AEM Communities, Building online Communities with AEM

AEM Communities Team – Product Management and Engineering

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Adobe Marketing Cloud and Adobe Experience Manager

MEDIA OPTIMIZER

ADOBE SOCIAL

EXPERIENCE MANAGER

ADOBE TARGET

ADOBE CAMPAIGN

ADOBE ANALYTICS

Sites

Assets

Communities

Forms

Apps

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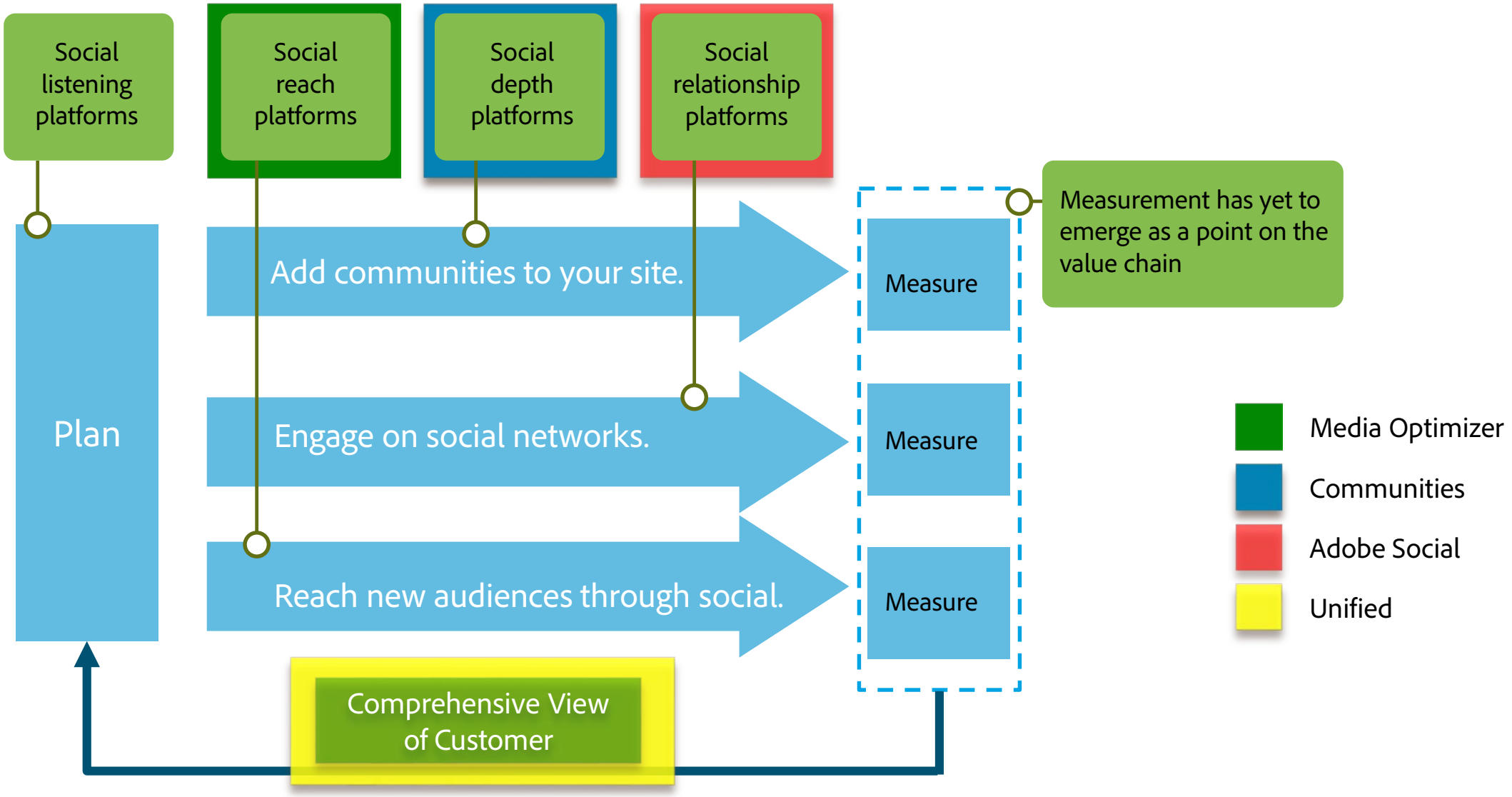
Adobe brings it all together: Social marketing technology value chain



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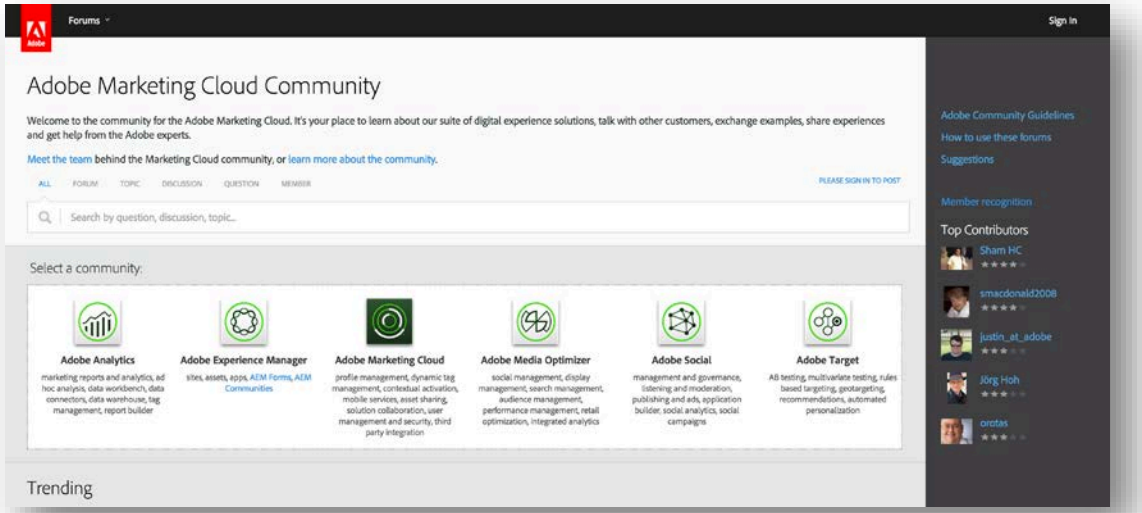
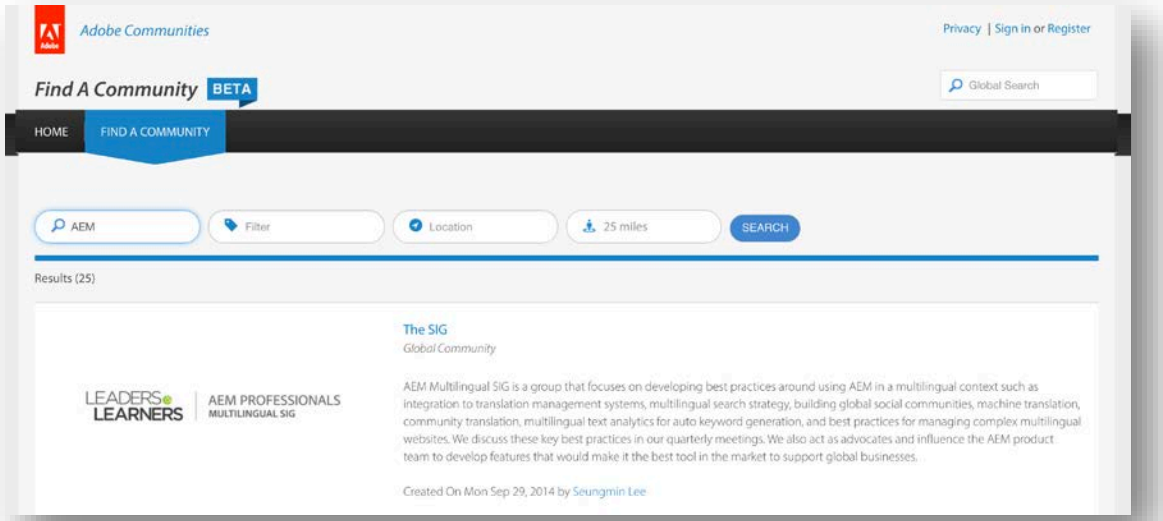
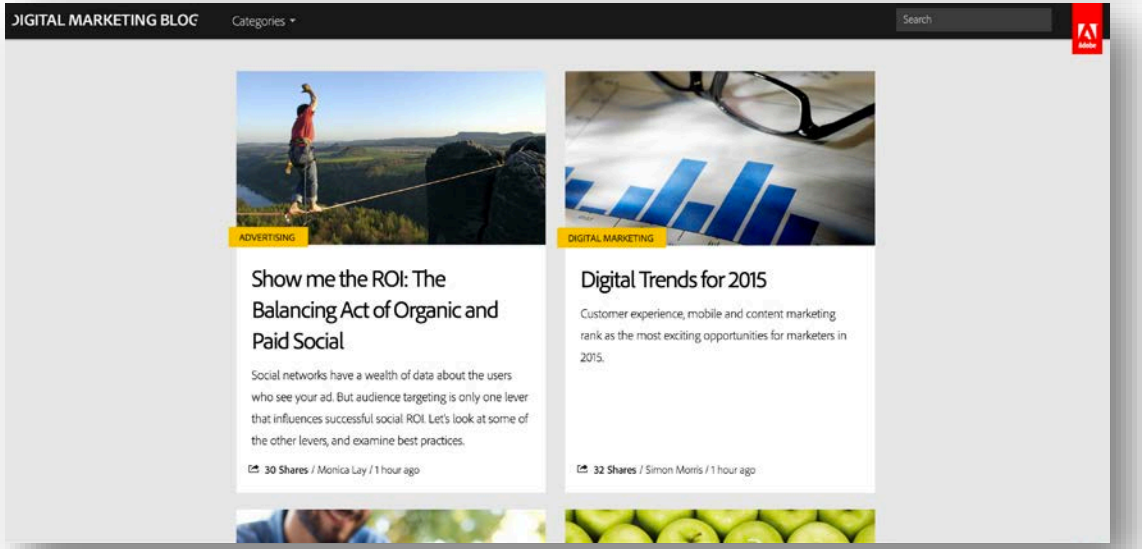
AEM Communities @Adobe

- Forums
  - http://help-forums.adobe.com
- Groups
  - http://communities.adobe.com
- Blogs
  - http://blogs.adobe.com







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Community projects can be overwhelming.
Consuming time and engineering effort

All I want is a simple forum…

I need something right now…

I just want it to be easy…

We simplified the process

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So let's build a community!

But first, who is going to be building and using the community site?

Builders…

Rebekah – Community Administrator

Andrew – Content (Brand) Manager

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So let's build a community!

Members…

Aaron – Community Manager

Weston – Community Member

Alison – Community User

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Rome was not built in day…
…but now your Community Sites can be!
Community Administrators

Create sites via a wizard-driven template-based approach

Rebekah – Community Administrator

- Builds and Maintains a library of templates for site and groups
- Configures the site and group templates
- Selects the site theme and branding
- Configures site security options
- Moderates the community members

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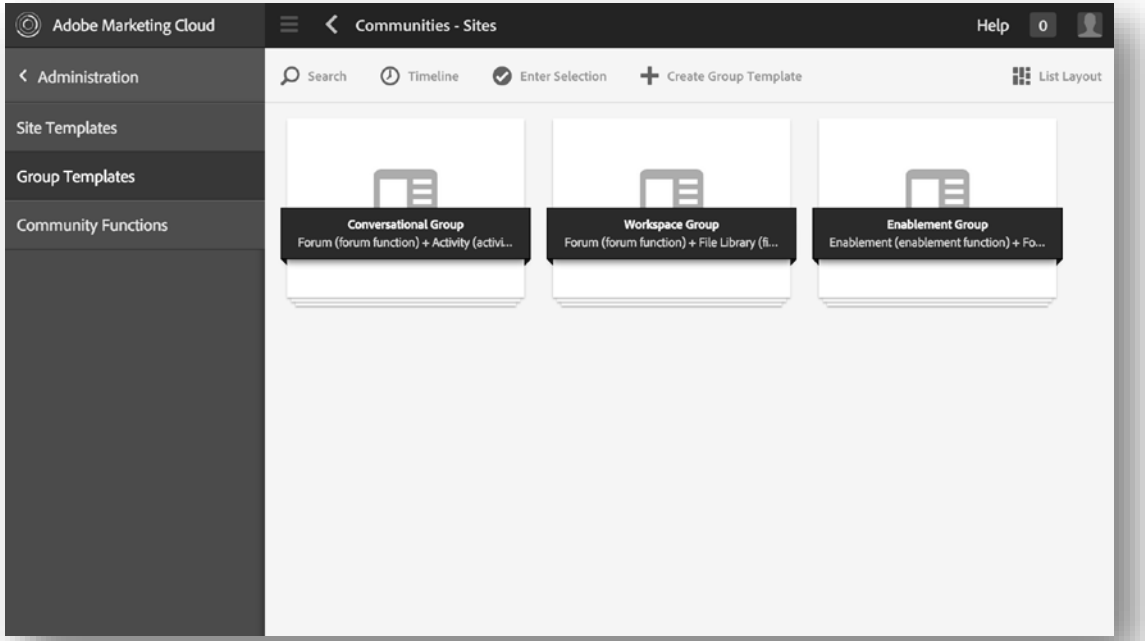
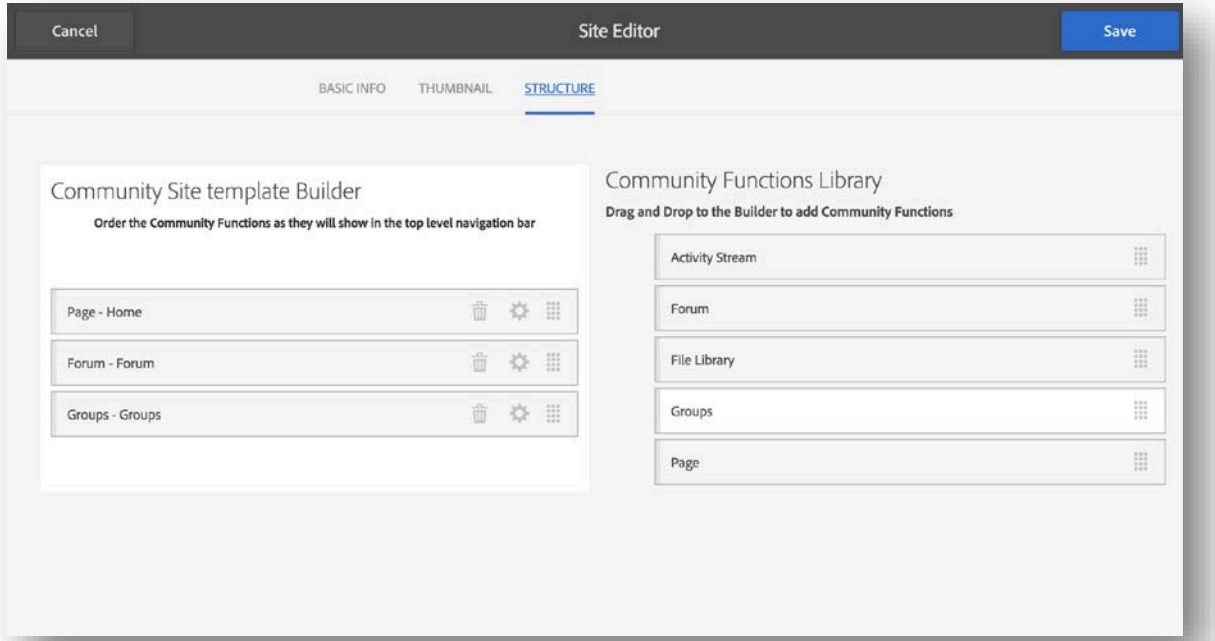
Assemble: Community Sites Templates and Community Groups Templates

- Library of site templates
- Library of group templates
- Configure your own site templates
- Configure your own group templates





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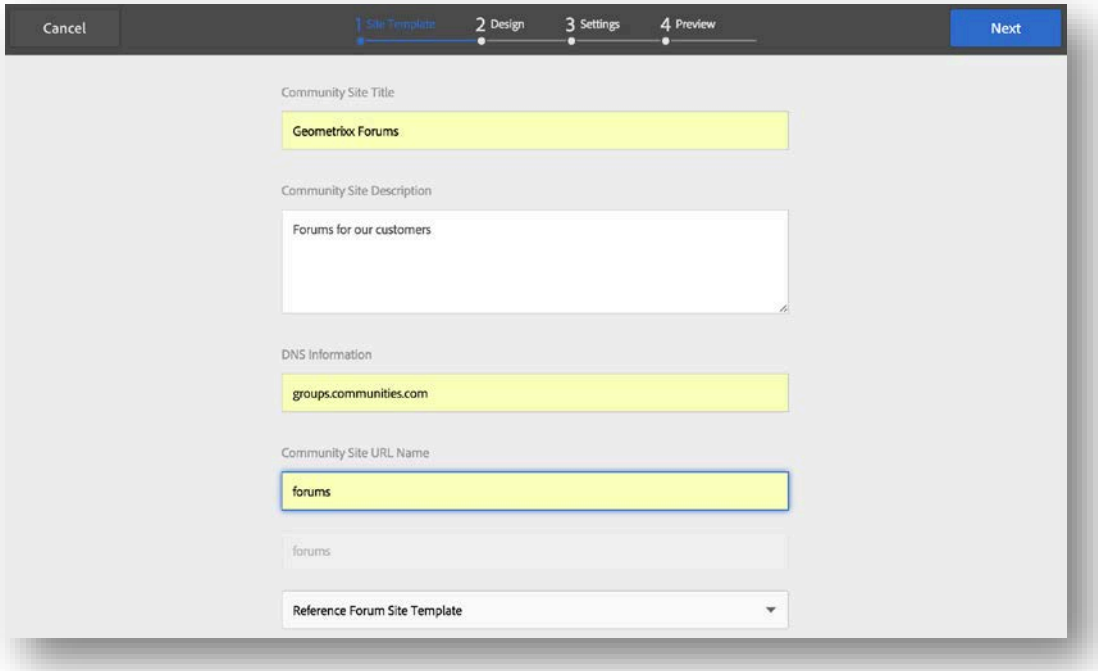
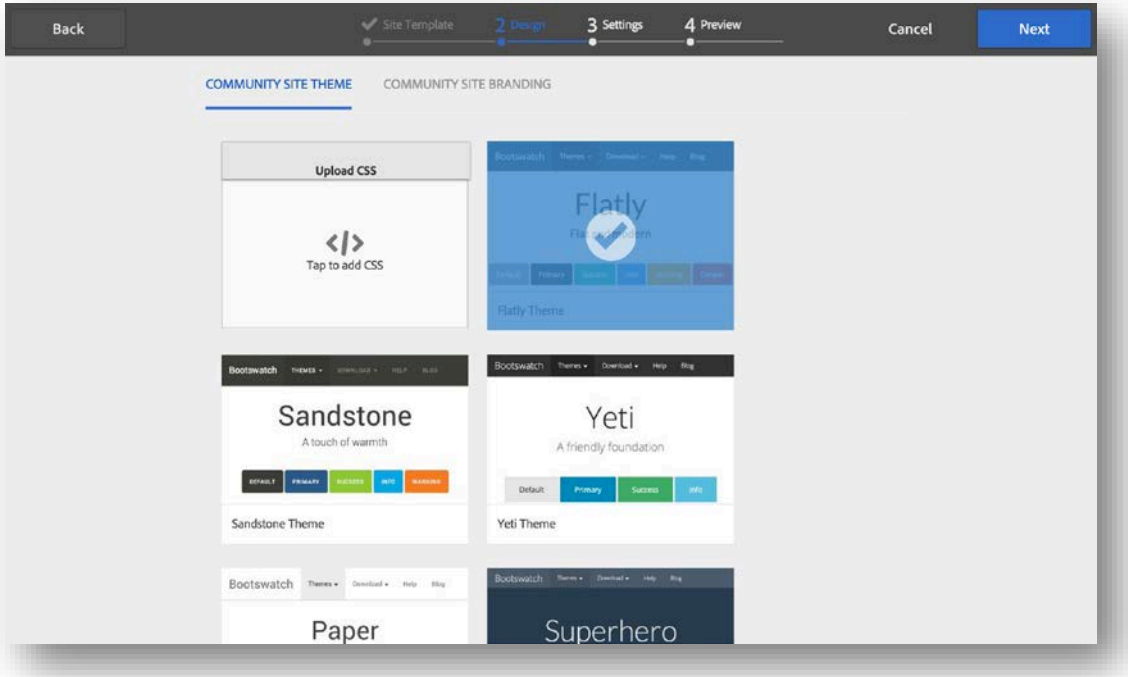
Assemble: Wizard-based Creation and Configuration of Community Sites

- Community Site Creation Wizard
- Gallery of visual themes
- Configurable branding
- Configurable security options (open, private, secret Community sites)





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I found Rome built of bricks…
I leave her clothed in marble… - Augustus
Brand Managers

Create content and tweaks via AEM WCM

Andrew – Content (Brand) Manager

- Uses Web Content Management for community pages
- Manages assets within community pages
- Personalizes and targets content

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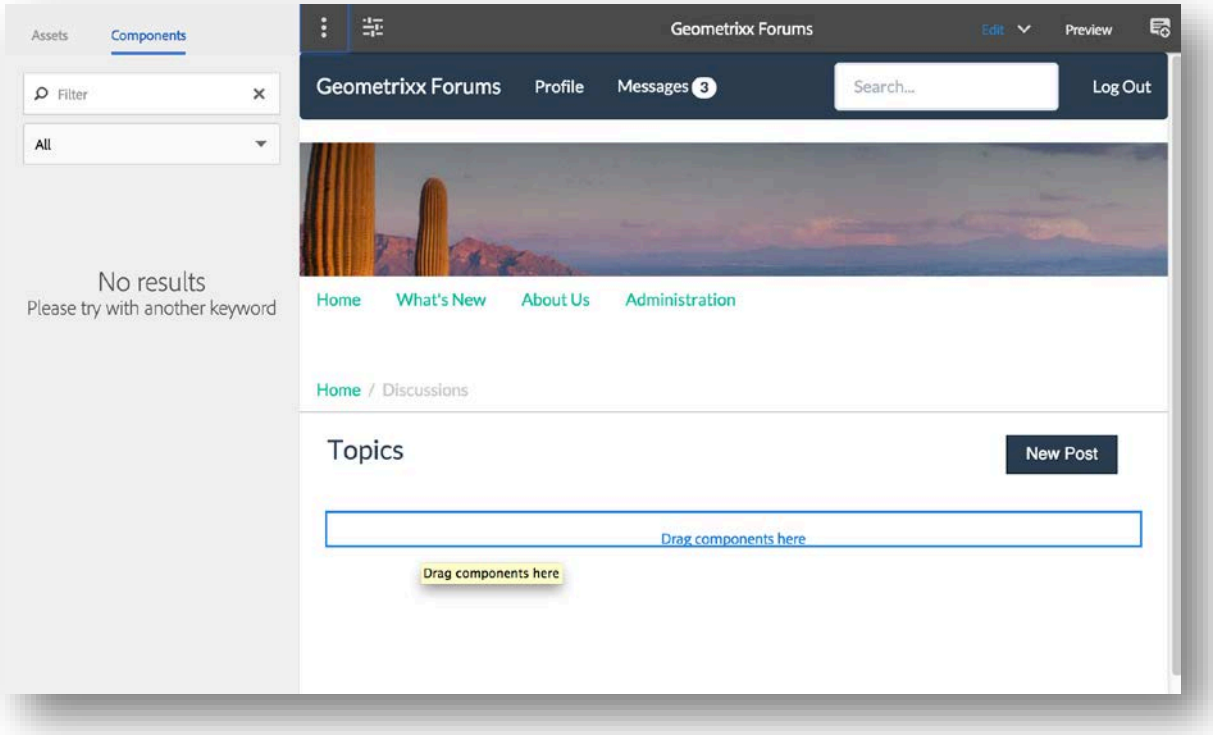
Customize: Leverage traditional AEM's WCM and DAM capabilities

- Web content management for Community pages
- Asset management within Community pages (images, videos)
- Personalized and targeted content



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Carpe Diem…
Community Managers

Manages the community

Aaron – Community Manager

- Manages public and private user groups
- Moderates the community content

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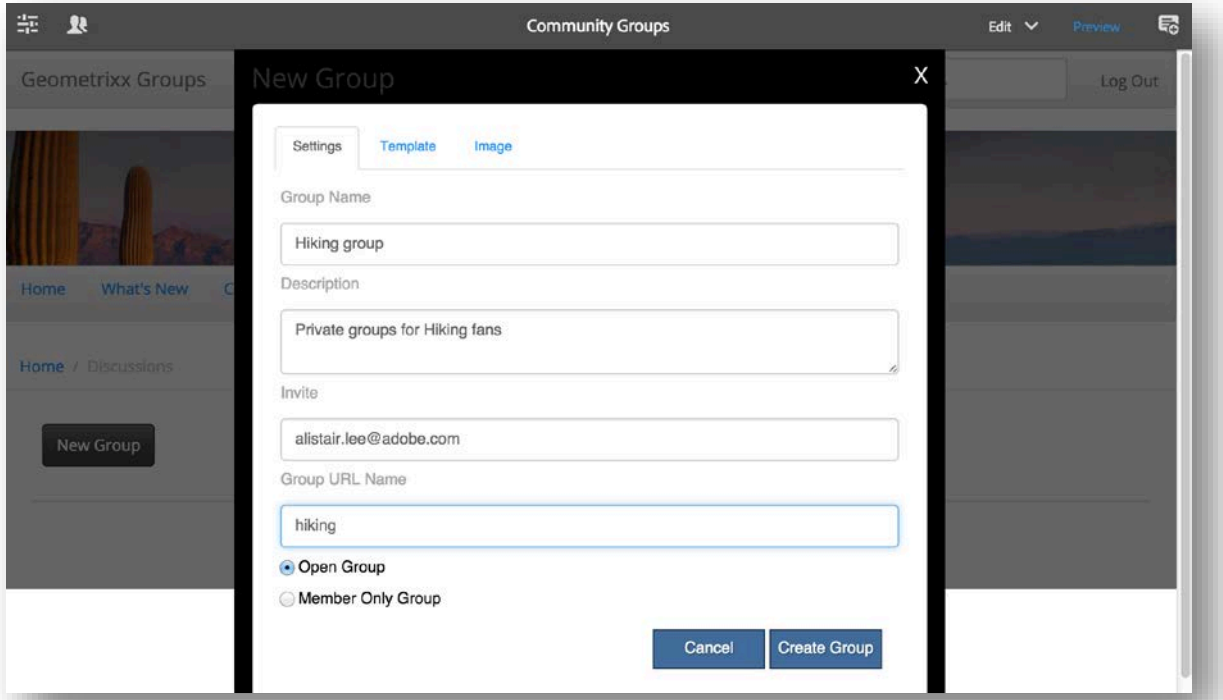
Manage: Community Groups

- Public user groups
- Member-only user groups
- Based on predefined group templates



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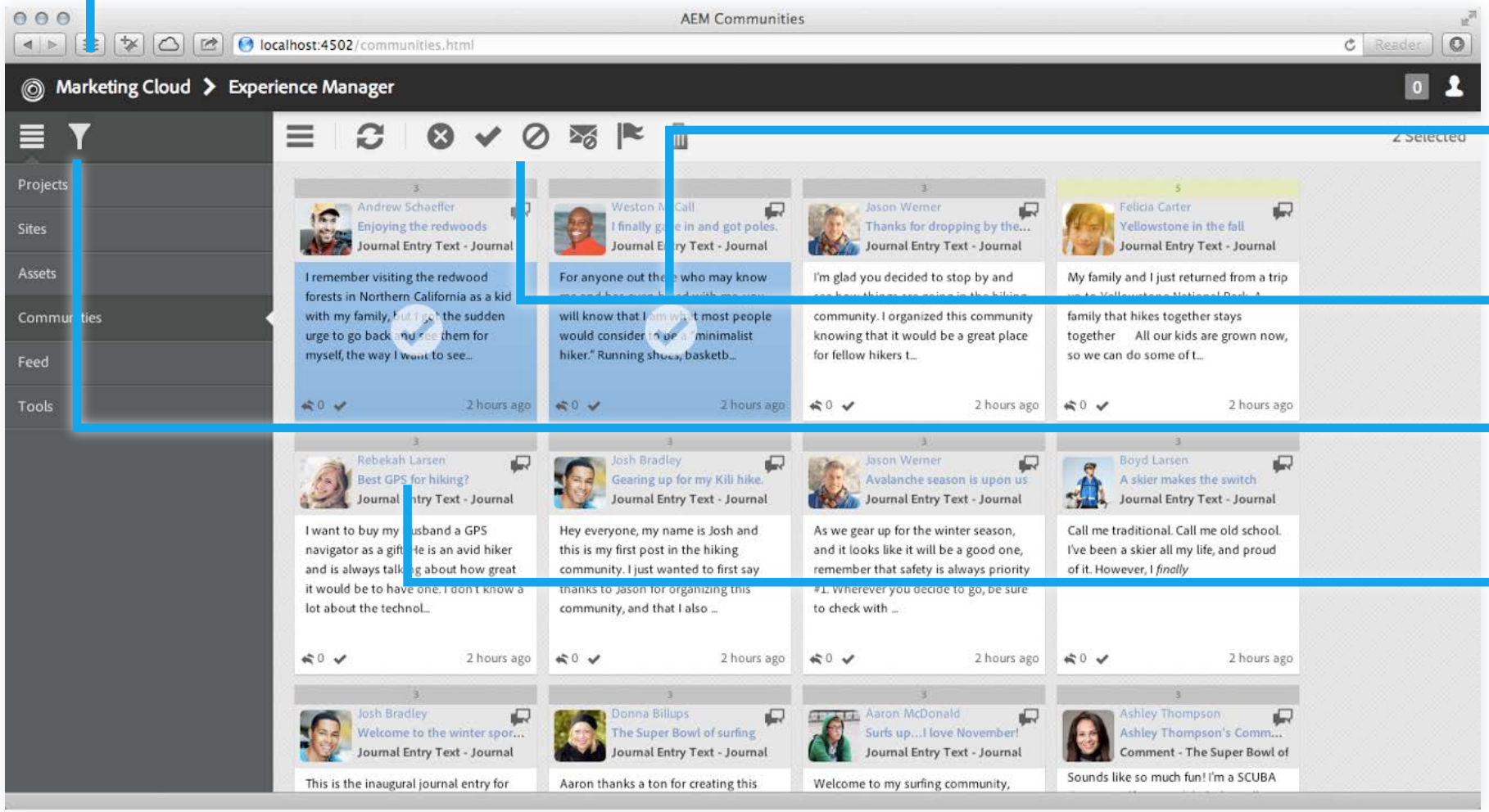
Manage: Moderate Community Content and Users



touch friendly, mobile first

bulk moderation

workflow support

faceted search

watch words + automation

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Manage: In-Context Moderation

- Approve, Deny, Flag, Delete community content in-context

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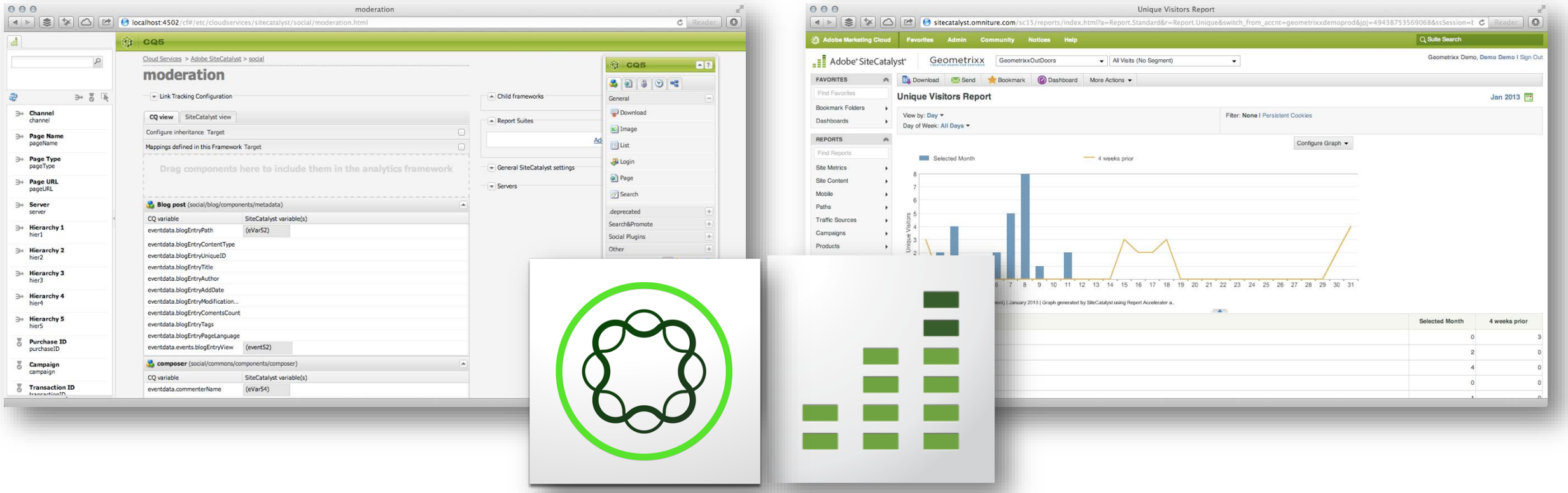
Manage: Turning Data into Actionable Information

- Measure Community activity and interaction using Adobe Analytics.
- All AEM Communities components are pre-instrumented for measurement.



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There is so much more than a Forum in Rome…
Community Members

Uses the community

Weston –
Community Member

- Views and creates content via a large collection of community functions
- Has conversations with other community members
- Is engaged via gamification

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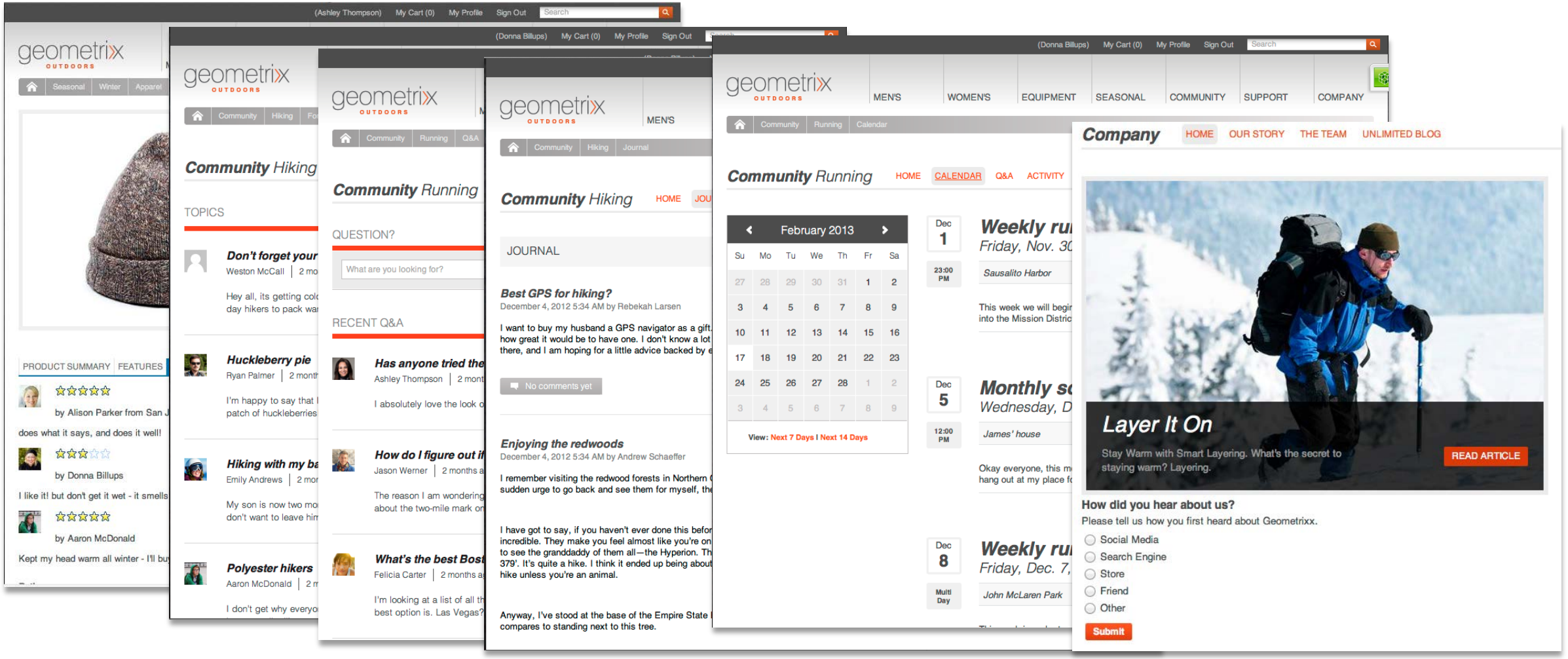
Engage: Comments, Reviews, Ratings, Forums, Calendars, QnA, File Sharing…

- Large collection of Community functions



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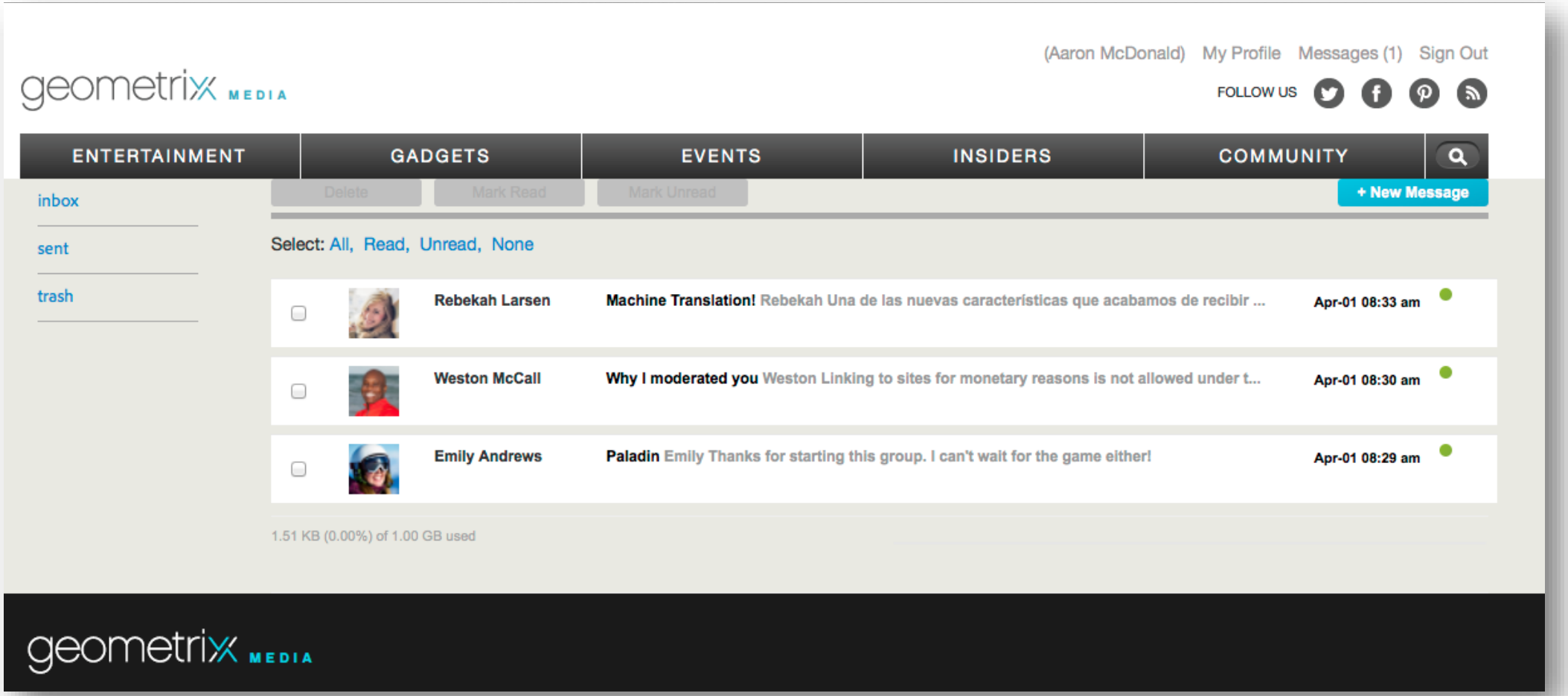
Engage: Private Messaging

- Direct conversation with Community Members



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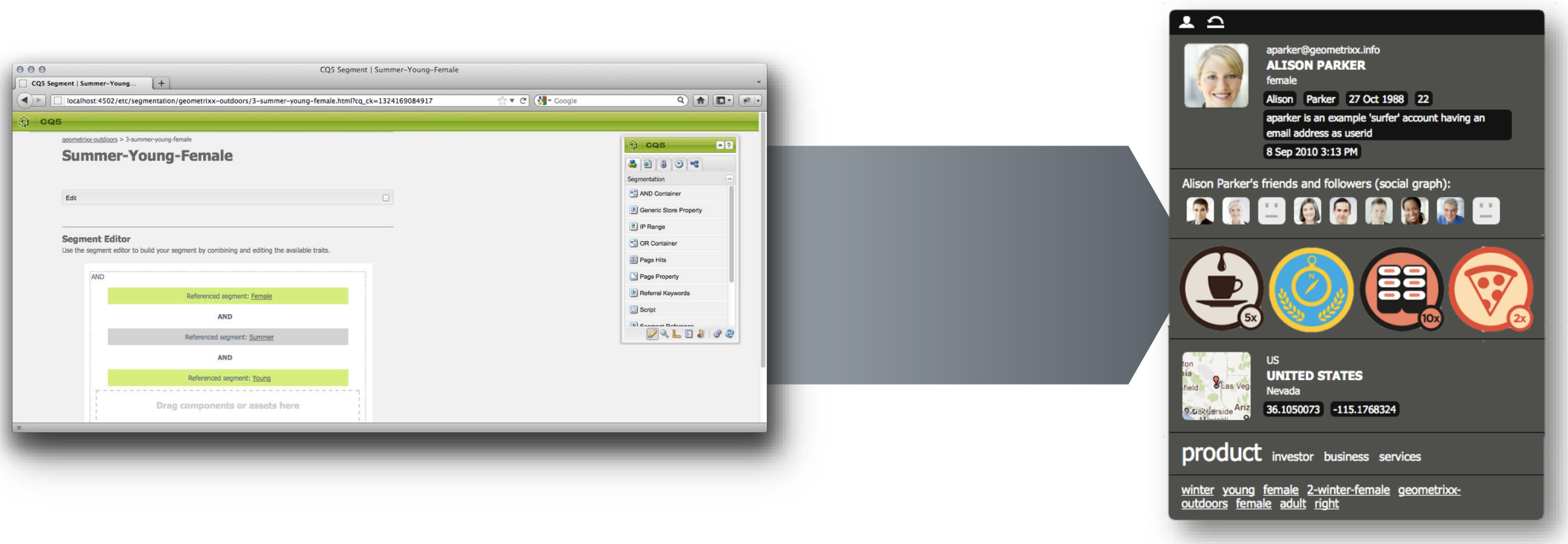
Engage: Gamification

- Define eligibility rules in AEM's segment builder with traits that operate on profile properties, the stored activity stream and on-site interactions. Awarded segments will be stored as profile properties, trigger a notification workflow and can be displayed in profile and other components.



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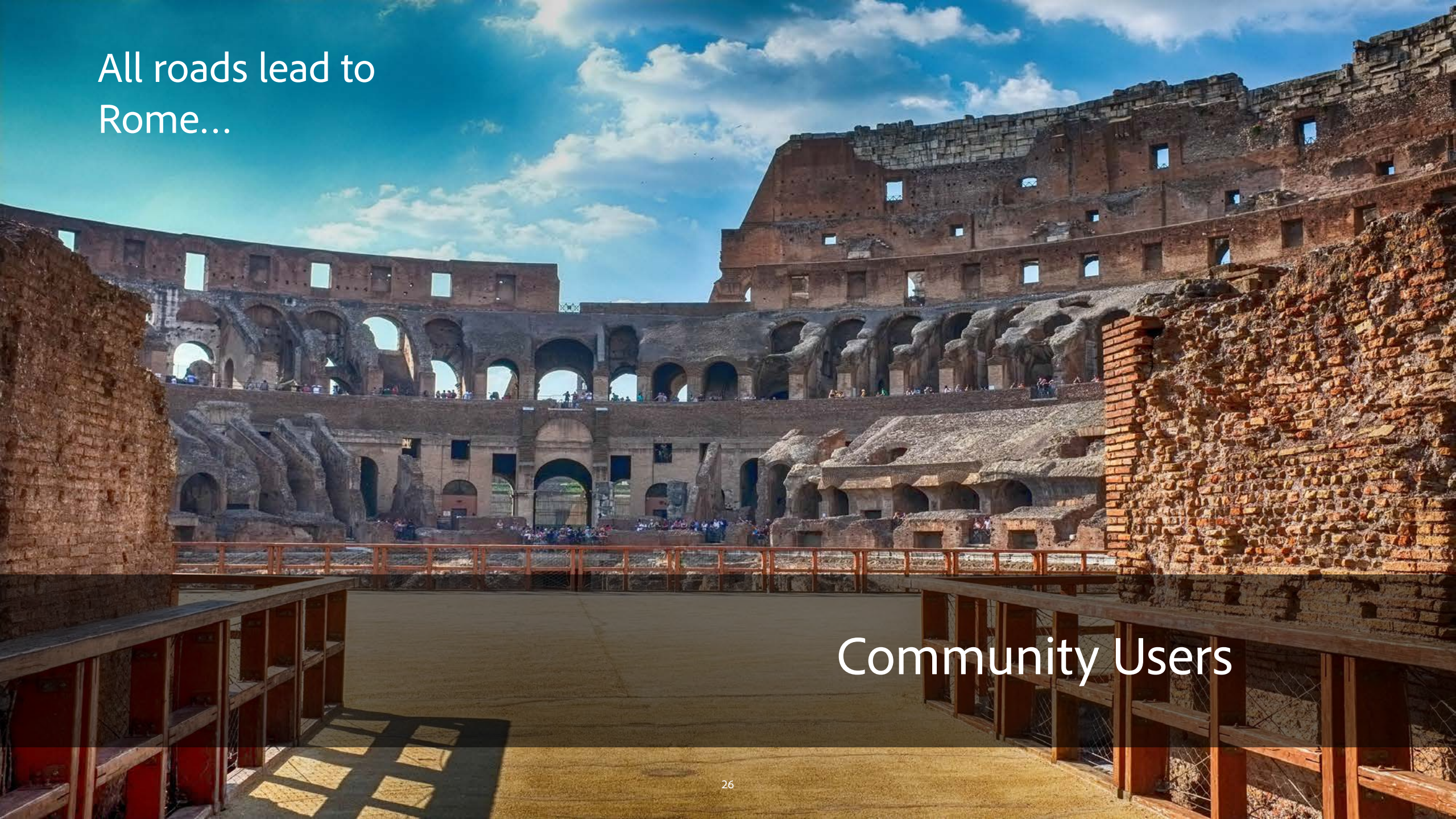
All roads lead to Rome…
Community Users

Reach new people

Alison – Community User

- SEO friendly
- Mobile ready
- Social Network accessible

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Reach: Community Users

- SEO friendly
  - Community pages are easy to find on Internet search engines
- Mobile readiness
  - Community sites are responsive by default
- Social networks
  - Community users can register via Social Logins

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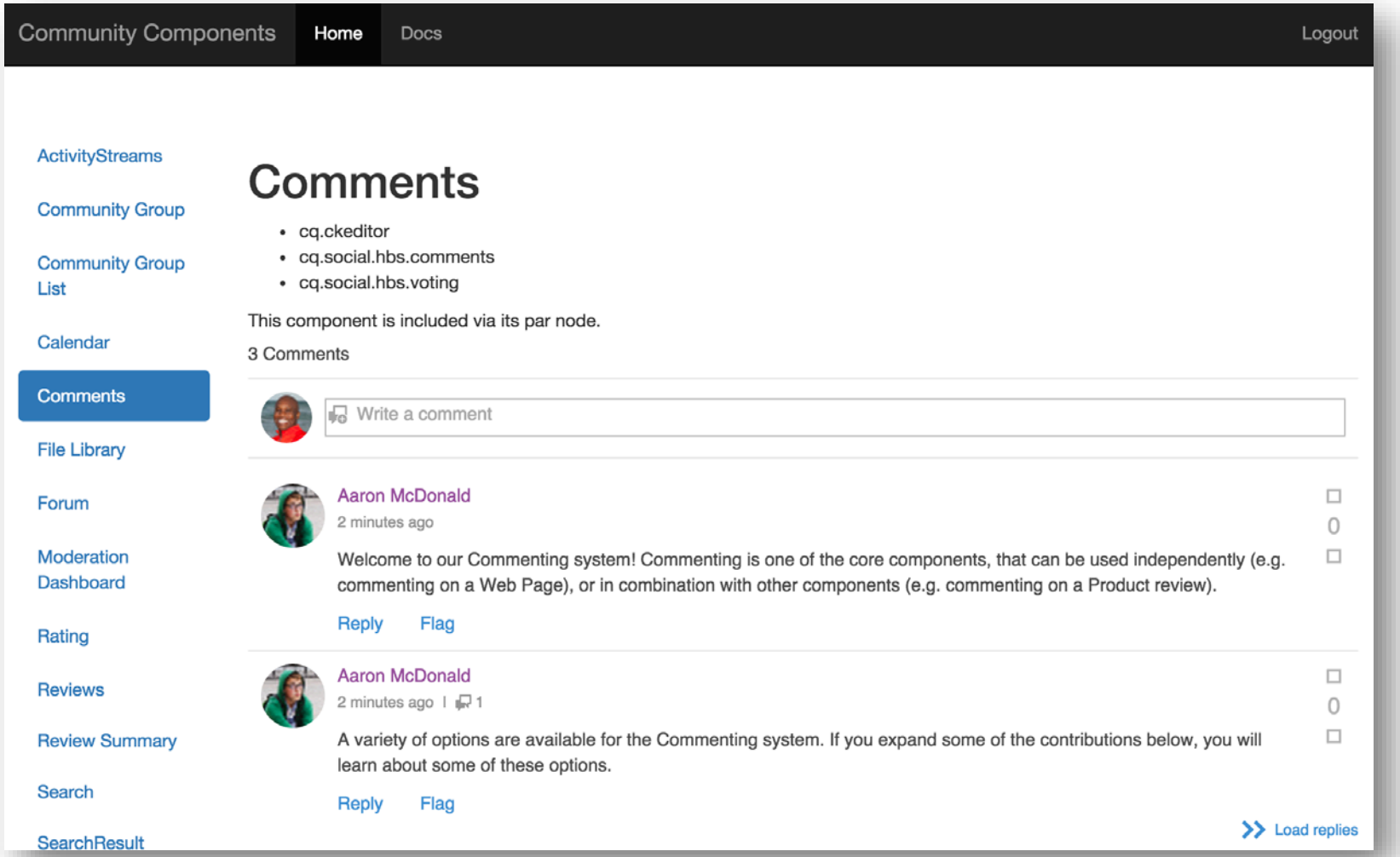
When in Rome…
do as the Romans…
CAFFÉ DOMIZIANO
and build AEM Communities
Community Developers

Build: Library of reusable AEM components

- Reusable components
  - Flexible skinning
  - Simple templating
  - Easy to extend
- Contextual
  - Comments
  - Reviews
  - Ratings
  - Votes/Likes
- Standalone
  - Forums
  - Calendars
  - File Sharing
  - Activities
  - News Feeds
  - Search



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The ROI of Owned Communities

Quantifiable Benefits	New Lead Generation	How many new leads of prospects come to your company each year because of your community, multiplied by your average deal size and overall lead close rate
	Increase in lead close/conversion rate	The effect your community has on your overall lead close rate, multiplied by your average deal size
	Deflection of support calls	How many potential support calls get answered by the community, multiplied by your average cost per call
Qualitative Benefits	Improved products and solutions via ideation	Product improvements informed by soliciting ideas for new features and product direction via your community
	Increased customer satisfaction with your company overall	Increases to your company's Net Promoter Scores and similar metrics because of their positive experiences in your community
Platform Advantage	Social Community Anywhere	Ability to add social elements anywhere on your site with easy to configure, drag & drop social community components
	Integrated content and shared context	Avoid creating data silos since all User Generated Content is stored in a shared repository and readily accessible by all AEM products

The ROI of 'Owner' Communities, Forrester Research, 4 February 2013

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