

A large crowd of people is gathered in a stadium, filling the bleachers. The scene is captured from a low angle, looking up at the stands. A large white text box is superimposed over the center of the image, containing the title. The crowd is diverse in age and appearance, with many people looking towards the camera or the text box. The stadium lights are visible in the background, illuminating the scene.

How Do Get Lots Of Strangers To Love You In 30 Minutes

By: Brandon Kleinman

Previously: Global Director Of Strategy For TBWA/Chiat Day

- Built 16 person department from scratch at a US Top 3 Ad Agency
- Grew billings 16x fold to high seven-figures
- Took Nissan from last place to 1st place social auto-brand (according to Mashable)

Currently: Founder/CEO of What'sGood and strategic consultant

- Engineered my resume viral and saw 5.1 million views over 18 months
- Digital Correspondent For "Good Morning America"



Do You Need A Community?





Yes If;

- *You can use deep-targeted audience insight*
- *You could use more mainstream press for your messaging*
- *You believe that measuring commerce and attention can help improve business goals*
- *You would be interested in finding increased revenue streams that stem from an organized community*
- *You want to encourage satisfied customers to market on behalf of your company*
- *You would want additional value from things you have already done in the past*



No If;

- *You you don't believe in analytics increasing business*
- *Fully understand your target demographic and their purchase cycle*
- *Have enough dominance in your space that press serves itself*
- *Are in a stage of constant self-sustaining growth*



STEP 1
The First Date

Get To Know Your Community

There are conversations going on across the web. Websites like Twitter, Facebook, Pinterest and Reddit are platforms where people talk about you, your business and your competitors.



reddit



Google
Alerts

facebook


Pinterest

A background image showing a man and a woman in profile, facing each other in a restaurant setting. The man is on the left, wearing a dark shirt, and the woman is on the right, with blonde hair. They appear to be in conversation. The background is slightly blurred, showing restaurant decor like a wooden lattice and tables.

First Date

Think of this stage as a first date. So Listen To:

- What topics they share the most*
- How times of day, or special days change their habits*
- What people get listened to the most*
- How conversation matches your business trends*

The background of the slide is a photograph of two people, a man and a woman, in profile, facing each other and engaged in conversation. They are in an indoor setting with warm lighting and a wooden lattice screen visible in the background. The text is overlaid on a white semi-transparent box.

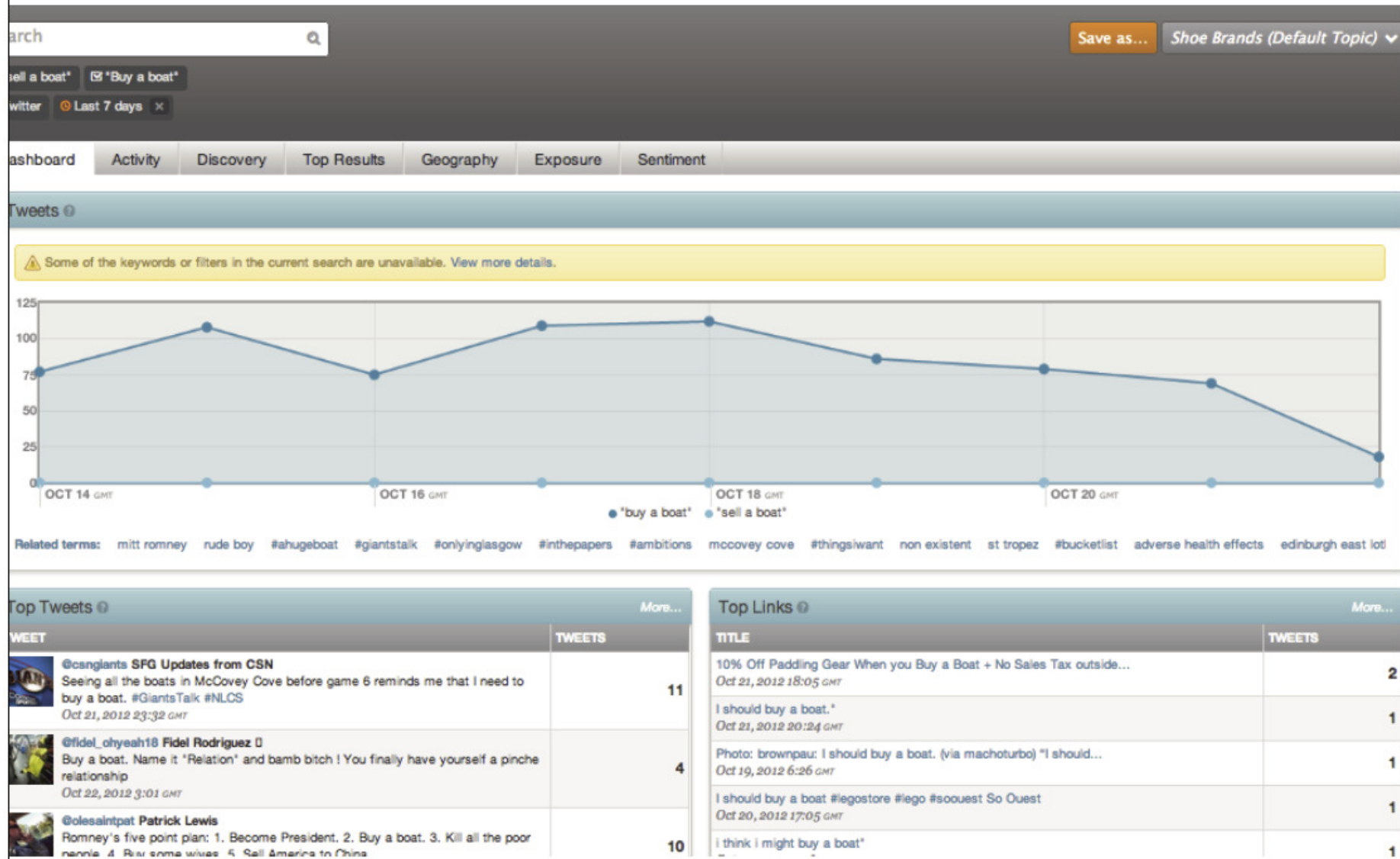
Get To Know Your Community Step by Step

1. Choose some low cost or free tools (See me for some suggestions) that can alert you to when and where your business is talked about across the web.

[1a. Hire an expert/company with access to these tools]

2. Track: Your business, the leading publications for your top products, your competitors, famous personalities in your field, the people who are most influential on your topic and all other pivotal data in your space.

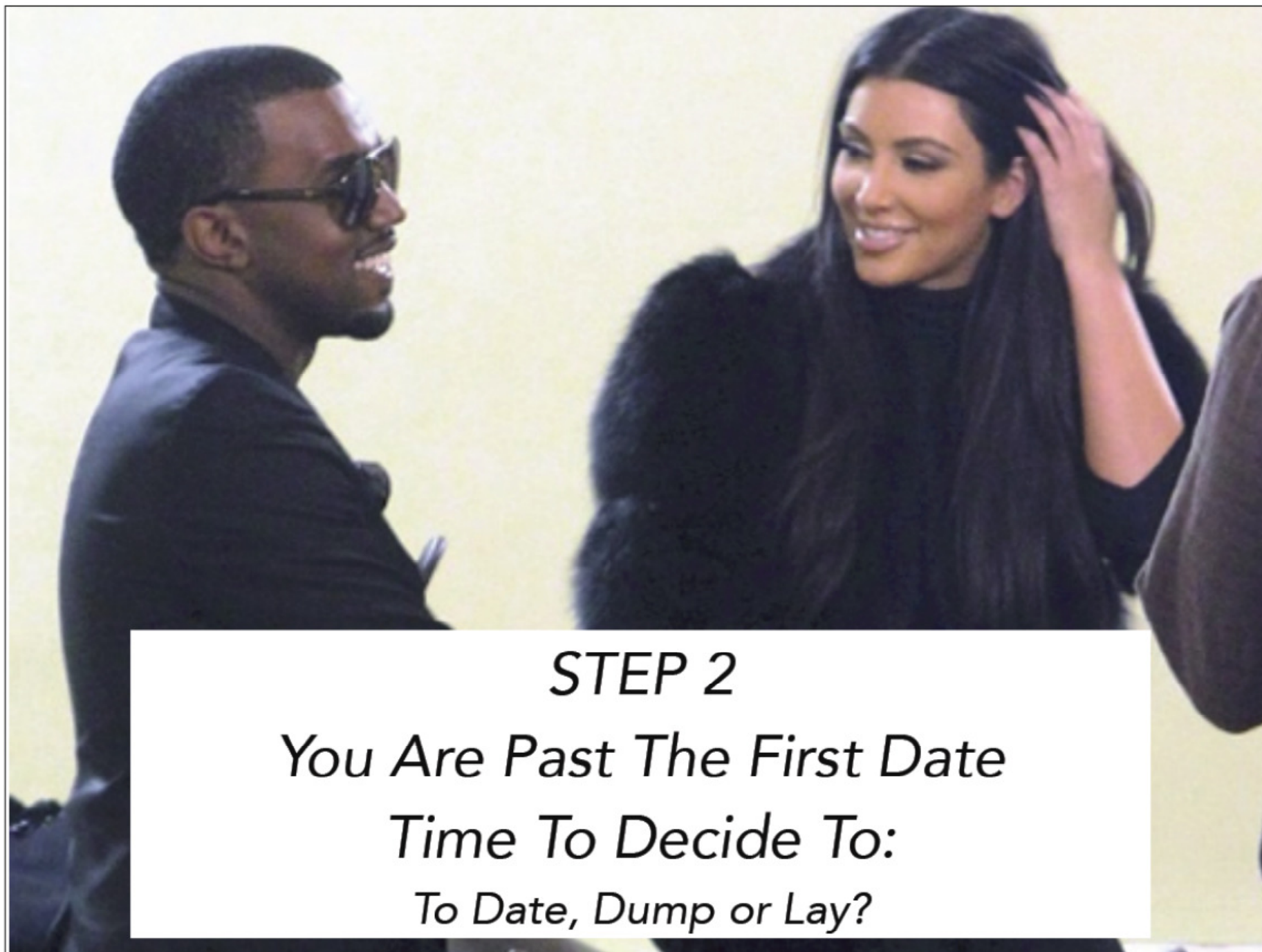
It Might Look Like This



The background of the slide shows the back of two people's heads as they sit at a table in what appears to be a restaurant or cafe. The person on the left has dark, wavy hair, and the person on the right has blonde hair. The setting includes a wooden lattice partition and red upholstered chairs.

Quick Point #1:

Your community is not your Facebook Page or Twitter feed, it is scattered amongst message boards, social media, industry leading publications and events. Your Facebook and Twitter Pages are the small group of people in the community who use the platform and decided to symbolically say “I approve of you.”



STEP 2

*You Are Past The First Date
Time To Decide To:
To Date, Dump or Lay?*



Getting Past The First Date **MOST IMPORTANT STEP**

*After you are comfortable with your tools, where
and how your community interacts:*

***SET YOUR BUSINESS
GOALS FOR WHATEVER
YOU ARE DOING!***



Setting Business Goals

To Date, Lay or Dump?

There are many things you can do with your knowledge of your community. Here are some common goals:

- 1. Increased Site Traffic*
- 2. Increased Category Traffic/Conversion*
- 3. Mentions In Industry Press*
- 4. Increase in volume of organic web mentions*
- 5. Endorsements From Influencers.*



Setting Business Goals

To Date, Lay or Dump?

Your Goals Here Will Dictate:

- What Information To Focus On*
- How Long You Are Likely To Commit To The Strategy*
- What Resources You Need To Invest*
- What Channels Are Most Important To You*



Quick Point #2:

It is more cost efficient to find an existing community that your customer-base is already part of, than to focus on building a new one. If you listen well, you should be able to create attention without haven't to start from scratch.

The background of the slide features a detailed image of ancient stone carvings, likely from a classical civilization. On the left, there are several figures in a row, possibly part of a larger frieze or relief. On the right, a large, rectangular stone block is visible, which appears to be part of a larger architectural structure. The overall tone is historical and scholarly.

Great Examples Of Execution

Sealing The Deal

As Mentioned There Are A Lot Of Ways You Can Improve Your Business By Tapping Into Community. Here are the three I am going to focus on

- 1. Increased Site Traffic*
- 2. Increased Category Conversion*
- 3. Turn Customers Into Marketing*

*Increased Site Traffic
(The Mint Story/How The Little Guy Won)*



Mint is a personal finance tool that came into a crowded space (3 incumbents) and started marketing 1.5 years before they even had public users. Here is what they did.

Increased Site Traffic (The Mint Story/How The Little Guy Won)



Listened To Their Competitors Conversations (Twitter and Facebook) and created a content network that gave info-graphics, tips, tools and interviews for personal finance. They leveraged some of these stories into columns in existing papers and publications and sucked in new users to their stream. It also helped with SEO.

Invited financial experts to hold free live chats on their sites and invited the competitions customers to come ask questions.

Increased Site Traffic (The Mint Story/How The Little Guy Won)



The results:

- 1. Before they even launched they had more users signed up than all other competitors combined*
- 2. They redefined a highly competitive category*
- 3. In one year they eventually sold for \$300m dollars to Intuit*

The background of the slide features a photograph of ancient stone carvings, possibly from a temple or tomb. The carvings include human figures in various poses and architectural elements like columns. The image is somewhat faded and serves as a decorative backdrop for the text.

Increased Category Conversion (How To Be Come A Category Leader)

"Company X" wanted to be the classified section for strictly boat-sales. They were fights a much larger company, and new that boat sales were majority seasonal (Spring through Summer). Here is how they took down the giant

The background of the slide is a photograph of several stone statues or carvings, possibly of a religious or historical nature, arranged in rows. The statues are light-colored and appear to be made of stone or marble. They are set against a dark, possibly wooden, background. The lighting is somewhat dim, highlighting the textures of the stone.

Increased Category Conversion (How To Be Come A Category Leader)

1. They tracked every boat ad on Craigslist for the previous year (2010) and collected details on price, color, time of day posted, number of bathrooms..etc They then created an infographic and brokered a deal with the leading boat buying publication to print the infographic and allow them to write 3 follow up columns
2. Through Social Media they found that a local F-1 Driver was in the market for buying a boat. They contacted him and helped him find a boat, documented the whole thing and had three different boating websites pick up the videos all linking back to this site.
3. They did all of this in the month leading up to the Spring rush and their traffic/sales spiked.

Increased Category Conversion (How To Be Come A Category Leader)

1



3




2



Turn Customers Into Marketing (How The Big Guys Jumped Sales)



Nissan had the difficulty of being in a long-cycle sales business, but needing to use social to measure and increase brand awareness, especially during high sales periods.

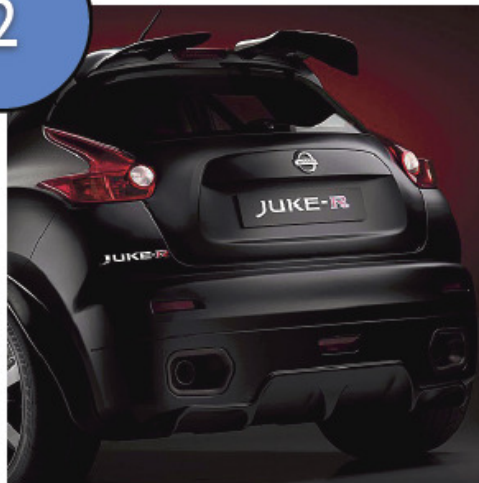
The background of the slide is a photograph of several ancient Greek marble statues, likely from the Parthenon, showing figures in various poses. The statues are light-colored and appear to be made of marble. They are arranged in rows, with some figures standing and others in more dynamic, possibly reclining or falling poses. The lighting is somewhat dim, highlighting the texture of the marble.

Turn Customers Into Marketing (How The Big Guys Jumped Sales)

Here is what they did:

- 1. Used tracking to identify the automotive buyers who's messaging was reaching the most people and bought them 1st birthday cakes when each of them bought cars. This was picked up by all the press.*
- 2. They tracked a brand independent conversation about a specific turbo engine and waited until there was huge crowd talking about it. At the peak of the conversation they announced that they were going to be putting that turbo charged engine into 1 version of the their SUV and racing it against the worlds fastest cars. Sales of the SUV skyrocketed and they captured a whole new segment of the market.*
- 3. They held live chats with model engineers that allowed fans to connect*

Turn Customers Into Marketing (How The Big Guys Jumped Sales)



The background of the slide features a detailed image of classical stone carvings. On the left, a portion of a statue is visible, showing a figure in a dynamic pose. The top of the image shows a row of decorative, shell-like motifs. The bottom of the image shows a horizontal band of carvings, including what appears to be a reclining figure and some inscriptions. The overall tone is aged and historical.

Quick Point #3:

Each platform has a context. (EG Twitter is quick 2-way communication, Pinterest is for pictures...) Make sure that when you engage , that you are playing to that platforms established strengths

A person wearing a white robe stands on a sandy beach, looking out at the ocean under a sunset sky. The person's back is to the camera, and their head is visible in the upper center. The ocean is in the middle ground, and the sky is filled with soft, golden clouds. The text "RECAP & Cheat Sheet" is overlaid in the center of the image.

RECAP & Cheat Sheet