



Thinking about launching a community but trying to determine whether you have the right pieces in place to do so?

Consider TheCR's Community Readiness Audit<sup>SM</sup>. The audits are much like our Community Performance Benchmarks, but instead of evaluating your existing community, we look at your current social media, forums and other elements to help you see the strengths and opportunities you already have in place - and the path forward that can get your new community up and running most effectively.

1. You'll clarify and set your community strategy, and develop a community roadmap
2. You'll Identify potential gaps and unrealized opportunities, including what elements you may already have in place that you can leverage for faster results
3. You'll be able to plan and budget smartly for the future - understanding your community needs and desires \*before\* you pick a platform.



THE COMMUNITY  
**ROUNDTABLE**