



projectline

Get in touch.

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Build a gathering space.

CUSTOMER COMMUNITY MANAGEMENT

At Projectline, we love nothing more than creating spaces for the voice of the customer to ring loud and clear. We can build and grow a community where your customers can share their experiences, learn from your leadership, and provide much needed feedback for strategic planning. When run correctly, these spaces will also increase customer loyalty and positive word of mouth.

Community TLC.

The most important part of your community is what you bring to your customers. We can develop an engagement plan that will leave your customers satisfied and ready to share their positive experiences with others.

Communities are places of interaction, listening, responding, and building relationships—not only between your customers, but between you and your customers. Our thoughtful, strategic, and knowledgeable customer community managers can help support your customer engagements.

Get started on the right foot.

Let us help you get started on the right foot—whether it is a custom-built community on your website, an off-the-shelf solution, or an advertising-supported medium. We can help recruit your customers, update content, manage the metrics and reports for your executives, and continue to keep our finger on the pulse of the social media industry, continually bringing insights and innovations to your program.

Let us help with:

- Online groups, clubs, and communities
- Customer recruitment
- Resource gathering
- Content management
- Communispace®
- Drupal
- ExpressionEngine®
- Joomla!®
- Lithium
- NING
- SharePoint® Community Portal
- Telligent® Community Server
- Twitter
- Vovici™
- Widgetbox™
- Social communities
- Grassroots communities
- Managed communities

“Communities exist to serve the needs of their members. Making sure the community is truly free to serve itself is essential for the community to thrive through open conversation, honesty, trust, and candor.
— Dion Hinchcliffe, Editor-in-Chief, *Web 2.0 Journal*”