

Mini Guide

BUILDING YOUR COMMUNITY

- Common interests
- Working together to become better
- Being around others with similar goals
- Helping each other
- Providing a sense of belonging

Communities are where people build lasting relationships

Build Familiarity

Building Trust

Make Friends

Mediums To Building Community
Blogging - On Your Site & Others Like Medium
Social Media Outlets



Podcasting

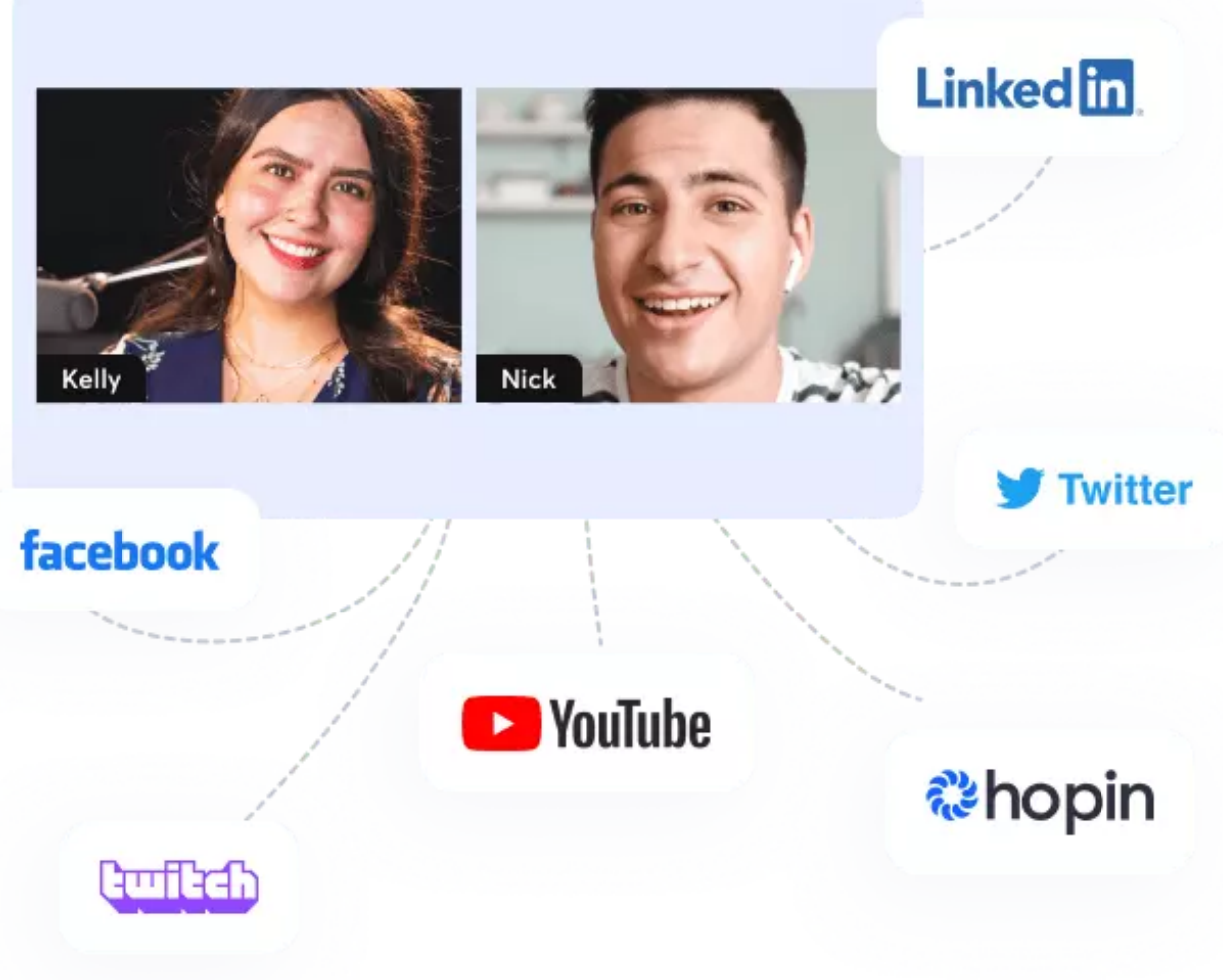
- Submit your podcast to iTunes
- Submit your podcast to Google Podcasts
- Submit your podcast to Sticher
- Submit your podcast to Soundcloud

Video Posts Post To YouTube & Vimeo
SEO & Keyword Planning - Using #Tags
Guest Host or Event Speaking
Chambers Fellowships & Associations

Remember to think of associations and groups that may serve the same cause or purpose but do not compete with you.

Stream Yard Makes it Easy

<https://streamyard.com/>

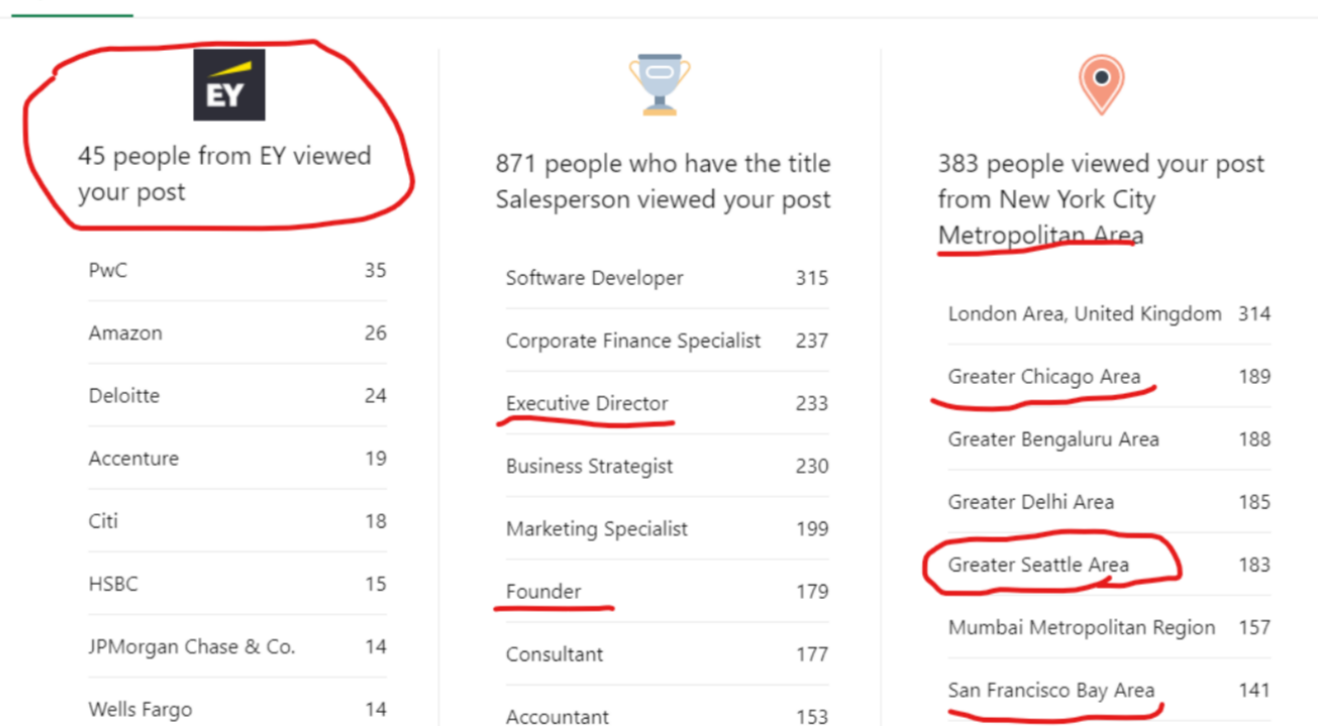


Types of Online Communities

- Identify key stakeholders for the online community.
- Define the purpose and goal.
- Select a community platform.
- Build a member profile.
- Develop rules and norms.
- Set up your community.
- Identify key stakeholders for the online community.
- Promote your community.

Celebrate your community members.

Track and measure everything.



Online communities Can Drive Sales & Opportunity

They can build brand awareness, increase leads, and drive conversions. With a clear purpose and the right moderation, these communities can become one of your most powerful marketing channels. Their ability to create relationships between brands and customers makes them a validated marketing strategy that businesses in almost any industry.

Let's recap:

- The different kinds of communities around you.
- Why that communities may be beneficial & popular.
- Look at what type of community you might want to consider building.

The homework:

Figure out one community you can join or be more active in that will help you reach your goals.

Find a new community if you are not in a good one already.

The community needs to have soulmates or people who are working with soulmates in it.

Participate then get active (if appropriate) in the community to build relationships.

If it is not right look for another community that is better. If you want to look at building your own community, you can reach out to us for ideas.

