THE CHALLENGE
Brand communities are spaces where people share ideas, answer questions, create powerful networks, and build knowledge. However, only a small percentage of a brand’s target audience becomes part of the online community, mostly because it can be hard for new visitors to find and understand the value of membership.

THE SOLUTION
Community Syndication is a unique capability of the Khoros platform that allows brands to easily highlight different conversations based on a variety of characteristics, and embed them as interactive content in any digital channel.

Typical uses of Community Syndication
Community Syndication is a flexible tool, and Khoros customers are already using it in a variety of ways to boost engagement on all their digital properties:

- Creating dynamic, credible FAQs by leveraging their most popular Forum posts
- Making popular blogs interactive by safely adding discussion threads from the community
- Adding peer feedback to marketing landing pages via simple, dynamic product associations
- Integrating community discussions with outreach campaigns to drive engaging conversations between customers
- Embedding fresh customer testimonials into product pages
Flexible, easy setup — no coding required

Community Syndication is included in every Khoros Community platform because it helps brand communities connect and engage audiences to build a dedicated network of people helping each other to solve problems. Community and Marketing teams have enough to do, so Community Syndication does not require developer time to implement for nearly any use case.

Key features

- Filter posts based on location, author, popularity, tags, labels, product associations, and more
- Multiple display formats
- Leverage variables like product IDs to build one snippet that works in many locations
- Show a page preview or customize CSS if needed