



CUSTOMER CASE STUDY



SCHOOLDUDE

SUMMARY

SCHOOLDUDE

CUSTOMER	SchoolDude
WEBSITE	www.schooldude.com
COUNTRY	USA
INDUSTRY	Technology

CUSTOMER PROFILE

SchoolDude is the market-leading provider of cloud applications that help educational institutions better manage their facilities, maintenance and IT operations

PRODUCT IMPLEMENTED



SchoolDude Community: Discover, Engage and Contribute.

Opportunity: Expand the SchoolDude Experience

For many organizations, the website is the center of your marketing universe: it's where customers go to look up production information and it's where prospects go to re-search the products and services your organization provides. To captivate your website visitors and encourage them to engage further, the last thing you want to do is send them off to separate site or microsite. Instead, captivate and engage them directly on your website.

For [SchoolDude](#), the market-leading provider of cloud applications that help educational institutions better manage their facilities, their website was successful in sustaining traffic and generating sales leads. However, static content on any website leaves little reason for a prospect or client to engage or return.

SchoolDude sought to build a dynamic site that provided valuable information and increased engagement, interaction and loyalty. In doing so, they'd foster deeper connections with existing customers, while leveraging the user-generated content to find and attract net new users. By providing the new users with useful information, the online community would serve as a generator of new sales opportunities to the organization.



Solution: Build an Online Community on Evoq Engage

In an effort to expand and enrich the user experience on SchoolDude, the development team looked at what features, information and interactions would be most valuable to SchoolDude clients and visitors.

SchoolDude's Steve Roth helps manage the organization's website and online community. Since [SchoolDude's website](#) runs [DNN's Evoq Content](#) as its Content Management System (CMS), Roth looked to an online community solution that would integrate well and would be cost-effective, considering his large user base.

Roth discovered [Evoq Engage](#), an online community solution that includes DNN's Evoq Content CMS. "Launching an online community on our site was easy with Evoq Engage. Other platforms require 12-18 month implementation cycles, couldn't easily be integrated onto our website and were too expensive. Evoq Engage was simple and turnkey: our community was activated in a matter of weeks," said Roth.

To create meaningful community interactions and value to its members, SchoolDude identified which desired actions they wanted users to take: Discover, Engage and Contribute.

"We're in the early stages, of course, but the growth has been exponential."



Steve Roth
SchoolDude

Their message to their community says it best:

“**Discover new information** – discovering resources that will make your job easier and more rewarding. **Engage by getting involved** and interacting directly with SchoolDude, your peers, industry experts and more. And finally, **Contribute by sharing your experiences** with the community. Become a valued resource by providing answers to questions. You can also contribute by writing a blog or sharing information on your institution’s challenges and successes.”

Discover

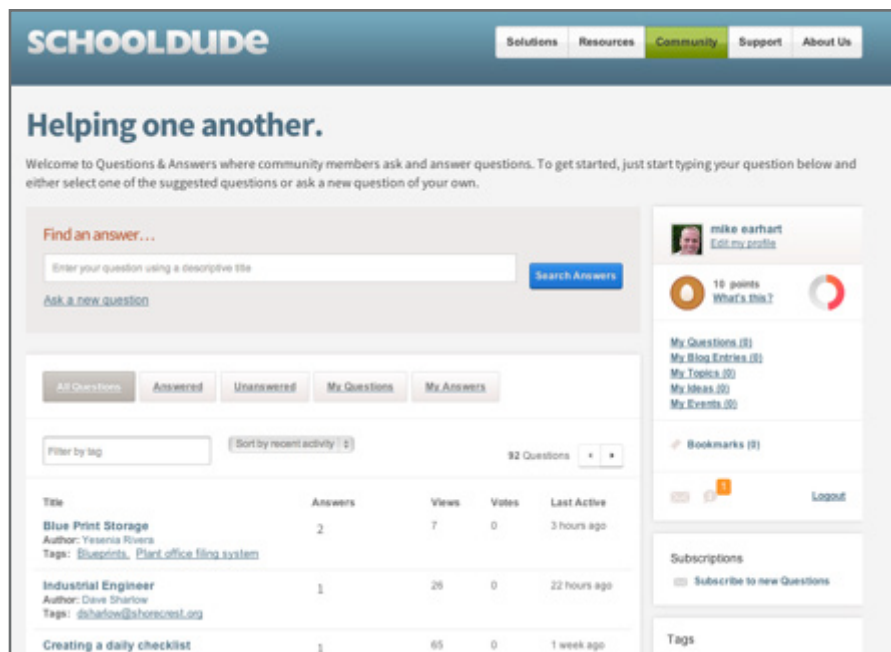
The first element of the SchoolDude Community encourages users to “discover” all the rich information and interactions available on this site. The sections here provide an overview of the community itself, and feature relevant information that new and returning users can consume from a more passive perspective.

The section includes a blog, a directory and the answers to frequently asked questions, among other things. It is here that a user can see how much information both SchoolDude and other community members provide. The section makes extensive use of the Evoq Engage **Blog**,

Events and **Q&A** Features, and promotes the site by immediately demonstrating value.

By using Evoq Engage’s **Blog** feature to publish important industry and company news, SchoolDude can kill two birds with one stone: the news is posted to their website and simultaneously “announced” to their online community. Recent news

shared on the Blog include the announcement of the SchoolDude University Keynote Speaker, along with a holiday event organized by SchoolDude’s [Good Dude program](#).



The **Events** feature in Evoq Engage marries online communities with their “real life” equivalents: face-to-face events. SchoolDude designates its most successful clients as “Campus Champions” and organizes regional, face-to-face events to bring these champions together with other clients striving to achieve similar success. Evoq Engage’s Events feature was used to publish information about an upcoming Campus Champions event in Seattle, Washington.

The Event listing provides a Google Map of the event location and enables community members to indicate whether they’re attending. In addition, comments can be left on the Event page, so that members engage in conversations related to the event.

RESULTS

The initial results speak for themselves. In just the first four months after launch SchoolDude saw:

- New users registering at a rate of 10 per day
- A 39% increase in unique visits
- A 38% increase in new visitors

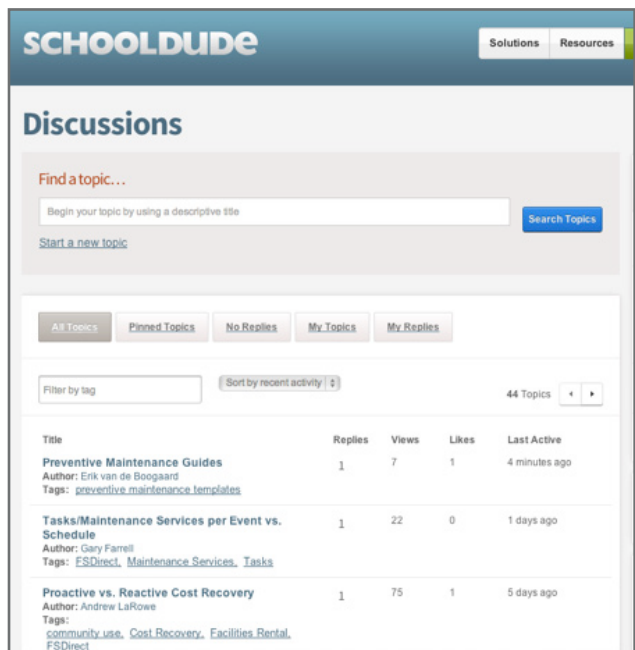
Engage

Once users have discovered the community and experienced how valuable the content on the site can be, the next step is encouraging them to engage with the site and other community members. The Engage section of the SchoolDude Community features Discussions, Chatter, Groups and Q&A, all designed to elicit interest, excitement and participation. This section puts the Evoq Engage Discussions,

Groups and Q&A features to excellent use.

Discussions provides an open-ended forum for collaboration. Discussions are created by community members, who provide a title and description, as well as a set of tags. The tags denote topics and categories related to the discussion. Evoq Engage enables users to search for and view community content associate with each tag. As an example, tags for this case study might be: “SchoolDude”, “case study”, “online community” and “Evoq Engage.”

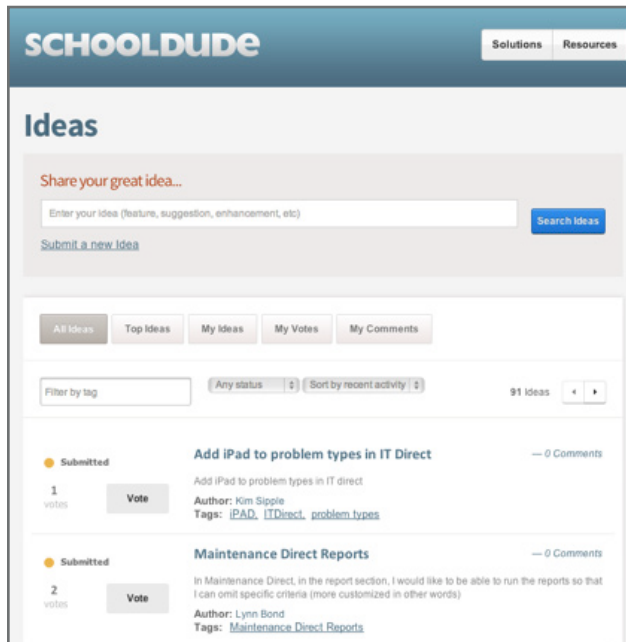
In some communities, like SchoolDude, sub-topics of interest make it worthwhile to create specific groups (around those topics), so that deeper conversations can unfold among like-minded individuals. In Evoq Engage, Groups can be “open” (for all to join), or, restricted to particular user roles (e.g. customers and partners).



RESULTS

Using Evoq Engage, the SchoolDude Community saw increased engagement, right out of the gate including:

- A 54% increase in page views
- A 35% increase in page views per visit
- 73 new Q&A entries and 30 new discussion topics



Contribute

Encouraging users to actually contribute content to the site has been a huge win for SchoolDude. When users feel closely associated with the community, they're more inclined to move beyond engaging with content (commenting or voting) and draft new, unique content of their own. This crowd

sourced content not only relieves SchoolDude from having to author everything on the site, but it enables new, credible content created by, and consumed by, the community.

SchoolDude Community members can publish blogs, create new questions, answer questions and share ideas with each other and the company. The result of more content: improved SEO and stronger site loyalty. The Contribute section makes use of the Evoq Engage **Blog** and **Ideation** features, seamlessly providing both the environment and the rewards necessary to encourage contribution.

If you ask Steve Roth, there's no such thing as a bad idea. "Evoq Engage has enabled us to receive a wealth of tremendous ideas from our customers and from the wider community of facilities managers. We've already implemented a number of them," said Roth.

In Evoq Engage, each community member is assigned a fixed number of votes, which they can then apply to individual Ideas. If you have ten votes in total and really like an Idea, you get to decide how many of those votes to allocate to it.

The Idea that received the most votes for SchoolDude was this one: "I want to see mobile applications (Android/iPhone) for IT Direct." A short two months after the Idea was submitted, SchoolDude responded: "SchoolDude is nearing completion of app for both iOS and Android, and we'll submit to the respective app stores for approvals before the end of the year."

Pulling It All Together

The Activity Feed is where it all comes together: it serves as the “home page” of Evoq Engage communities. It provides a chronological list (most recent item listed first) of all activities in a community, from Discussions to Blogs to Groups to Ideas (and more). SchoolDude calls it their “Chatter” page and it’s the most visited destination within their community. Most members visit the [Chatter page](#) to get a grasp on all recent community activity.

“Evoq Engage has been a win/win for us. We’ve increased engagement with existing customers and are generating awareness to an entire universe of potentially new customers. And best of all, we accomplished this within the context of our existing website.”



Steve Roth
SchoolDude



155 BOVET ROAD, SUITE 201 SAN MATEO, CA 94402 WWW.DNNSOFTWARE.COM

WWW.DNNSOFTWARE.COM/PRIVACY | COPYRIGHT BY DNN CORP. | DNN, EVOQ, AND DOTNETNUKE ARE TRADEMARKS OF DNN CORP.