**

**Cost:** \$2,500/Month

**Ad Revenue:** \$30,000/Year

The button ad is included in every online discussion post.

### DISCUSSION GROUP MESSAGE

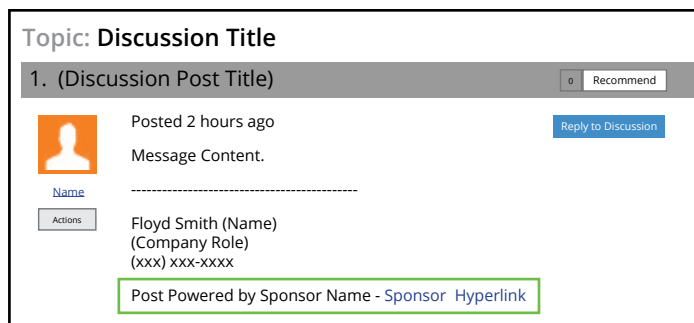
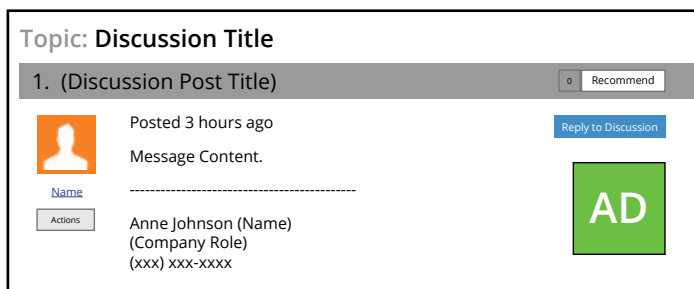
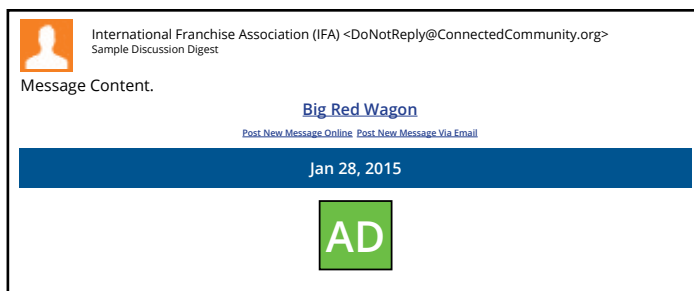
**Ad Type: Plain Text With Hyperlink**

**Cost:** \$300/Month

**Ad Revenue:** \$3,600/Year

The "Post Powered by" includes the sponsor hyperlink below the signature field in every discussion post. IFA plans to roll out an ad placement on their Job Board in the future.

**Profile:** The International Franchise Association (IFA)  
**Online community:** FranSocial\*  
**Non-unique page visits/month:** 8,000  
**Community ad revenue (2015):** \$100,000+  
 \*All FranSocial ads follow the IAB Ad Unit Guidelines.





## TOP OF THE PAGE

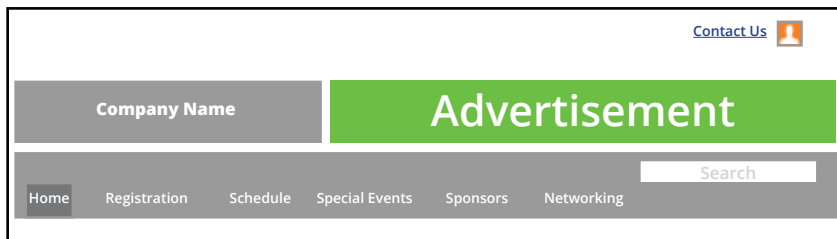
**Ad Type: Leaderboard Banner (728x90)**

**Cost:** \$1,000/Week

**Ad Revenue:** \$4,000 – 1 Month

The leaderboard ad is located on the FranSocial homepage—the most visited by users because it features personalized, dynamic content. This is your starting point.

The 2015 IFA Annual Convention Microsite also features a leaderboard ad.



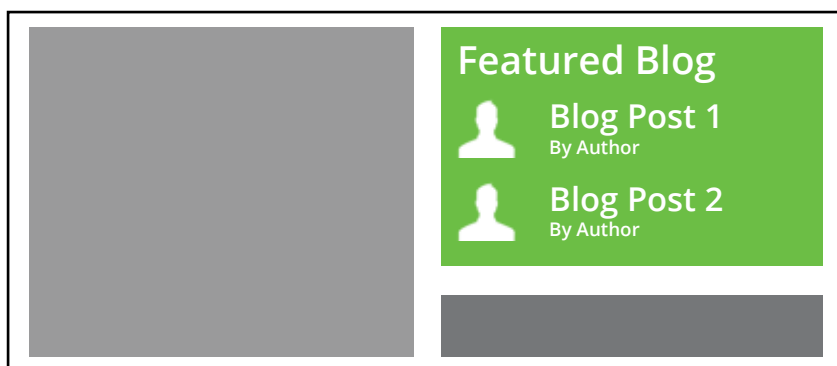
## FEATURED BLOG

**Ad Type: Widget Text Box With Hyperlink on Homepage**

**Cost:** \$3,000/Month

**Ad Revenue:** \$36,000/Year

Sponsored blogs are featured on the community homepage and can be posted per their preference. This ad position provides audience, visibility and prestige as a thought leader.



## PAGE SIDE BAR COLUMN

**Ad Type: Wide Skyscraper Banner (160x600)**

**Cost:** \$350/Month

**Ad Revenue:** \$4,200/Year

The ad space features a mix of internal and external advertisements.



## Higher Logic Can Help

Online communities are inherently useful outlets for growth and increased revenue. Not only the go-to hubs for members to interact and share knowledge, they are also great platforms for generating new revenue streams. Any community can use advertising, vendors, events and other unique revenue streams to help its organization to flourish.

**We have solution providers who specialize in monetizing engagement.**

**SCHEDULE A DEMO**