

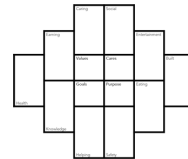
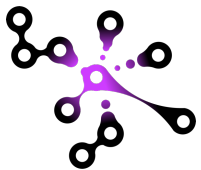


Building Customer Communities

Anicca session

Discover powerful tools for improving your customer relationships.

Turn your markets into communities to create high value business model dynamics.



What you get from today's session

Agenda

- A new definition
- How to monetise a community
- Real community building
- Tools and tips
- Next steps

Takeaways

- The rulebook for list involvement can be made more meaningful than comments and shares
 - Measuring goes from hits likes shares follows comments to: self led meet ups, quality of conversations, and action
 - Moving the role of community manager from social media to continuous improvement and customer development
 - Doing continuum: To, For, With, By (ABCD Cormac Russel)
 - You spend all this time on your elemental vitality of a stream of content that you are pumping out to an imagined persona
-


Building and monetising communities

5 Top Tips to Build and Monetise Communities

Tip 1: Be popular

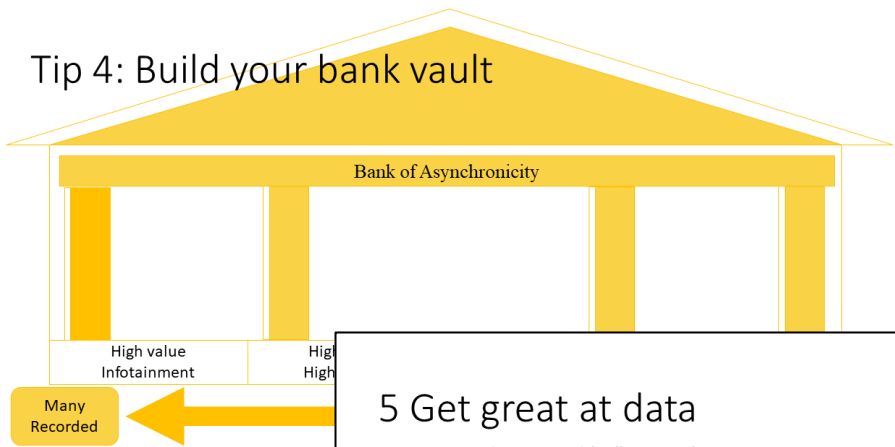
To be popular people need to want to follow you at a gut instinct level. People have to want to like and share your posts because OMG they are so:

- Me – self expression
- You – you are just like that
- Funny
- Happy
- Sad
- Inspirational



Tip 4: Build your bank vault

Bank of Asynchronicity



Tip 2: Learn from groups, clubs and villages

- Not a community:**
 - people from the same place or with a shared characteristic: a set of individuals rather than a community
- Community:**
 - Individuals congregating around a shared characteristic: faith
- Community group:**
 - individuals associating with each other to achieve a shared aim
- Club:**
 - a membership organisation providing access to a shared activity
- Village:**
 - a group of houses and associated buildings, larger than a hamlet

5 Get great at data


Your CRM can integrate with all your task management, comms, content, web and ad manager platforms to ...

- Target and build customer lists
- Understand and segment customers by:
 - Demographics, psychographics
 - What customers open/like integrating with mailer ads/offers
 - All what sells

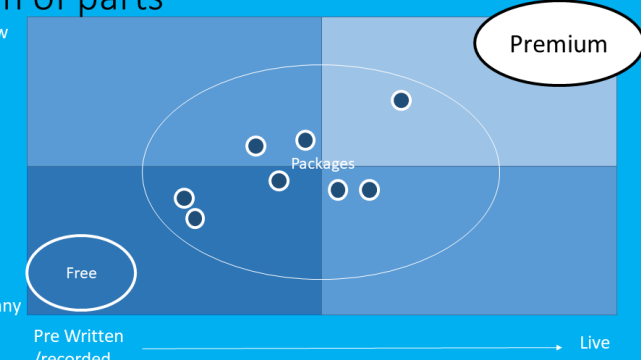
Customer acquisition strategy in real time per acquisition against spend on paid reach

Hard providing your with whole form agnostic, business intelligence spotting opportunities for improved offers, and sales

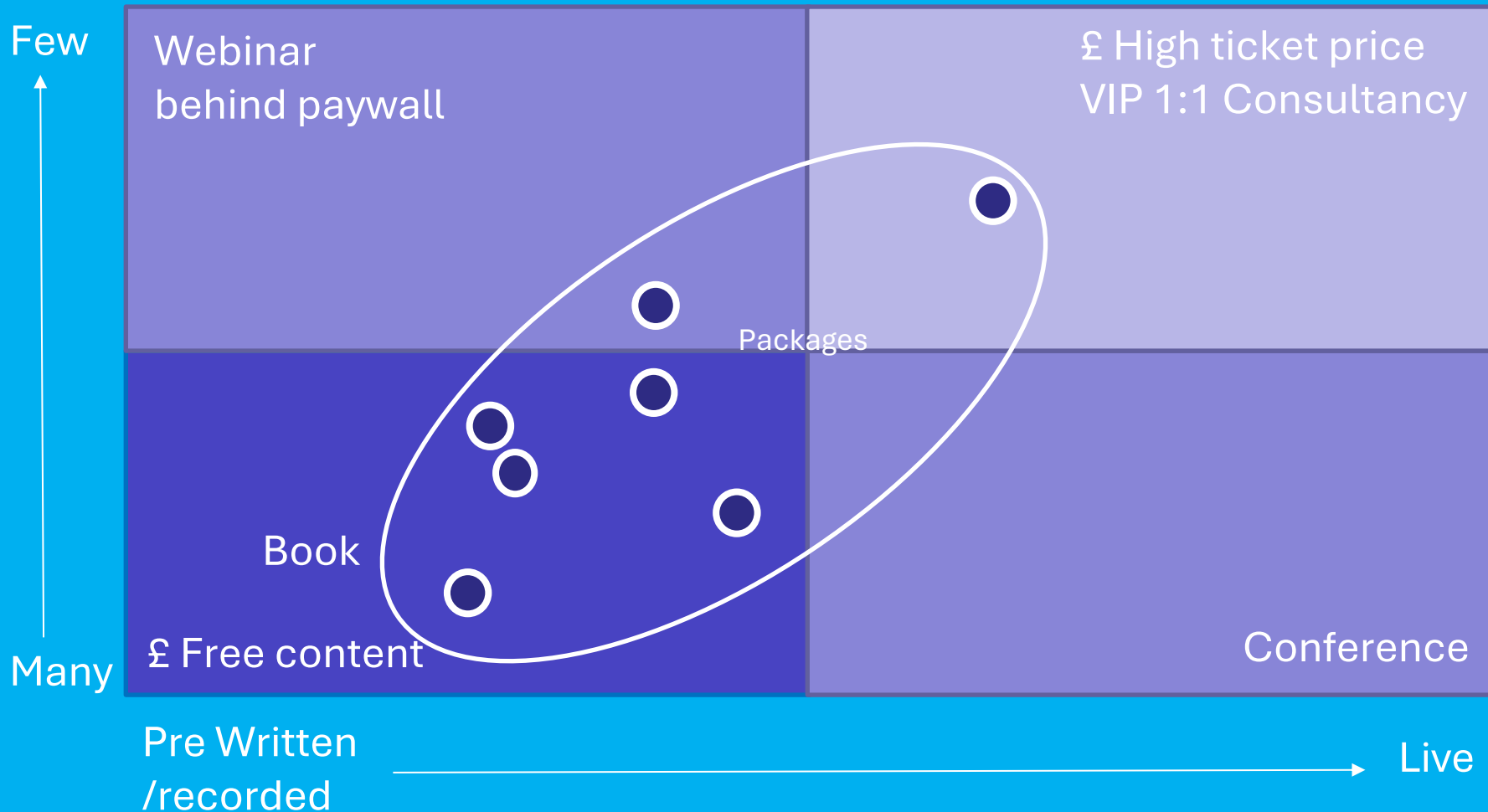
Customers with tailored offers based on a digital customer relationship



Tip 3: Make the whole more valuable than the sum of parts



Packages of content where the whole is more valuable than the sum of parts



Question:

How can you charge £600 for 30 minutes?

Answer:

- 6 week course
- An email every day
- A closed peer support group
- A webinar every week
- An open discussion every week
- Access to VIP resources
- 2x15 minute 1:1

Sharing Crisps with 'Help to Grow'



We exist to create the tools that help people unlock their full, incredible potential and put their ideas into action ... we exist to unite the fitness conditioning community

- How to do fitness conditioning
- YouTube hero's at 2013 BodyPower Expo
- Brand ambassadors
- Free conditioning app
- Solihull HQ



Our mission: Create more smiles with every sip and every bite by creating joyful moments through our delicious ... brand experiences.

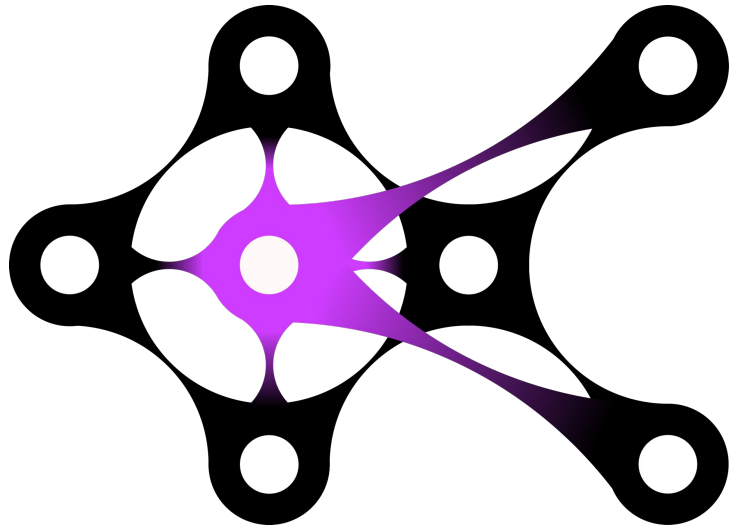


Main Purpose:
The UK Walkers Community Engagement Manager will have a passion for the brand who thrives working in the fast-paced digital environment. **They will utilize their wide digital experience and creative talents to develop a strong Walkers social media platform presence, executing and delivering opportunities to initiate and develop conversations that will create a strong sense of Walkers community.** The aim will be to seek out opportunities to drive talkability and Walkers love, working closely with Walkers Marketing and R&D Teams to understand key brand activations as well as utilizing a social listening program to evaluate and optimize focus. The role will work alongside the UK Consumer Relations Digital Team and in a cross functional network to include the Walkers Digital Leads, internal creative agency; Sips & Bites, external agencies and Corporate Communications to deliver an enhanced consumer experience that drives loyalty, advocacy and sales.

What is a community?

- Definitions
 - 'Out there' to 'in here'
 - The thick network
 - How useful for business and social media
 - Case studies
-

What is community?



- A group of connected people
- Associating with each other
- Shared skills, interests or goals
- Swap 'community' to 'thick network'
- The direction of communication and support is multiple and multi directional

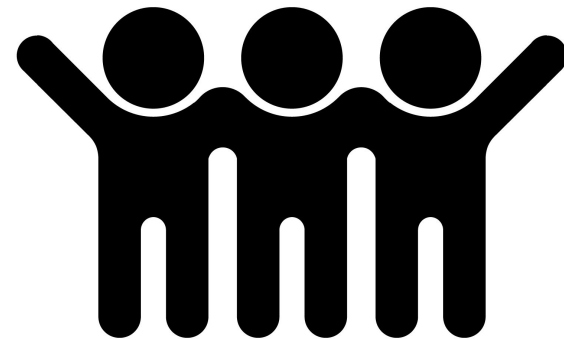
“We all know what real community feels like. There is a deep feeling of satisfaction that comes from being part of a group. This can be a group of friends, neighbours or colleagues. We know the difference between a group of people with whom we are known, valued, trusted and liked; and being with strangers. This sense of connection comes over time as people meet on multiple occasions and do favours for each other. Favours can be as simple as listening, offering advice, agreeing to meet up and turning up. As these occasions of reciprocal helping build up over time we can feel the relationship is real, dependable, and valuable.”

From 'out there' to 'in here'

Community nursing refers to nursing out of the hospital, everyone out there (home, school, GPs)



Community is not a place, it is the relationship between a set of people



The thick network

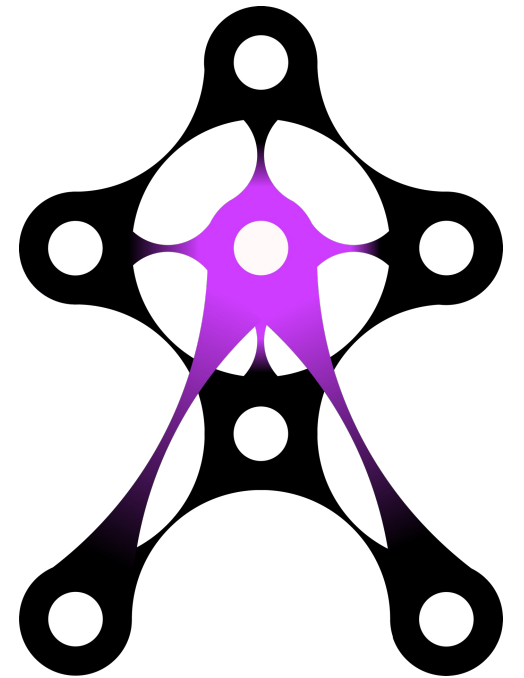
- **Values and beliefs:** shared, multiple
- **Goals and projects:** shared multiple
- **Communication:** multi-directional
- **Meet ups/ events:** showcasing, involving, celebrating

- One shared characteristic is not enough

- Within the thick network there will be meaningful groups, activity, and involvement
- The brand can act as a member of the group, be clear in how it benefits, and why it supports/funds the community

Dunbar's number:

- 5 loved, 15 good friends, 35 friends, 150 acquaintances
- Kin, super family, clan, tribe



Types of brand community



Source: 'Building Brand Communities', Carrie Melissa Jones and Charles H Vogle, 2020, with a few UK examples added

Local Garden Centre

<https://thegrangec.co.uk/our-values/>

Our Values

Being a **family run business**, we take great pride in not only our appearance but also our **customer service**, our honesty and services. We have taken the time over the years to piece together many ideas to create this successful establishment you visit today.

Reducing our carbon footprint is high on our priority list which is why we recycle all our food waste, all our cardboard, glass and reuse products where necessary. We only use recyclable brown bags in our retail areas and banned sauce sachets years ago due to how long they take to decompose. In our nursery we use only recycled pots for planting as well as peat free compost.

We are constantly evolving and keeping up to date with all the latest trends as well as adding in a few elements unique to us. We do our utmost to accommodate every need of every customer and take all feedback into account as a way to make the business as good as we know we can be.

We have a team full of enthusiastic staff which to us are more like family. Their main objective is to leave every customer with a smile on their face and a will to return and we are pleased to admit this is usually the case as we have a growing number of regular customers who return to us sometimes multiple times a week. We are a truly welcoming environment and aim to be a place you can come to relax and feel comfortable either alone or with a group.

We constantly challenge ourselves to improve and offer the best quality products and service possible. All of our food in the restaurant is locally sourced from businesses in Leicestershire including our famous slices of cake from a nearby bakery and of course all of our meat from Clarke's of Queniborough. Of course, the thing we are most well known for, our **huge warm scones** which are made fresh every morning by our chefs.

We take responsibility for our work and ensure we keep to our promises as well as living up to and exceeding standards previously set. We are very open minded and respect the environment we work in which makes us a great '**Green**' company. We see nature as something to look after therefore we make sure everything is recycled and reused the way it should be as a way to set an example for all generations.

We use our knowledge and experience to educate others making us the ideal place to come when you have any questions or queries and we aim to honestly answer and be non judgemental to everyone we meet. Just like our plants we strive to grow and become better each day giving you 100% of our commitment while keeping our core values the same; to provide the local community with superb quality, outstanding service and a truly unforgettable experience.

Garden centre

- Probably has loyalty list
 - Probably knows their regulars
 - Invite in special customers for a gardening club
 - Follow through on love of gardening, nursery manager, nursery tour
 - Free afternoon tea with scone
 - Conversation recorded
 - Staff participation
 - Months of content from discussion, trends, demands, gaps, personas
-

MRS Code of conduct

If you are reconvening a group they have to know this from the beginning

Your activity or their activity. Your place or theirs?

How community groups are done in the UK

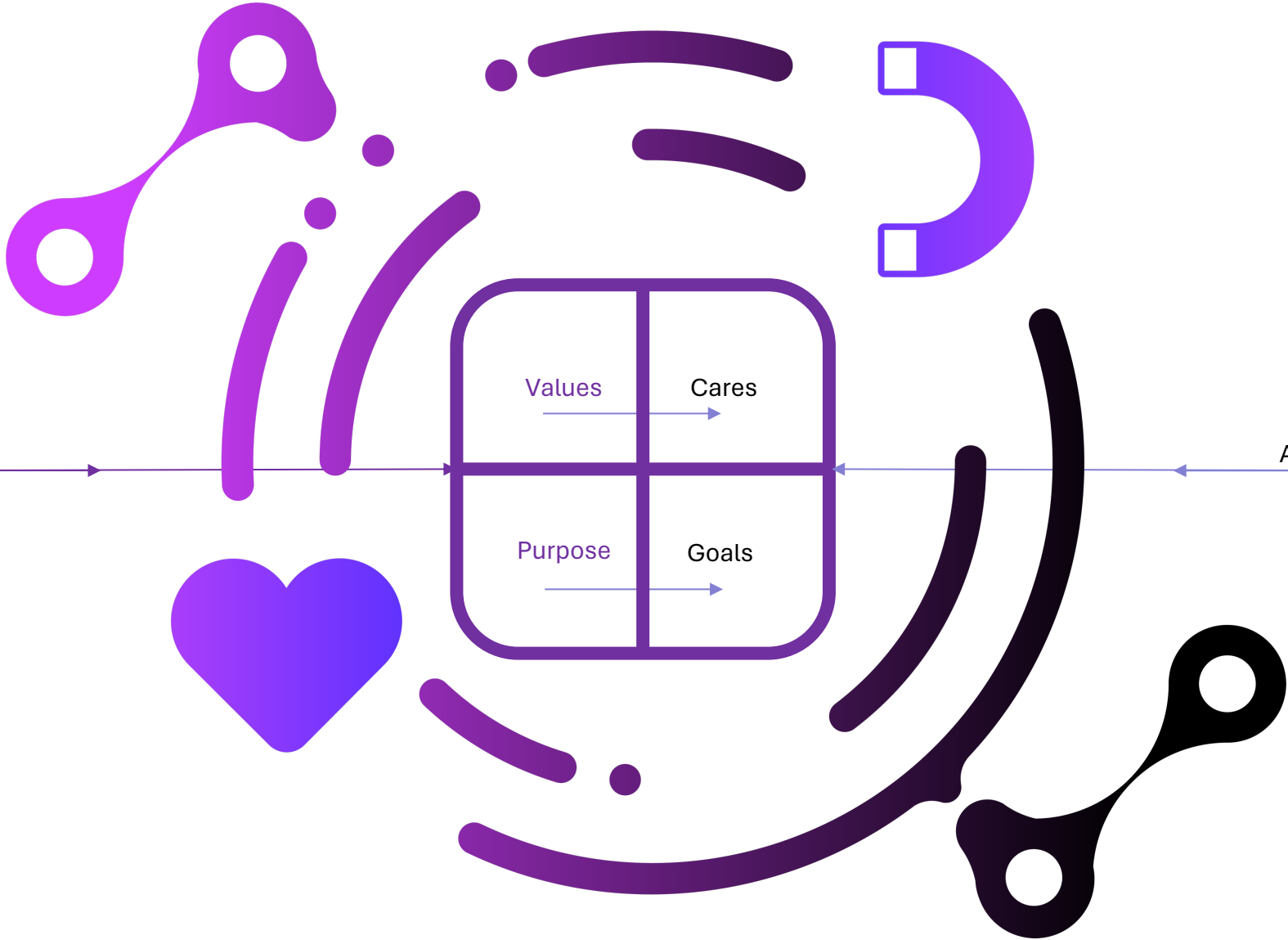
Unincorporated association
Constitution/rules
Chair, Treasurer, Secretary
Policies and procedures
Risk assessments

Deep Service
High Purpose
Brand Equity

Purpose and service

Values

Align
Fit



Align
Fit

Public benefit

Glorious life / Me/ Us

Want to help
Want to share
Need connection
Social Capital

Community Orbit: Enable, activate, maintain, grow

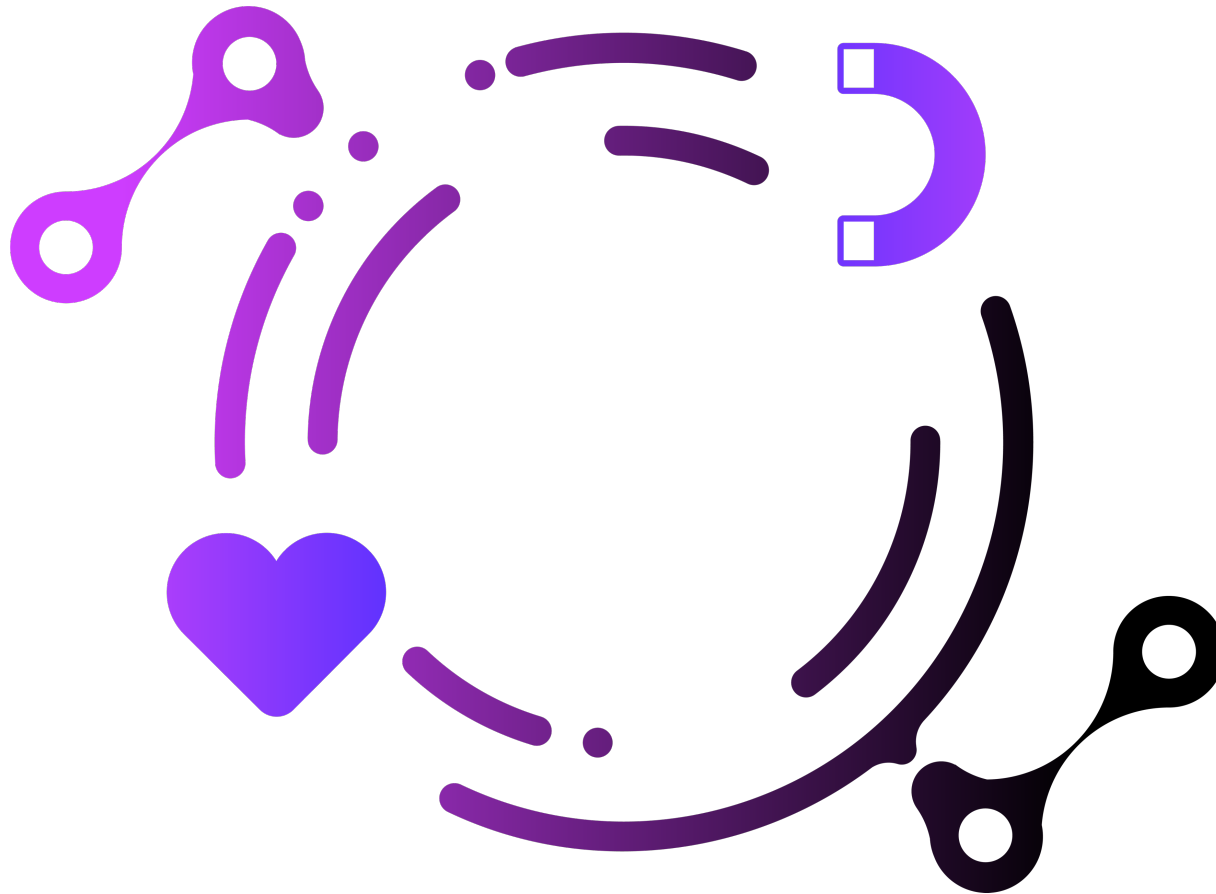
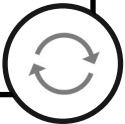
- Excite
- Attract
- Like
- **Feel**

Emotional attraction



- Mutuality
- Obligation
- Acknowledge
- Progress
- **Do**

Reciprocal action



- Involve
- Attend
- Repeat
- **Embed**

Geographical fortuity

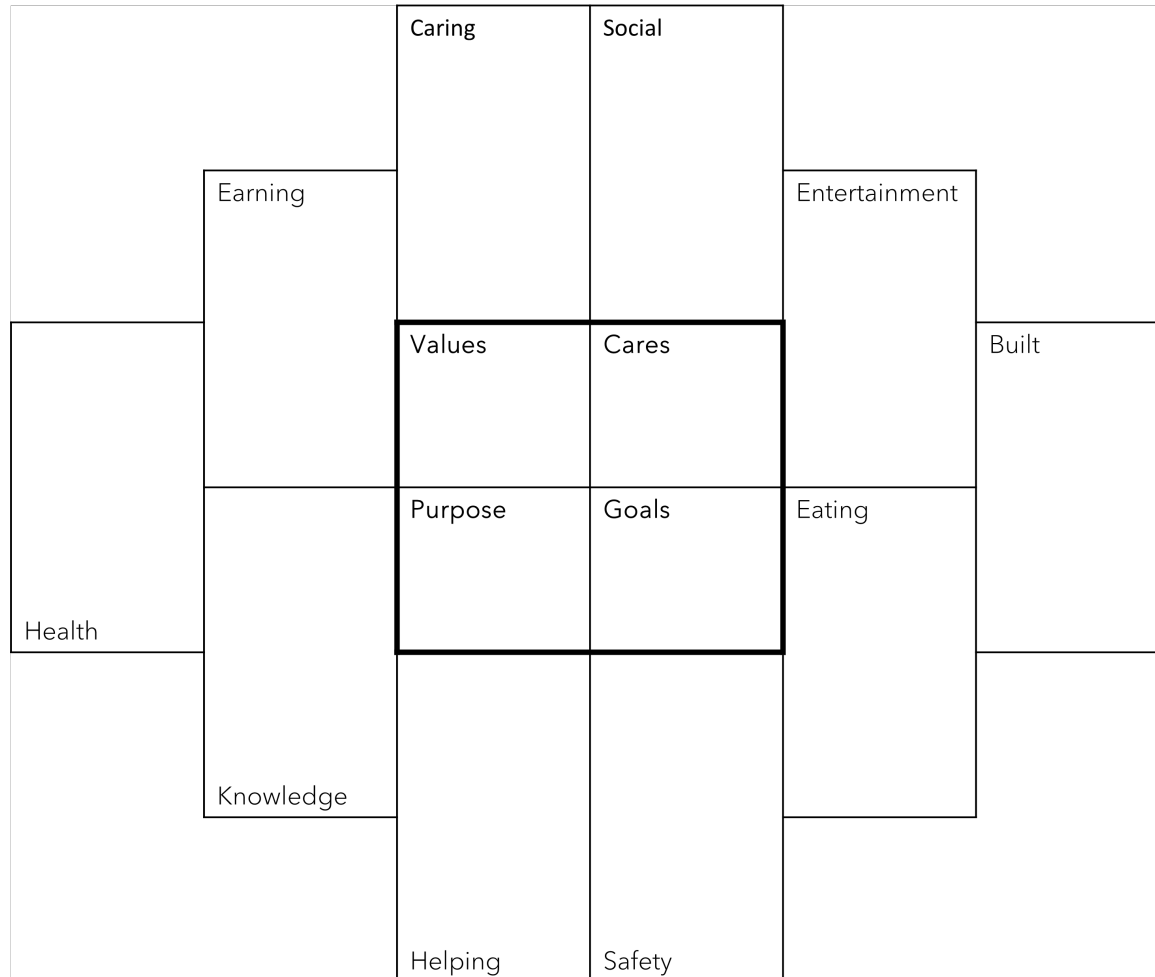


- Similar
- Views
- Beliefs
- Values
- **Share**

Foundational commonality



Activity Canvas



Core

What is your community going to congregate around? Which features are going to attract members in?

- What are the shared **values** pulling people together?
- What does your community **care** about that members will care about too?
- What is your **higher purpose** that customers will want to join in with?
- What **goals** will customers want to collaborate on with each other on?

Human centred action

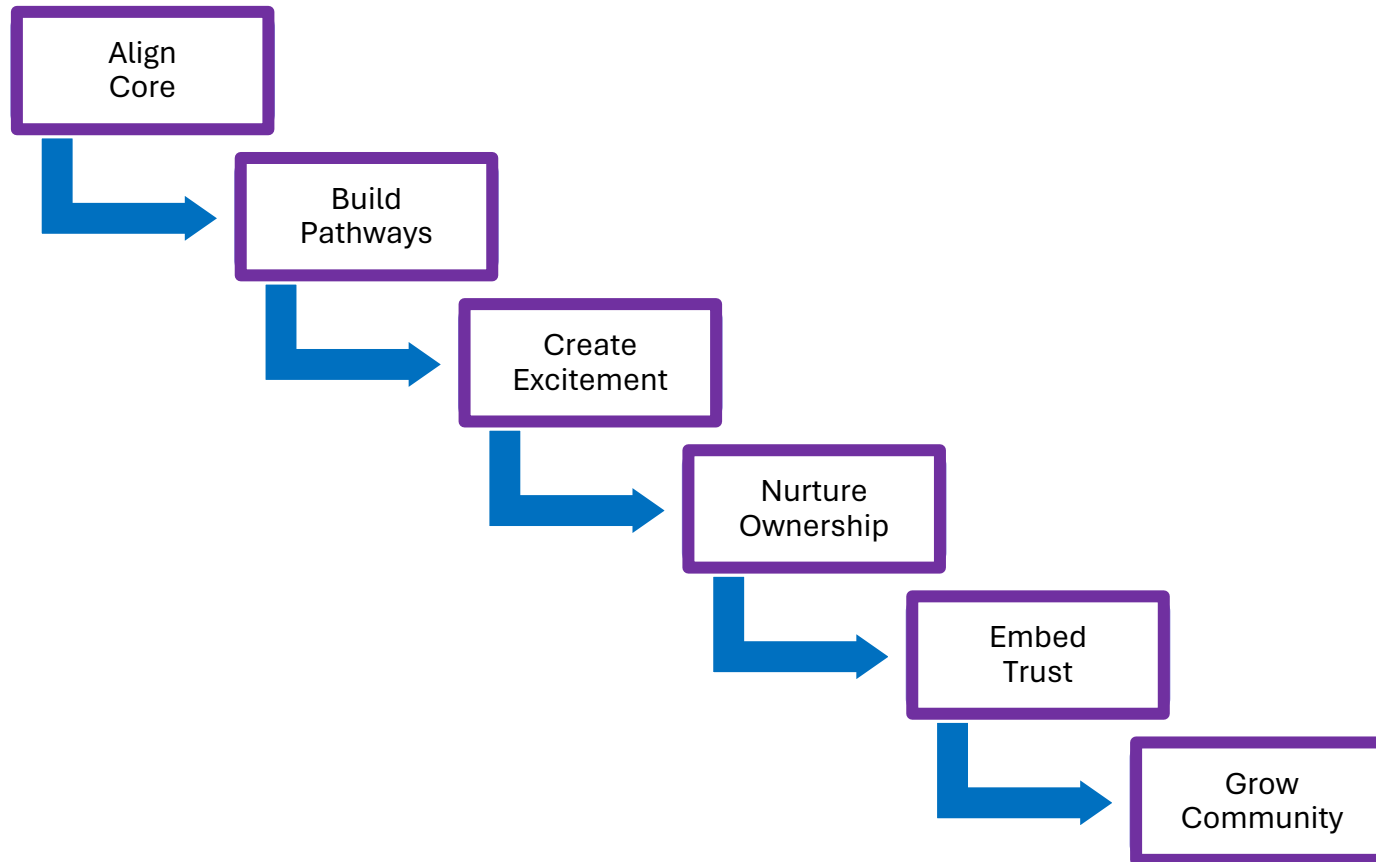
How are you going to create a more human community with opportunities for creating connections, interdependency, mutuality, reciprocity and social capital?

- **Social:** how are members going to get to know each other?
- **Caring:** how are members going to form bonds so that they begin to care for each other?
- **Entertainment:** how is the community going to entertain the members?
- **Built:** How can you create spaces for people to inhabit: think rooms, furniture, streets, paths, benches, notice boards
- **Eating:** How are members going to share food and drink with each other?
- **Safety:** How is the community going to protect peoples psychological and physical safety?
- **Helping:** How are members going to help each other out?
- **Knowledge:** How is the community going to be a site of knowledge and learning?
- **Health:** How are members going to get health advice and improve their physical and mental health?
- **Earning:** How are members going to make money? E.g. selling, trading, giving, borrowing?

Energy

Relationships are the energy which create bonds in communities. We all know what a good friend feels like: it starts with sparks of shared interest and active listening where you feel heard, understood and liked. Social capital is developed through favours, kindnesses, paid to you and repaid by you, accumulating over time into a strongly felt sense of friendship and belonging. You need to celebrate this capital and progress to maintain energy.

Community Strategy



Next steps

- Community is inherently good for human beings
- If you want to sell your clients a community strategy let us train you how
- The latest in real world community building comes from ABCD (Nurture Development) and Camerados #BeMoreHuman
- Check out CarrieMelissaJones.com for a US perspective on Brand Communities

Community Building Introductory Course



**Are you ready to put
community tools into action to
improve your relationships
with customers?**

Do you want to create new
pathways to your products and
services by building an online
community?

Learn how to create community
strategies for your customers
through this practical online
course.

Thank you

Any questions?



www.CommunityEnterpriseEngine.co.uk

Community building is a lost art. Modern culture is private and individualised to the point we are suspicious if anyone knocks on our door or talks to us in the street and yet we all know what good community feels like. There is a deep feeling of satisfaction that comes from being part of a group. This can be a group of friends, neighbours or colleagues. We know the difference between a group of people with whom we are known, valued, trusted and liked; and being with strangers. When we are in a community we feel better, perform better and live longer.

Connection is good for you.