

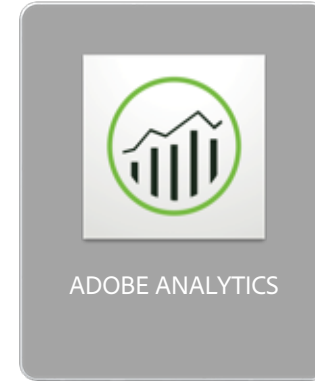
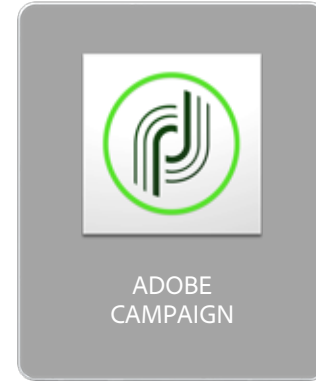
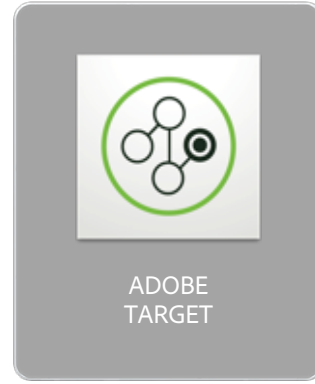
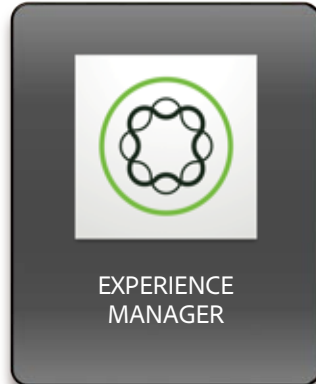
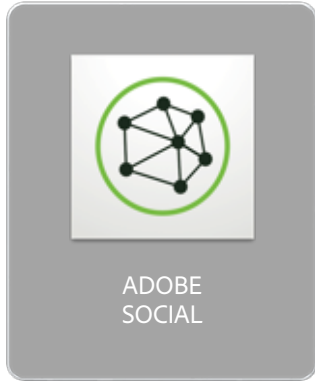
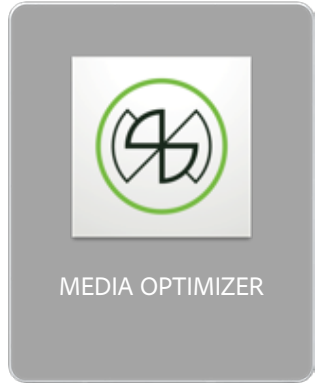


# AEM Communities, Building online Communities with AEM

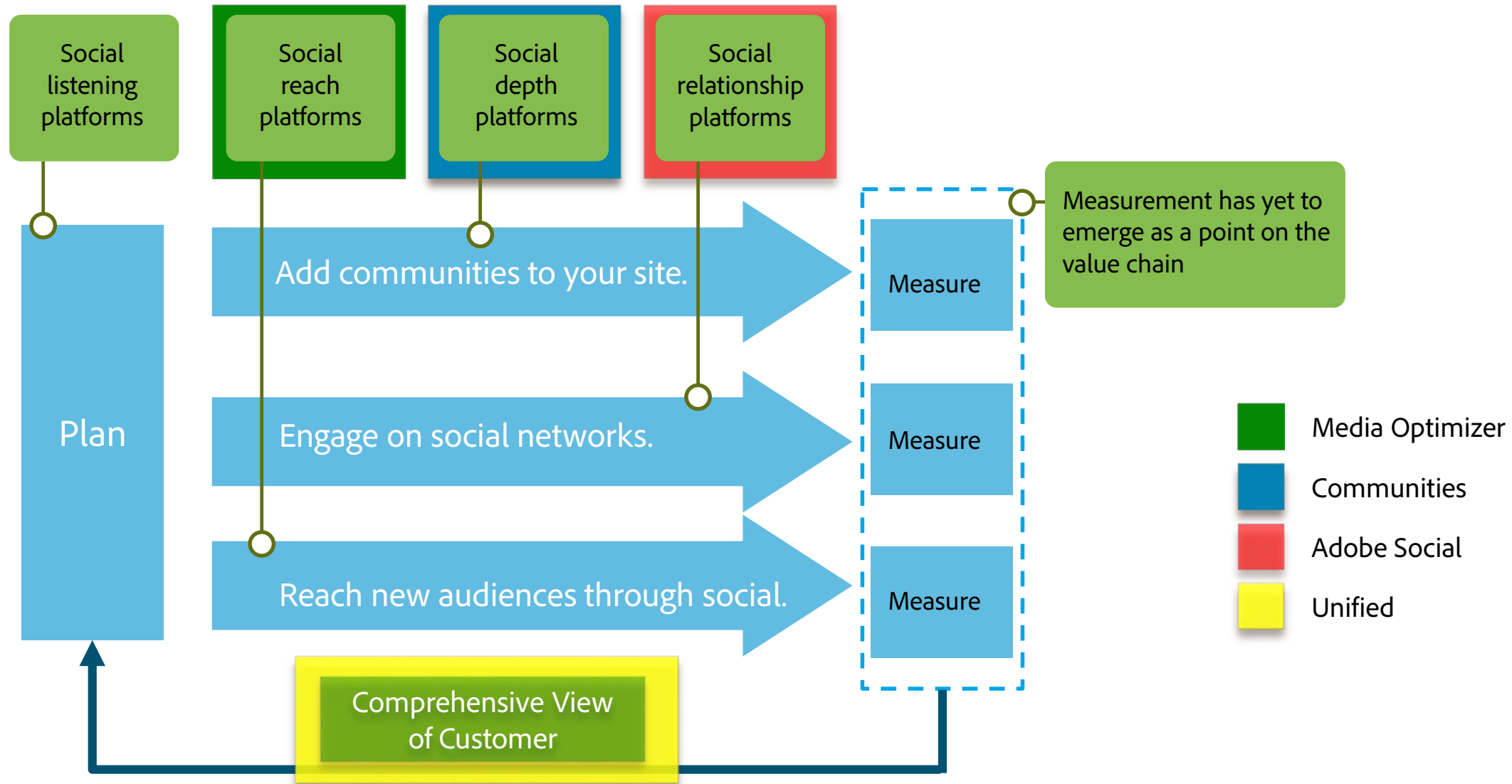
AEM Communities Team – Product Management and Engineering



# Adobe Marketing Cloud and Adobe Experience Manager



# Adobe brings it all together: Social marketing technology value chain



# AEM Communities @Adobe

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

Adobe Communities

Privacy | Sign in or Register

Find A Community BETA

Global Search

HOME FIND A COMMUNITY

AEM Filter Location 25 miles SEARCH

Results (25)

**The SIG**  
Global Community

LEADERS LEARNERS AEM PROFESSIONALS MULTILINGUAL SIG

AEM Multilingual SIG is a group that focuses on developing best practices around using AEM in a multilingual context such as integration to translation management systems, multilingual search strategy, building global social communities, machine translation, community translation, multilingual text analytics for auto keyword generation, and best practices for managing complex multilingual websites. We discuss these key best practices in our quarterly meetings. We also act as advocates and influence the AEM product team to develop features that would make it the best tool in the market to support global businesses.

Created On Mon Sep 29, 2014 by Seungmin Lee

Forums

Adobe Marketing Cloud Community

Welcome to the community for the Adobe Marketing Cloud. It's your place to learn about our suite of digital experience solutions, talk with other customers, exchange examples, share experiences and get help from the Adobe experts.

Meet the team behind the Marketing Cloud community, or learn more about the community.

ALL FORUM TOPIC DISCUSSION QUESTION MEMBER PLEASE SIGN IN TO POST

Search by question, discussion, topic...

Select a community:

- Adobe Analytics: marketing reports and analytics, ad hoc analysis, data warehouse, data connectors, data warehouse, tag management, report builder
- Adobe Experience Manager: sites, assets, apps, AEM Forms, AEM Communities
- Adobe Marketing Cloud: profile management, dynamic tag management, contextual activation, mobile services, asset sharing, solution collaboration, user management and security, third party integration
- Adobe Media Optimizer: social management, display management, search management, audience management, performance management, retail optimization, integrated analytics
- Adobe Social: management and governance, filtering and moderation, publishing and ads, application builder, social analytics, social campaign
- Adobe Target: AB testing, multivariate testing, rules based targeting, geotargeting, recommendations, automated personalization

Trending

Adobe Community Guidelines  
How to use these forums  
Suggestions

Member recognition

Top Contributors

- Sham HC
- smacdonald2008
- justin\_at\_adobe
- Jörg Hoh
- orotas

DIGITAL MARKETING BLOG

Categories Search

ADVERTISING

DIGITAL MARKETING

**Show me the ROI: The Balancing Act of Organic and Paid Social**

Social networks have a wealth of data about the users who see your ad. But audience targeting is only one lever that influences successful social ROI. Let's look at some of the other levers, and examine best practices.

30 Shares / Monica Lay / 1 hour ago

**Digital Trends for 2015**

Customer experience, mobile and content marketing rank as the most exciting opportunities for marketers in 2015.

32 Shares / Simon Morris / 1 hour ago

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



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

So let's build a community!

Members...



Aaron – Community  
Manager



Weston – Community  
Member



Alison – Community  
User

Rome was not built in  
day...

...but now your  
Community Sites  
can be!

Community Administrators





## Create sites via a wizard-driven template-based approach

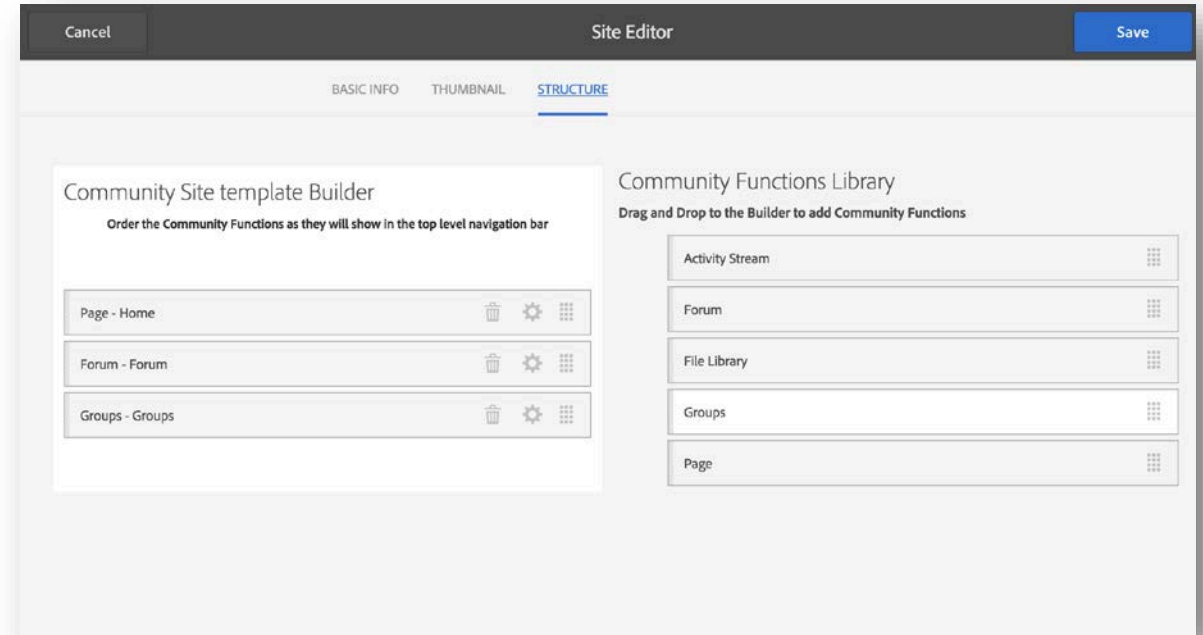
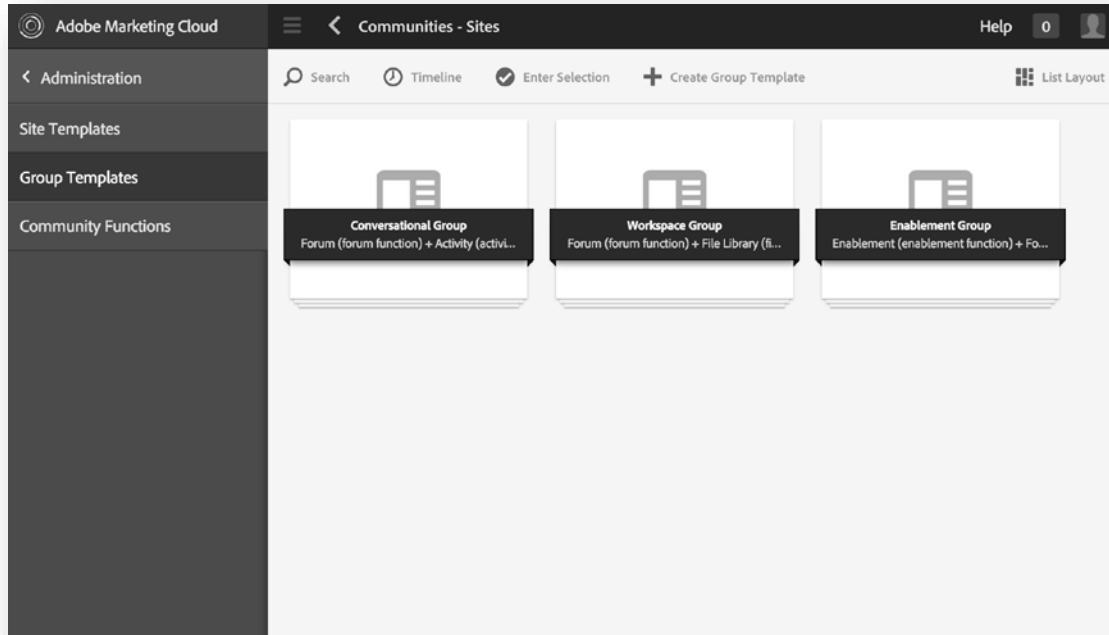


Rebekah – Community  
Administrator

- 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

# 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



# 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)

Cancel | Site Template | 2 Design | 3 Settings | 4 Preview | Next

Community Site Title  
Geometrix Forums

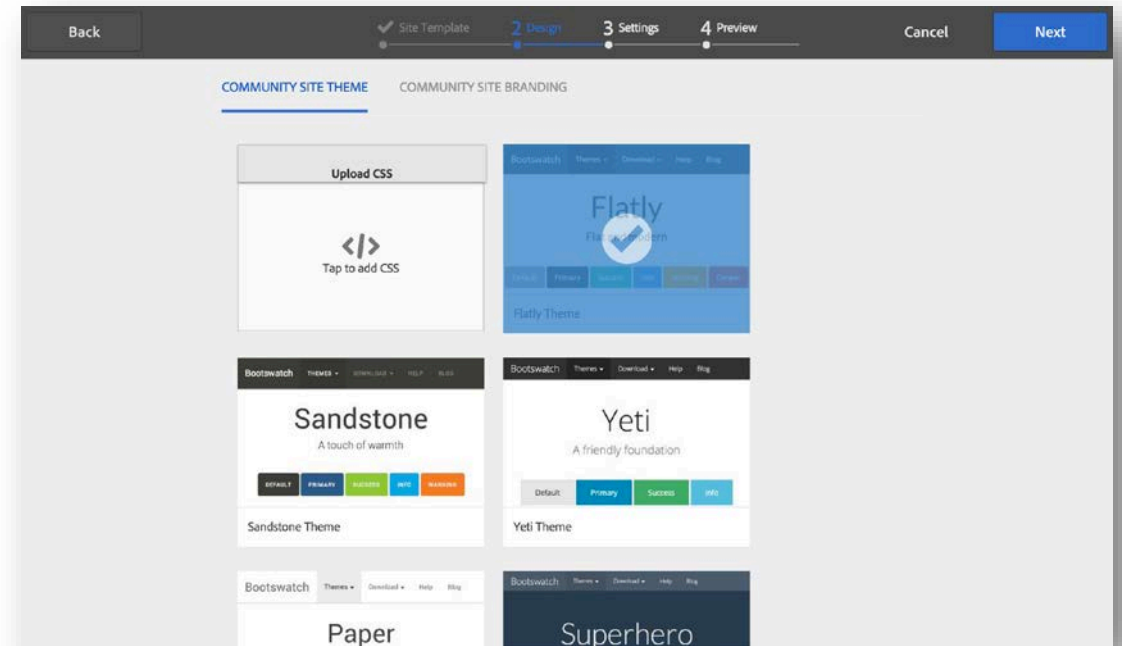
Community Site Description  
Forums for our customers

DNS Information  
groups.communities.com

Community Site URL Name  
forums

forums

Reference Forum Site Template





I found Rome built of  
bricks...

I leave her clothed in  
marble... - Augustus

Brand Managers

## Create content and tweaks via AEM WCM

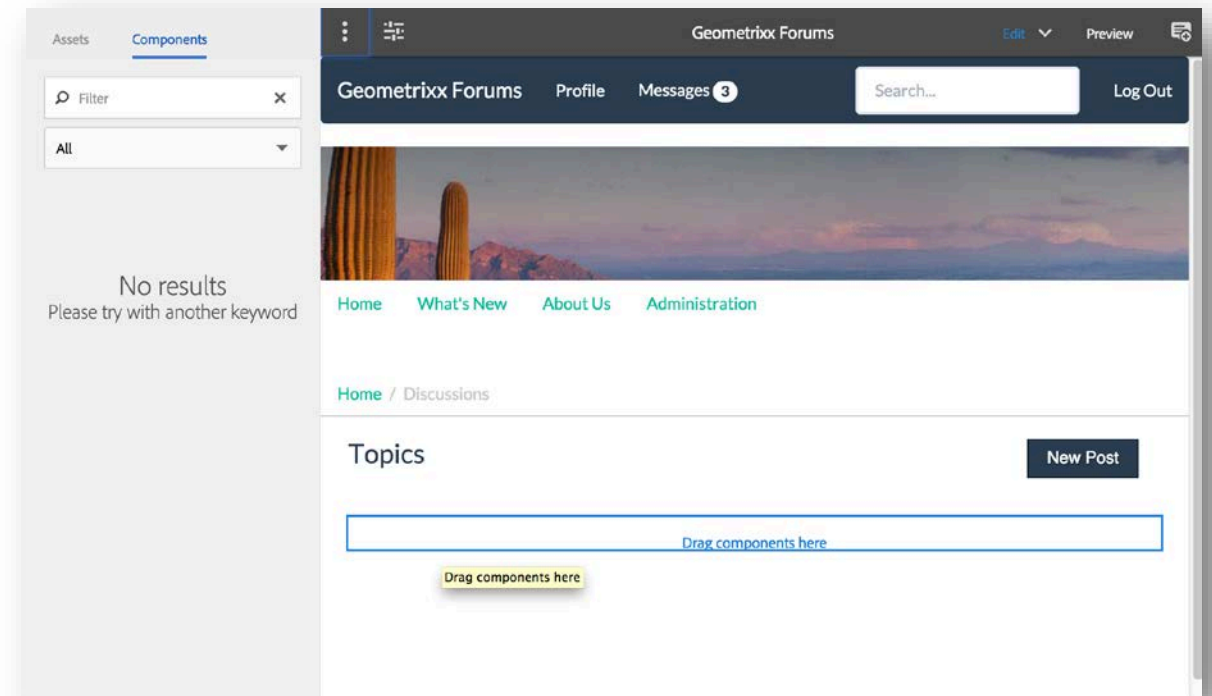


Andrew – Content (Brand)  
Manager

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

# 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





Carpe Diem...

Community Managers

## Manages the community



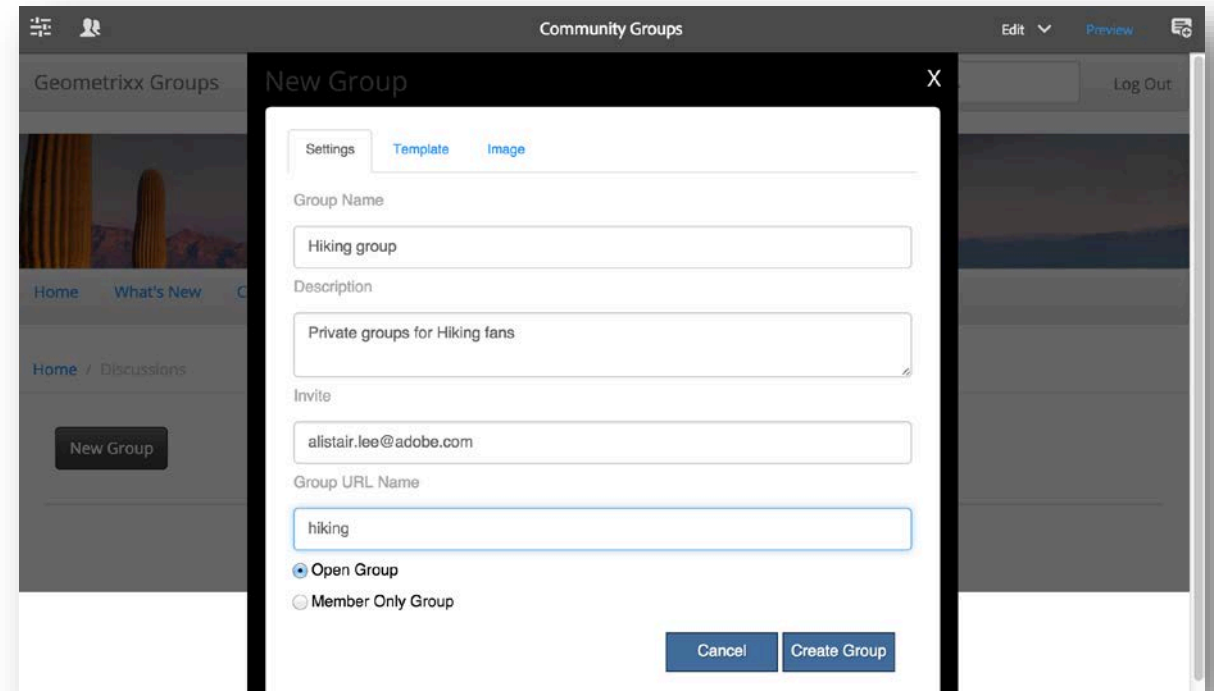
Aaron – Community  
Manager

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



# Manage: Community Groups

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

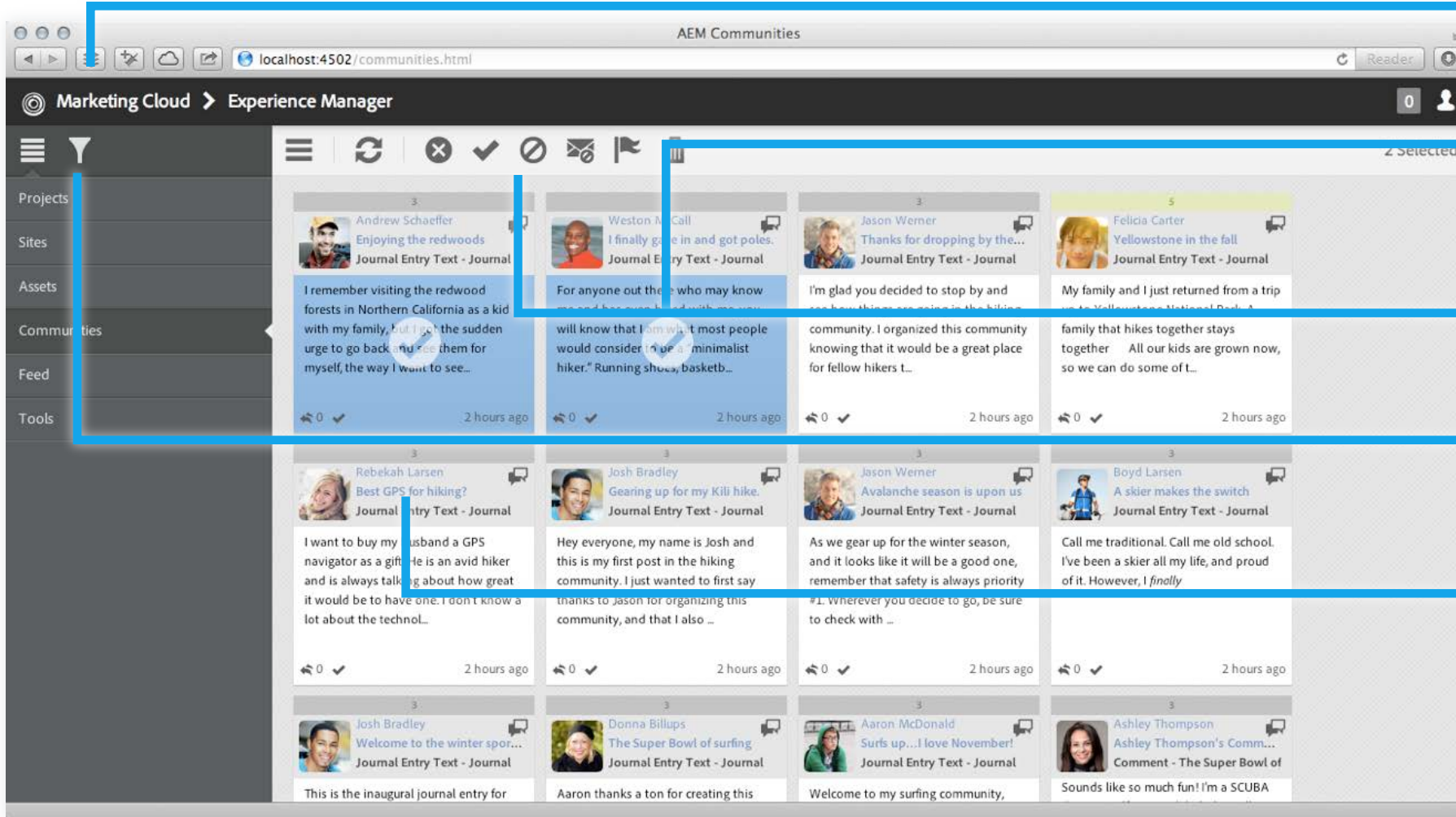


The screenshot shows the 'New Group' dialog box in the Geometrixx Groups application. The dialog is titled 'New Group' and has a close button (X) in the top right corner. It features three tabs: 'Settings', 'Template', and 'Image'. The 'Settings' tab is active, showing the following fields and options:

- Group Name:** Hiking group
- Description:** Private groups for Hiking fans
- Invite:** alistair.lee@adobe.com
- Group URL Name:** hiking
- Group Type:**  Open Group,  Member Only Group

At the bottom right of the dialog, there are two buttons: 'Cancel' and 'Create Group'. The background shows a blurred view of the Geometrixx Groups interface, including a 'New Group' button and a 'Log Out' button.

# Manage: Moderate Community Content and Users



touch friendly,  
mobile first

bulk moderation

workflow  
support

faceted search

watch words +  
automation

# Manage: In-Context Moderation

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



# Manage: Turning Data into Actionable Information

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

moderation

Cloud Services > Adobe SiteCatalyst > social

### moderation

Link Tracking Configuration

CQ view SiteCatalyst view

Configure inheritance Target

Mappings defined in this Framework Target

Drag components here to include them in the analytics framework

**Blog post** (social/blog/components/metadata)

CQ variable	SiteCatalyst variable(s)
eventdata.blogEntryPath	(eVar52)
eventdata.blogEntryContentType	
eventdata.blogEntryUniqueID	
eventdata.blogEntryTitle	
eventdata.blogEntryAuthor	
eventdata.blogEntryAddDate	
eventdata.blogEntryModification...	
eventdata.blogEntryCommentsCount	
eventdata.blogEntryTags	
eventdata.blogEntryPageLanguage	
eventdata.events.blogEntryView	(event52)

**composer** (social/commons/components/composer)

CQ variable	SiteCatalyst variable(s)
eventdata.commenterName	(eVar54)

Unique Visitors Report

Adobe Marketing Cloud Favorites Admin Community Notices Help

Adobe SiteCatalyst Geometrix GeometrixOutdoors All Visits (No Segment)

Geometrix Demo, Demo Demo | Sign Out

### Unique Visitors Report

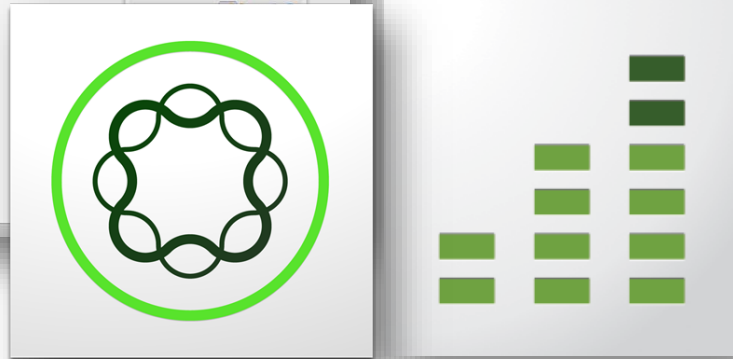
Jan 2013


View by: Day Day of Week: All Days Filter: None | Persistent Cookies

Configure Graph

Selected Month 4 weeks prior

Day	Selected Month	4 weeks prior
1	2	3
2	4	2
3	5	2
4	8	2
5	2	2
6	2	2
7	5	2
8	2	2
9	2	2
10	2	2
11	2	2
12	2	2
13	2	2
14	2	2
15	2	2
16	2	2
17	2	2
18	2	2
19	2	2
20	2	2
21	2	2
22	2	2
23	2	2
24	2	2
25	2	2
26	2	2
27	2	2
28	2	2
29	2	2
30	2	2
31	2	2



A night-time photograph of the Fontana del Gallo in Rome, Italy. The fountain features several large, muscular stone statues of figures holding vessels. The background is a grand, multi-story building with arched windows and classical architectural details. A street lamp is visible on the left side of the frame. The scene is illuminated by warm, golden light from the street lamps and some blue light from a building entrance.

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

# Engage: Comments, Reviews, Ratings, Forums, Calendars, QnA, File Sharing...

- Large collection of Community functions

The image displays five overlapping screenshots of the Geometrixx Outdoors website, illustrating various community engagement features:

- Product Page:** Shows a product summary for a hat with a 5-star rating and a review by Alison Parker from San Jose.
- Community Hiking:** Features a post titled "Don't forget your" by Weston McCall and a review titled "Huckleberry pie" by Ryan Palmer.
- Community Running:** Includes a "QUESTION?" section with a search bar and a "RECENT Q&A" section with a post titled "Has anyone tried the".
- Community Hiking (Journal):** Shows a "JOURNAL" section with a post titled "Best GPS for hiking?" by Rebekah Larsen.
- Community Running (Calendar):** Displays a calendar for February 2013 and a "Weekly run" article for Friday, Nov. 30.

# Engage: Private Messaging

- Direct conversation with Community Members

The screenshot displays the Geomatrix Media private messaging interface. At the top right, the user is identified as (Aaron McDonald) with links for My Profile, Messages (1), and Sign Out. Below this are social media follow icons for Twitter, Facebook, Pinterest, and RSS. A navigation bar contains categories: ENTERTAINMENT, GADGETS, EVENTS, INSIDERS, and COMMUNITY, with a search icon on the right. The left sidebar shows folders for inbox, sent, and trash. The main content area features a toolbar with Delete, Mark Read, and Mark Unread buttons, and a + New Message button. Below the toolbar, a selection prompt reads 'Select: All, Read, Unread, None'. Three messages are listed, each with a checkbox, a profile picture, the sender's name, the message preview, and the timestamp. The messages are from Rebekah Larsen, Weston McCall, and Emily Andrews. At the bottom, a storage usage indicator shows '1.51 KB (0.00%) of 1.00 GB used'. The Geomatrix Media logo is visible in the bottom left corner.

geomatrix MEDIA

(Aaron McDonald) My Profile Messages (1) Sign Out

FOLLOW US

ENTERTAINMENT GADGETS EVENTS INSIDERS COMMUNITY

inbox [Delete](#) [Mark Read](#) [Mark Unread](#) [+ New Message](#)

sent

trash

Select: All, Read, Unread, None

<input type="checkbox"/>		<b>Rebekah Larsen</b>	<b>Machine Translation!</b> Rebekah Una de las nuevas características que acabamos de recibir ...	Apr-01 08:33 am	
<input type="checkbox"/>		<b>Weston McCall</b>	<b>Why I moderated you Weston</b> Linking to sites for monetary reasons is not allowed under t...	Apr-01 08:30 am	
<input type="checkbox"/>		<b>Emily Andrews</b>	<b>Paladin Emily</b> Thanks for starting this group. I can't wait for the game either!	Apr-01 08:29 am	

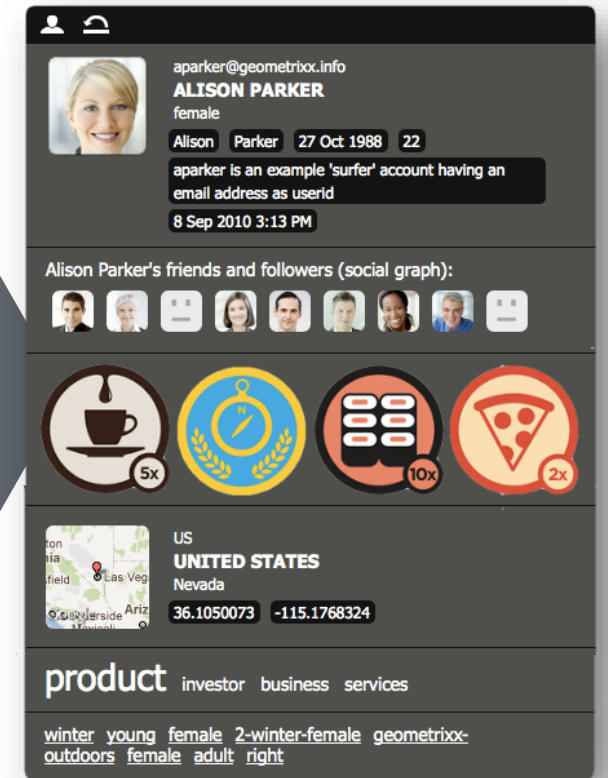
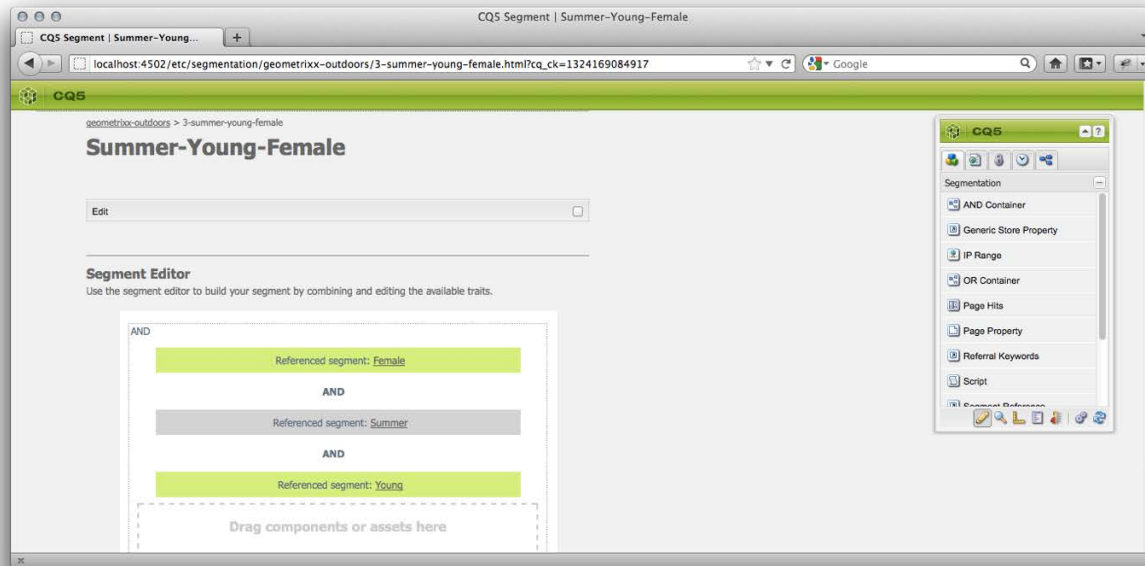
1.51 KB (0.00%) of 1.00 GB used

geomatrix MEDIA



# 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.



All roads lead to  
Rome...

Community Users

## Reach new people



Alison – Community  
User

- SEO friendly
- Mobile ready
- Social Network accessible

# 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

When in Rome...

do as the Romans...

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

The screenshot displays the 'Community Components' library interface. The top navigation bar includes 'Community Components', 'Home', 'Docs', and 'Logout'. A left sidebar lists various components, with 'Comments' highlighted in blue. The main content area is titled 'Comments' and lists three par nodes: 'cq.ckeditor', 'cq.social.hbs.comments', and 'cq.social.hbs.voting'. Below this, it states 'This component is included via its par node.' and '3 Comments'. A comment input field with a 'Write a comment' placeholder is shown. Two comments by 'Aaron McDonald' are displayed, each with a profile picture, a timestamp of '2 minutes ago', and a '0' reply count. The first comment reads: 'Welcome to our Commenting system! Commenting is one of the core components, that can be used independently (e.g. commenting on a Web Page), or in combination with other components (e.g. commenting on a Product review).' The second comment reads: 'A variety of options are available for the Commenting system. If you expand some of the contributions below, you will learn about some of these options.' Both comments have 'Reply' and 'Flag' links. A 'Load replies' link is located at the bottom right of the comment list.

# 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



**Adobe**