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Upshots Cheat Sheet

DO YOU REALLY NEED A CUSTOMER COMMUNITY?

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Episode air date:Monday, August 5, 2024Listen:https://bit.ly/upshotsfoeh

The Upshot

WHO IS THIS FOR?

- This is for anyone that is toying with the idea of building a community for their customers, for their industry, or to build thought leadership.
- "Community" is a buzzword these days, especially with B2B companies.

WHY IS THIS IMPORTANT?

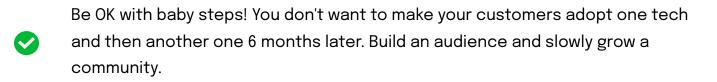
- A lot of people think that customers inherently want a community, or that if you build it they will come but a lot of planning, thought, and effort go in to making it a success.
- Companies often aren't prepared for the investment and time that it takes to build a community that is meaningful and lasting.

HOW TO DO IT?

- 1. Get to know your customers by talking to them. Are your customers asking for online community (or asking for some kind of connection with each other)?
- 2. Are you prepared to go ALL IN with your resources (people, financial)?

- 3. Are you prepared to STAY all in for at least a year at be patient and methodical?
- 4. Can you articulate the primary goal of the community?
- 5. Will you be able to measure success against that primary goal?

PITFALLS AND PRO-TIPS



- Be willing to look at this as a path or journey, not a final destination.
 - Instead of building your own platform, try partnering up with others in the space to create a bigger community around thought leadership.
- If you're not ready to staff it, you probably shouldn't have one. An inactive community is sure to turn off customers.

Not every business or product needs a community. Some audiences don't have time or access to an online community.

Guest Contact

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