✳ Bloomfire

HOW TO INCREASE
Member Engagement

"To know Bloomfire is to love Bloomfire," one of our customers told us. Check out some creative ways customers came up with to get their organization to fall in love.

01 SHOW THE VALUE

Identify influencers from different teams across the company and meet with them regularly to get feedback. The more they feel heard, the more likely they are to spread the word and get inspired by each other.
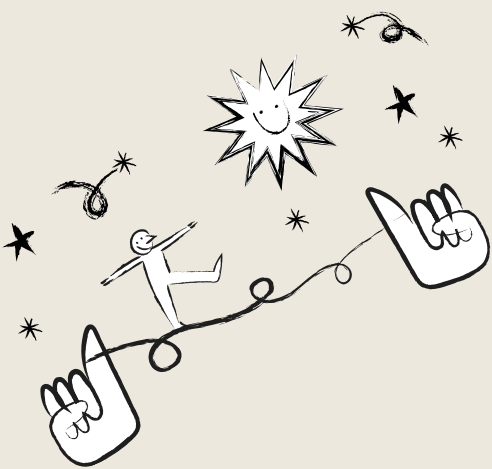
02 SEGMENT AND TAILOR

Adding users' roles and interests in their profile can be powerful. Use profiles to segment members so you can tailor communications they are more likely to respond to.

03 CREATE SOCIAL PROOF

Share anecdotes about how specific content supported a goal and made an impact for the company. Use Bloomfire analytics to connect the dots!

04 MAKE IT INTERESTING

Use Bloomfire's leaderboards to identify and reward top performers. For example, one customer in the travel industry offers their quarterly top users plane tickets.

05 OPEN IT FOR FEEDBACK

Some of our customers provide members ways to submit content requests inside the platform, and acknowledge both the requestor and the content creator when the gap is closed.

06 MAKE IT TANGIBLE

Top performers make everyone's work more productive. Reward them by giving them extra time off in return for the time they saved for the company!