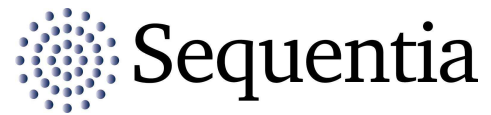


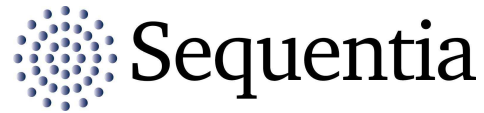


The Momentum Machine

The Power of Community and How to Build It Online



eBay did a study ...



The Difference

- **Control Group**
 - Received no invitation to join the community
 - No ongoing communications
- **Community**
 - Invited to participate
 - Communicated and connected
 - Bid twice as often
 - Spent 24% more
 - eBay earned several million more in profit from their activities

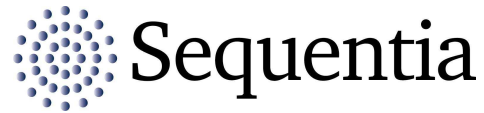


- **If you build relationships with your community, they will reward that.**



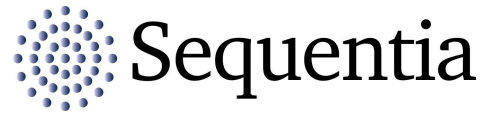
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 - Jen Evans
 - Sequentia
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- **How do you build it?**
 - Tactics and media



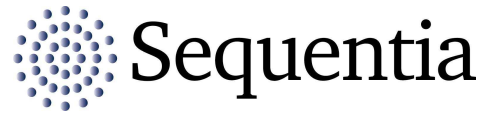
Jen Evans

- **Queen's '91**
- **Started Sequentia 4 years ago**
- **Founded and built DigitalEve**
- **Technology columnist for Globe and Mail and regular appearances on Report on Business Television's technology panel**
- **Co-chair of White Ribbon Campaign, member of the board for Computers for Schools Ontario**
- **Pop culture junkie, avid Aint it Cool reader and online poker aficionado (and real life too)**
- **"The Momentum Machine" – book – HarperCollins**



Sequentia

- **Profit Hot 50 in 2004 and 2005**
- **Boutique marketing communications agency specializing in community building**
- **Clients such as Autodesk, Intel, HarperCollins Canada**



We are ...

- **technophilic communicators**
- **creative early adopters**
- **community-builders**
- **online experts with developed methodologies around efficient acquisition and retention that generate huge results for our clients**



Did You Know ...

- All communities have lifecycles?
- Community members generate 56% more revenue than non-members? (Harvard Business Review, 2006)
- 1-5% of your community members will spur most of the activity?



Did You Know?

- Prospective members evaluate whether they will join a community based on the content, the vibrancy and the fit?
- 60% of your community members will only participate passively?
- Communities mature 24-36 months into their lifespan?
- Community members are the best route to community membership expansion?

What is a Community?

- **Permission to communicate**
- **Trusted relationship**
- **Based on a shared attribute, interest or affiliation**
- **Dialogue and value exchange member-member, member-community**
- **Shared 'space' – online**
- **Communities with both on and offline components have more cohesion**



Set goals for your community

- What is success?
 - Engagement?
 - Revenue?
 - Content?
 - Research?
 - Insights?
 - Growth?
 - Branding and recruitment?



Keys to Success – One or Both

- **CONTENT: Purpose and value beyond simply the point of cohesion**
- **FUNCTION: Something they can do here they can't do anywhere else**



Keys to Success - Communications

- **TOUCHPOINTS:** Enable members to interact
- **IDENTIFICATION:** Community advisory board members, seed/kernel community members
- **ENGAGEMENT:** They are interacting and initiating activity and conversation, volunteering for activities and roles, alpha participants are emerging
- **ENGAGE WITH THE ENGAGED:** It's not the size of your list ...
- **MOBILIZATION:** tools to talk and willingness to do so



Phases

- **Early**
 - **Identification of seed community**
 - **Acquisition is primary objective**
 - **Word of mouth, referral**



Phases

- **Building**

- **Momentum : YouTube went from zero to \$1.5 billion in value in ten months**
- **First several hundred or several million members depending on size and nature of community**
- **Managed growth is primary objective**

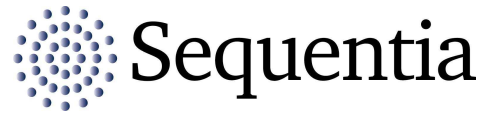
Phases

- **Stabilizing:**
 - **Membership is slowing down. Governance, dispute-resolution , decision-making being discussed.**
 - **Primary objective is establishing long-term personality, value and purpose.**



Stages

- **Mature**
 - **Member lifecycles are identified**
 - **Membership numbers stabilize**
 - **Governance models implemented**
 - **Metacommunities**



Starting Principles

- **Communication starts with a database of email addresses**
- **Build that list at every possible touchpoint**
- **Survey that list and ask for communication preferences**
- **Build communications vehicles that address audience preferences**
- **Test fundraising tactics and added-value offers**
- **Website as living linchpin**
- **Ask and ask and ask**

What to Ask

- **What do they want to hear about**
 - How tolerant are they to 'selling' messages by email
 - Newsletter content and content for other media
- **Who do they want to hear it from**
- **How often do they want to hear it**



- **What format do they want to hear it in**
- **Who is willing to contribute**
- **How are they willing to contribute**
- **How much information they are willing to give up**
- **Ask this every six months**
- **Tailor media mix to audience**



Building Database

- **Search engine advertising? (SEA and SEO)**
- **Email address collection?**
- **Newsletter to a master list?**
- **Subscriber-preference-driven programs?**
- **Communication tiering?**



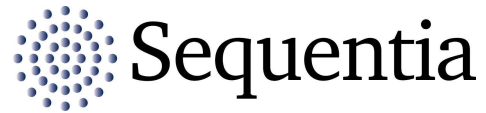
Media

- **Microsite vs landing pages**
- **Newsletter vs email campaigns**
 - Acquisition vs retention vs action
- **Public relations**
- **Website forums/discussion boards**
- **Blogger outreach campaigns**
- **Triggered mailing programs**



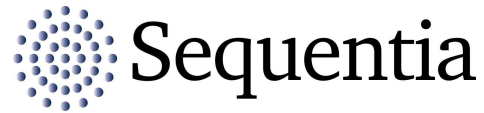
Media

- **Blog**
 - Frequency, viewpoint, ability, interest
 - 'Voice of company' or of individuals
 - Value-added approach for B2B
- **Bloggers and podcasters**
- **Vlog**
- **Podcast**
- **Vodcast**
- **RSS feed (inbound/outbound)**
- **Search engine marketing**



SEA

- **B2C: Acquisition tactics**
- **B2B: Lead generation and address acquisition**



Newsletter

- **Fantastic tool to communicate and create a strong feeling of community**
- **Excellent way to understand your audience better**
- **Great metrics**
- **Opportunity to ask questions, survey, poll on issues, understand buttons, motivations**
- **Expand reach – pass along, forward of great content**



Is it Successful?

- **Is it growing?**
- **Are people engaged?**
- **When you ask for volunteers do you get a sufficient number to achieve the objective?**
- **Are there comments on blogs, and lively discussions and daily contributions to message boards?**



If not,

- **The community is not adding any value**
- **Your content is not compelling to your audience.**
- **You are not engaging them in the right ways or in the right tone**
- **You are communicating too frequently or not frequently enough**

Conclusions

- **Create the mechanisms for visibility, connection and engagement**
- **Encourage communication**
- **Ask**
- **Measure and test**
- **Facilitate not drive**
- **Use media if it's right, not sexy**
- **Be authentic**