

# Community Websites – Hype or New Trend?





Community websites are getting  
BIG and taking off



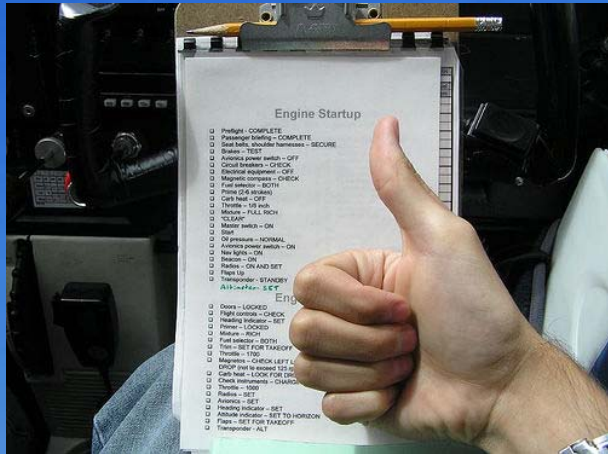
Marketing experts need to decide whether and how to handle this new medium

The way Community Website marketing turns out is very unclear and unpredictable though



But there are ways to plan ahead  
and have a smooth flight





The Nice Ventures' Checklist helps with a good takeoff and flight