

UNSERIOUS

Upshots Cheat Sheet

DO YOU REALLY NEED A CUSTOMER COMMUNITY?

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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 OK with baby steps! You don't want to make your customers adopt one tech and then another one 6 months later. Build an audience and slowly grow a community.
- ✓ 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.

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