



INTRODUCING SPIKEHERO® COMMUNITY MANAGER

Community Made Easy!

SpikeHero® offers two innovative and complementary products to the marketplace, primarily serving today's media publishers and leading B2B technology companies and member associations who are looking to be smarter with their event marketing data and to build online communities for events, virtual events and subscription-based product offerings.

SpikeHero® products work hand-in-hand with your organization to:

- Drive more meetings, sales, attendees and revenue at scale
- Build communities around your prospective customer personas to engage them in meaningful ways
- Provide a dedicated team to send personalized messages from company announcements, personalized invitations and relevant content updates to scheduling meetings and setting appointments

SPIKEHERO® COMMUNITY MANAGER

Reinventing The Way Communities Are Created

SpikeHero® Community Manager is a powerful online community platform that helps you find the right leads by inviting prospects to connect on LinkedIn and other social channels with personalized messages. We are your very own “private” or “public” community management platform and we can manage the whole process. You can customize the platform however you want, connect with your target audiences across LinkedIn & Twitter and engage them with relevant content wherever they are.



How can SpikeHero® Community Manager help you?

Building a thriving online community supports all types of events, member and subscription-based services and provides organizers with insights that assist with event planning, advocacy that helps with event promotion and a platform to obtain feedback and distribute content afterwards. An engaged community made up of your target audience can further help to retain attendees, generate new sales & sponsorship and boost SEO.

SpikeHero® Community Manager is not only for large and established event organizers. For businesses not currently running live virtual or in person events, an online community can also be the first step towards starting one. Any member and subscription based company can also benefit from creating a more engaged, user-friendly platform.

Make building an online community part of your business strategy.

SpikeHero® customers are leveraging the experience economy and finding new ways to build a branded community - one that offers the opportunity to build a powerhouse of engagement that any company can leverage to strengthen and grow their brand.



NATION
SWELL

NATIONSWELL

NationSwell provides a diverse membership community of our nation's leaders, committed to accelerating impact across all levels of society. NationSwell uses SpikeHero® to build their community of the nation's social impact leaders across corporations and foundations.

BRIDGETOWER MEDIA

BridgeTower Media is a leading national business media company covering legal, financial, real estate and government affairs across 20+ U.S. markets. BridgeTower Media uses SpikeHero® to drive community engagement across its portfolio.



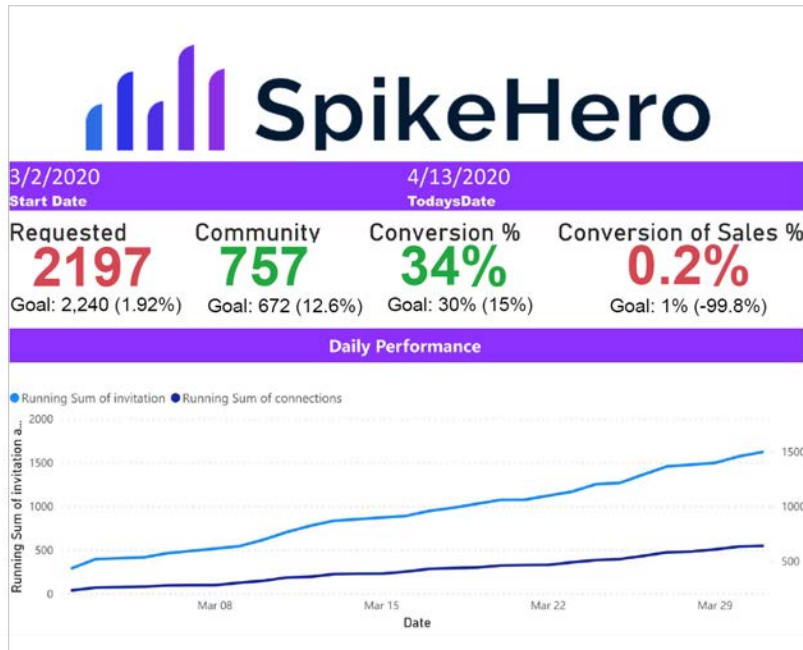
CyberRisk
Alliance
Business Intelligence Resources

CYBERRISK ALLIANCE

CyberRisk Alliance is a business intelligence company created to serve the high-growth, rapidly evolving cybersecurity and information risk management marketplace. Cyber Risk Alliance uses SpikeHero® Community manager to connect and build community with CISO's and cyber security professionals.

How Does It Work?

Rather than using internal resources or recruiting extra sales and marketing staff, SpikeHero® Community Manager acts on your behalf, remotely building your community of decision makers within your specifications. We generate connections on LinkedIn and other social channels by inviting your chosen target job titles and industry specialists. Our teams can generate high volumes of connections in a short space of time, building you the community you need now.



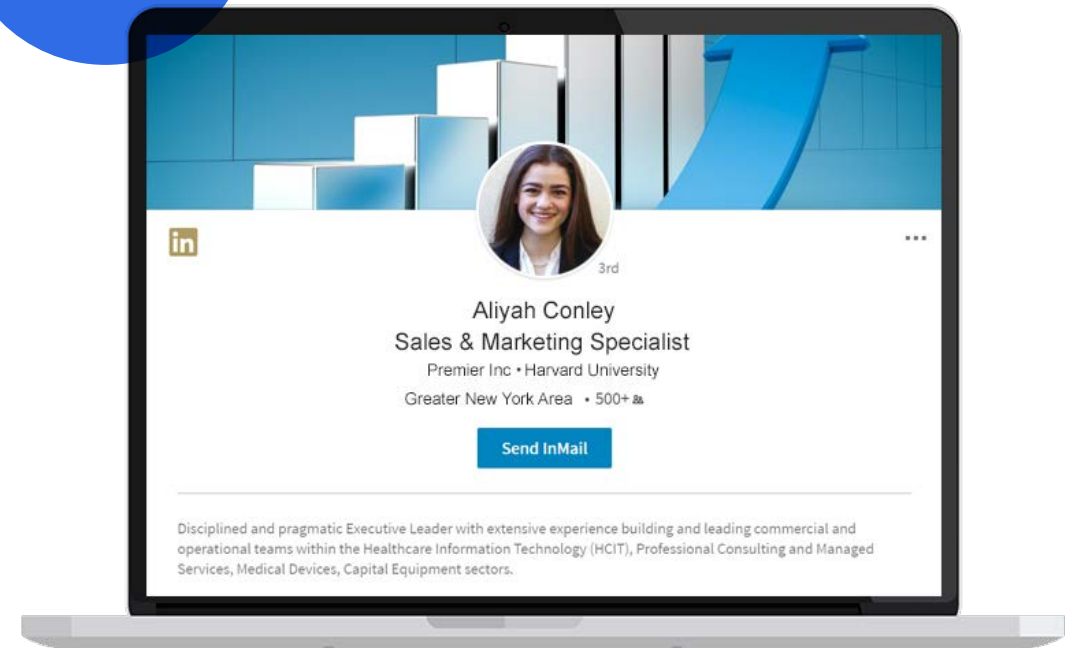
We provide regular updates including an interface that can be emailed daily that shows KPI's of performance VS project to date. The dashboard shows visibility into the "community" that is being built. Your new community can be used to invite to an upcoming event, sell a product or service or keep informed on important announcements as well as elevate your brand and strengthen relationships with your audience.



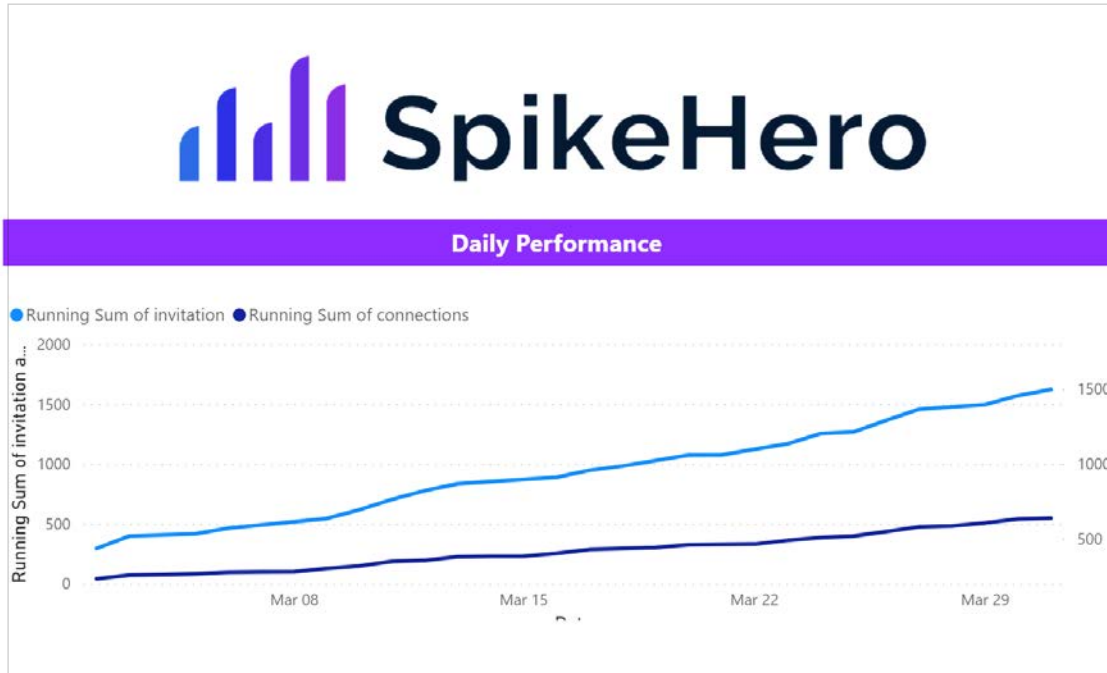
Hiring Your Community Manager

Every project starts with a community specialist. We craft the right social profile that paints your rep as a helpful voice of authority in your industry niche. We screen and onboard your community specialist in a timely manner and develop a playbook to reach your ideal customer profile.

THE PROCESS STEP 1



STEP 2



Setting your Project Goals

Every project has a goal and targets to drive ROI. The dashboard will show the overall targets including commissions for the rep and any bonuses that have been agreed to with the client.

STEP 3

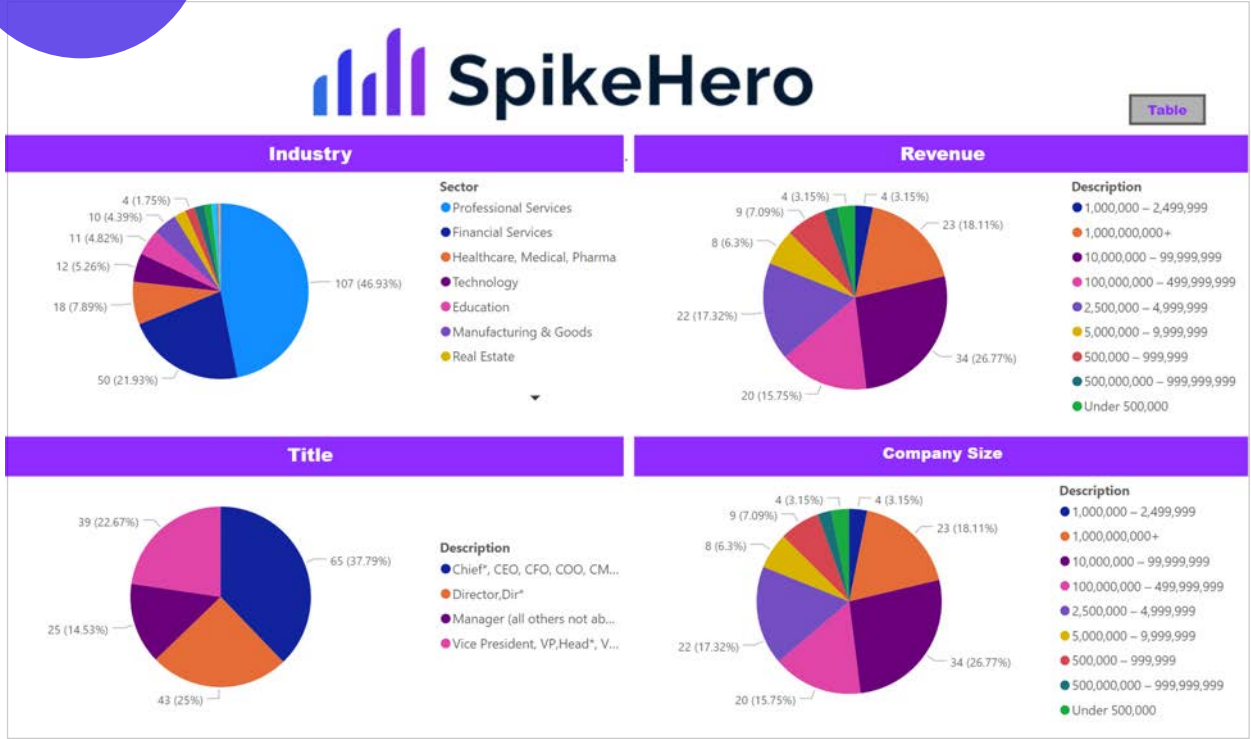


Measuring the KPI'S

Your dashboard will help you to see whether your rep is on track or pacing behind, allowing you to make real-time changes where needed. The KPI's are updated and customized for your business.

KPI'S (DO NOT UPDATE)	CURRENT	BENCHMARK	PACING
Conversion (requests to connections) %	31%	30%	Good
Conversion to Sales %	0.9%	1%	Good
Requests	1,365	1,275	Good
Connections	363	383	Good
Director+	65%	60%	Good
New Jersey	79%	80%	Good
Sales \$	\$4,300	\$4,544	Good

STEP 4



What does your community look like?

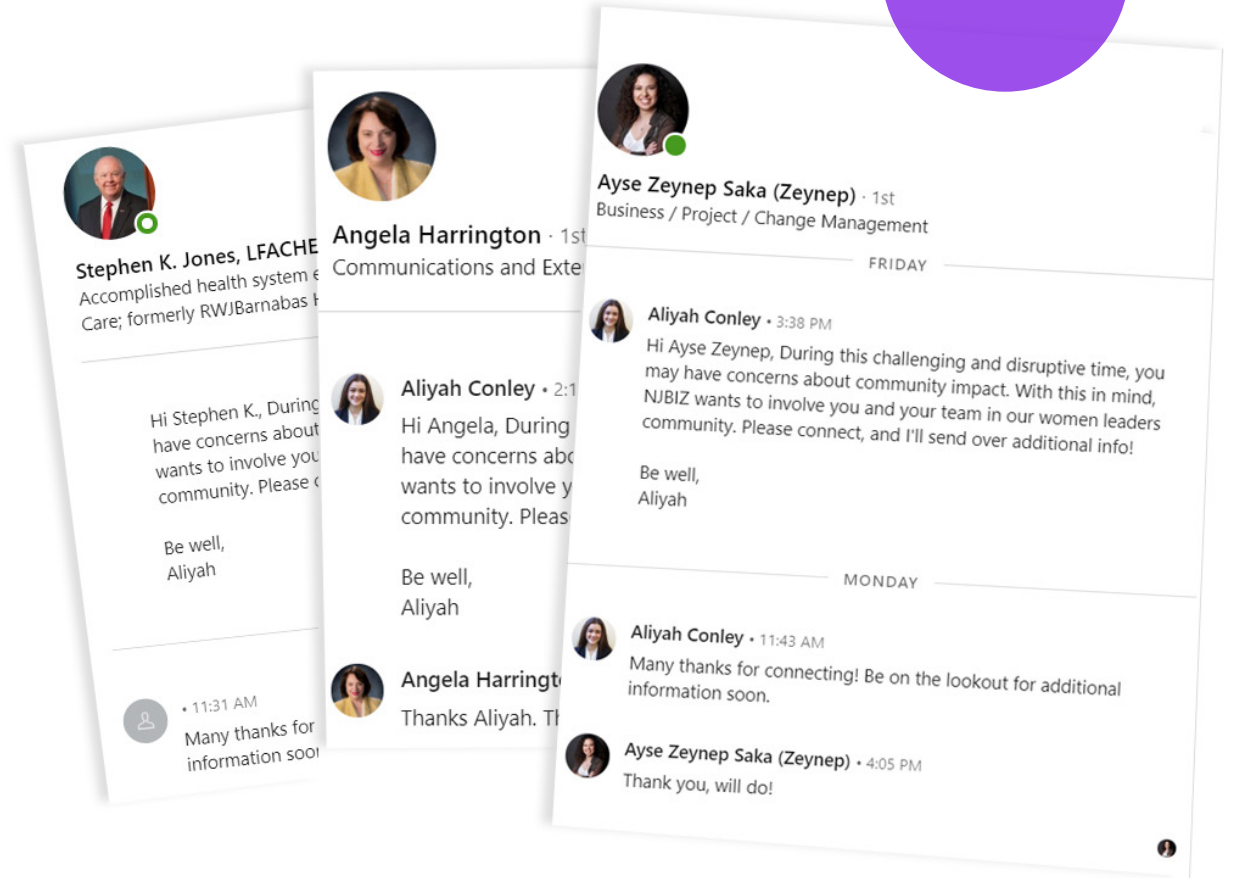
SpikeHero® Community Manager provides you with key demographic and audience data, including title, industry, revenue size and employee size. We integrate directly with the latest enrichment tools to enrich your community data and provide actionable insights.



Personalizing messages and curating the right responses

SpikeHero® Community Manager highlights key messages and responses from your newly created community, so you never miss a beat!

STEP 5



STEP 6

PROMOTE	WO	DATE	LINKEDIN	PHOTOS	NOTES
General Registration	13	Monday, 3/9/20	Counting down to the @NJBIZ Best 50 Women in Business event on March 23rd at The Palace at Somerset Park. Get your tickets at: http://bit.ly/NJBizBest50Women #NJBIZ #Best50WomenNJ	LINK	POST LINK
Partners	13	Monday, 3/9/20	Thank you @WellsFargo as our Presenting Sponsor for @NJBIZ Best 50 Women in Business event on March 23rd at The Palace at Somerset Park. Get your tickets at: http://bit.ly/NJBizBest50Women #NJBIZ #Best50WomenNJ	LINK	POST LINK
Nominee	13	Monday, 3/9/20	See Nominees: Post X3	n/a	Posted 3/3
General Registration	13	Tuesday, 3/10/20	McKinsey & Co. noted that companies with a higher percentage of women in top management have better financial performance. 📈👩 Celebrate the businesswomen shaping New Jersey at the @NJBIZ Best 50 Women in Business event on March 23rd. Tickets here: http://bit.ly/NJBizBest50Women #NJBIZ #Best50WomenNJ	LINK	POST LINK
Partners	13	Tuesday, 3/10/20	A huge thank you to @Withum, our major sponsor for the @NJBIZ Best 50 Women in Business event on March 23rd at the Palace at Somerset Park! Get your tickets at: http://bit.ly/NJBizBest50Women #Best50WomenNJ	LINK	POST LINK
Nominee	13	Tuesday, 3/10/20	See Nominees: Post X3		Posted 4/3
General Registration	13	Wednesday, 3/11/20	Women are shaping the future of New Jersey for the better. Come see for yourself at the @NJBIZ Best 50 Women in Business event on March 23rd at the Palace at Somerset Park. Register at http://bit.ly/NJBizBest50Women #NJBIZ #Best50WomenNJ	LINK	POST LINK
Partners	13	Wednesday, 3/11/20	Thank you to our major sponsor, @Crystal Springs Resort! Secure your spot for the @NJBIZ Best 50 Women in Business event on March 23rd at the Palace at Somerset Park! Get your tickets at: http://bit.ly/NJBizBest50Women #NJBIZ #Best50WomenNJ	LINK	POST LINK
Nominee	13	Wednesday, 3/11/20	See Nominees: Post X3		Posted 3/3
General Registration	13	Thursday, 3/12/20	Throwback Thursday to the 2018 #Best50WomenNJ ceremony. Don't miss this year's event on March 23rd at the Palace at Somerset Park! Do you have your tickets yet? Register at http://bit.ly/NJBizBest50Women before the price jumps! #NJBIZ	LINK	POST LINK

NJBIZ Best 50 Women in Business Conference 2020

Event organized by Aliyah Conley

June 9, 2020, 6:00 PM - June 9, 2020, 8:30 PM GMT-4:00

The Palace at Somerset Park, 333 Davidson Ave, Somerset, NJ, US, 08873

Get tickets

127 attendees

Including Jennilee Bradley and 117 other connections

Invite connections

About this event

NJBIZ is proud to announce the 2020 top 50 women business leaders in New Jersey. Join us on June 9th, 2020 at The Palace at Somerset Park, New Jersey, to honor those leaders, w... See more

Aliyah Conley • 1st
Marketing & Event Specialist | NJBIZ Best 50 Women in Business

In these tense times, NJBIZ would like to spotlight a few of the Best 50 Women in Business 2020 who continue to make important contributions to our New Jersey health systems. Thank you!

#njbiz #womeninhealthcare #womenleaders #Best50WomenNJ

2020 BEST 50 WOMEN IN BUSINESS
HEALTH CARE SPOTLIGHT

with Sandra Powell-Elliott and 8 others

118 • 20 Comments

Reactions: Celebrate, Comment, Share

Most Relevant

Give your good wishes...

Sally-Jo Placa, DMD, MBA • 3rd+
Assistant Program Director ZUNIC, GPE at HHSNJ Jersey Shore University M...
Congratulations



Amplifying your message on social

We work hand-in-hand to create a social media schedule for engaging your community across LinkedIn and other relevant social channels. We also use LinkedIn Website Retargeting to reactivate visitor interest and deliver relevant ad content based on the pages they visited on your site.



What Are The Benefits?

SpikeHero® Community Manager is a smarter and faster way of building your online community, strengthening relationships and elevating your brand to the right audience of decision makers.

SpikeHero® Community Manager knows that a community is where brand ambassadors are born. We know that communities drive retention and can result in up to a 25% increase in revenue (MSI).



**WE KNOW COMMUNITIES
HAVE AN ALMOST UNLIMITED
POTENTIAL AND SPIKEHERO®
COMMUNITY MANAGER IS HERE
TO HELP BUILD THE FUTURE OF
COMMUNITIES WITH YOU.**

**Get started with a free
30-minute demo...**

**Visit us at
spikehero.com/demo
or email us at
sales@spikehero.com**