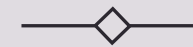




DISCORD



DIGITAL MARKETING

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- *Overview*

- Introduction About Discord
- How To Get Started With Discord Marketing
- What Channel Does Discord Use For Ads?

- *Introduction*

- Discord Is a VOICE ,VIDEO and TEXT chat app that's used by tens of millions of people ages 13+ to talk and hang out with their communities and friends. It was originally designed for gaming communities but has since grown to be used by a wide range of communities, including education , business, and social groups . It's helping businesses build their brand by using discord marketing
- Discord offers a variety of features that make it easy for users to connect and communicate, including VOICE CHANNELS ,TEXT CHANNELS ,and the ability to share IMAGES,VIDEOS,AND OTHER MEDIA.

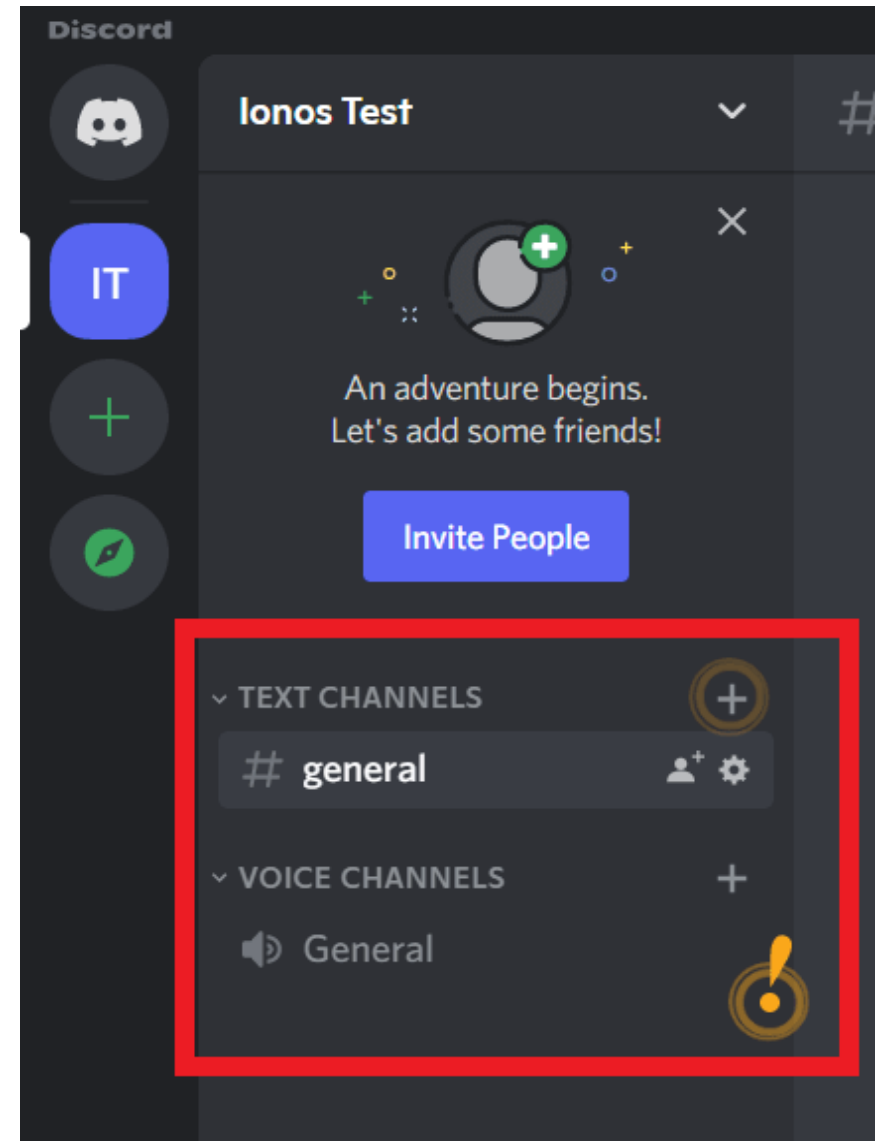
- *Introduction*

- In addition, Discord has a robust set of moderation and security features, including the ability to create roles and permissions, and the option to use two-factor authentication for added security.
- Discord is available as a WEB application, as well as on IOS and ANDROID mobile devices, and can be used on a computer through a standalone DESKTOP app.

- *How To Get Started With
Discord Marketing*



- Getting started with Discord marketing is easy. All you need to do is create a server for your brand, and you can start communicating with your customers and followers right away. Here are a few tips to help you get started:
- ✓ Make sure your server is well-organized, with clear and concise channels for different types of communication
- ✓ Make sure you have a clear and consistent brand message
- ✓ Engage with your customers and followers by responding to questions, comments, and feedback
- ✓ Use analytics to track the success of your Discord marketing efforts



- *What Channel Does Discord Use For Ads?*

- In Discord, the most common type of channel for announcements is a text channel. Text channels are well suited for announcements because they allow users to easily read and reference the information being shared.

To use a text channel for announcements, the server owner or a user with the appropriate permissions can create a text channel and give it a name that clearly indicates its purpose, such as "Announcements" or "News". Then, whenever there is an announcement to be made, the user can post it in the channel for all members to see.

- *What Channel Does Discord Use For Ads*
 - It is also possible to use voice channels or a combination of text and voice channels for announcements, depending on the needs and preferences of the server. Some servers may have a dedicated voice channel for announcements, while others may use a combination of text and voice channels to share announcements and other important information.

THANK
YOU





Chapter 2: Discord Business Model

Digital Marketing



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Discord Business Model

Discord is a social media platform which is headquartered in California and provides a wide range of communication such as:

- Text messaging
- Voice-over-Internet Protocol (VoIP) services
- Video call services, and so on.



Discord Business Model

The company initially started as a niche product within the online gaming community, but has since grown to encompass an even more comprehensive range of popular communities.

Let's take a look at the platform's history, how the Discord business model makes money, and the platform's strengths, weaknesses, opportunities, and competitors.



Cost Structure:

- Server and website maintenance costs .
- Operating expenses such as facility maintenance ,employee.
- Advertising costs .



Key Resources:

- Innovative platform with extensive functionality
- A strong community of dedicated member



Key Activities :

- Software development and server maintenance .
- A strong community of dedicated members.



Customer Relationship:

- Self – service
- Dedicated personal assistance

Summary:

- ✓ Discord business model
- ✓ Cost structure
- ✓ Key resources
- ✓ Key partners
- ✓ Key activities
- ✓ Customer relationship



Thank You
By: Majd Nassar

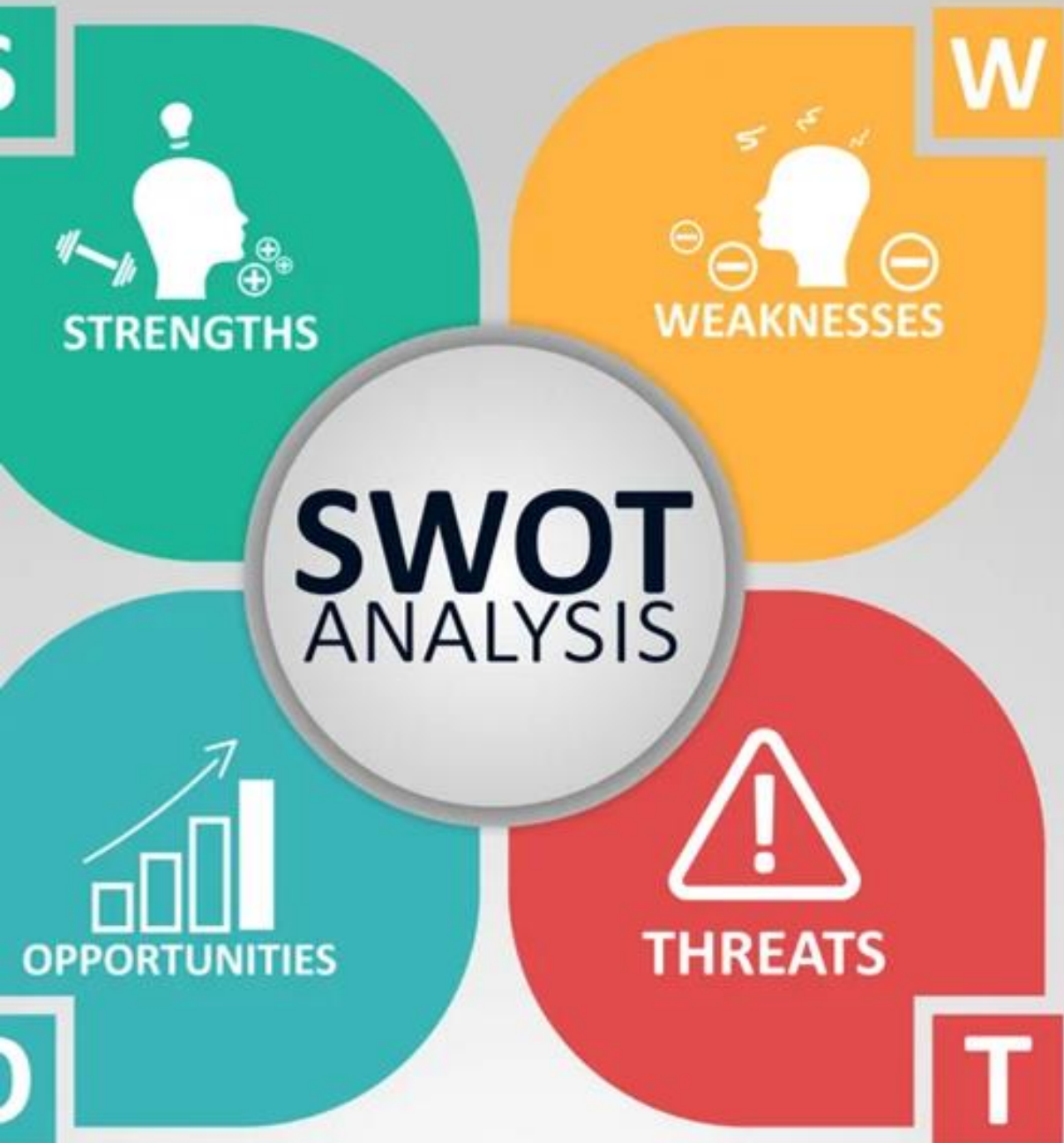


SWOT ANALYSIS



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- Strengths Of Discord
- Weaknesses Of Discord
- Opportunities Of Discord
- Threats Of Discord



- **Strengths Of Discord**

- ❖ Discord's strengths lie in its **voice and video call capabilities**

The software supports voice calls for two to 5,000 users , video calls with up to 25 people, and even push-to-talk features and bot integrations that enhance voice and video calling

- ❖ **Ease of Use**

- Its interface is organized in such a way that users easily find what they are looking for.

❖ **Ease of Use**

- The platform further has a tutorial to help newcomers as they start off on the platform.
- Additionally, Discord can be found on all major networks associated with gaming platforms that attract numerous gamers and users.

❖ **It's free**

- Users who sign up on the platform are not charged any dime for using Discord.

❖ **Easy integration**

- Discord can easily be integrated with other platforms like Steam, Twitch, and Xbox Live.
- Other platforms that can be linked with Discord include Samsung's Game Launcher, among others.

- Weaknesses Of Discord

- ❖ Limited privacy options

- it lacks advanced features like end-to-end encryption.
- Additionally, Discord monitors every application used on its platform.

- ❖ Low-quality calls

- The brand also is accused of dropping calls randomly, which is undesirable by its users

- ❖ More focused on gamers

- Discord was created with a key focus on solving a particular challenge that faced gamers.

• Opportunities Of Discord

❖ Optimization of customer experience

- The brand has more room for growth in improving the customer experience on the platform.
- ✓ The brand needs to work on its privacy features, call quality, and overall performance for all users.
- ✓ the brand could innovate more features to enrich its product for greater customer satisfaction.

❖ Technological advancement

- More investment in technological innovation could enhance Discord's lifespan in the product life-cycle for more revenues.

❖ New markets

- While Discord was created purposely to enhance the gamer's experience, the brand has huge opportunities in customer focus to customize its platform to serve the numerous interested customer groups.

- **Threats Of Discord**

- ❖ **Low barriers to entry**

- The industry where Discord operates has low barriers to entry.

- ❖ **Privacy challenges**

- There is every need for the brand to work its security to ensure a safe haven for its users.

- ❖ **Presence of scammers**

- Given Discord is enabling communication over the internet among users, there is every possibility for scammers to pose as humans seeking interaction.

Digital Marketing strategy that discord use

- Encourage user-generated content.
- Join Discord's partner program.
 - Host live events.
 - Offer discounts and sales.
- Leverage Discord's server insights





Digital Marketing strategy that discord use

- **Word of mouth** : Discord attracts users by helping them create a community for people interested in a specific field, so you will find a server for a specific game, a server for memes, or any field that may have many of its fans. This led to the supremacy of his fan base, and unlike the rest of the applications, he does not need a celebrity to advertise, but rather uses the user himself or in a clearer way.



MACRO FORCES (PESTLE)



CHAPTER .3.

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- *technological forces*

- Infrastructure. Discord's backend is written mostly in Elixir and Python, as well as Rust, Go, and C++. Discord uses the metaphors of servers and channels similar to Internet Relay Chat. Discord uses QR code as away to sign to your account if you forget the password

- *economic forces*

discord earning money by using nitro that give some stickers emoji and some unique characteristic. in 2020 while many companies suffer because of corona discord one of the companies that growth at that hard period you can say

- *political forces*

Discord is like a country with 100 million inhabitants, living in different states and towns , so they need to make the rules on what is allowed to , discord wants to help moderators create whatever kind of community they want but at controls commensurate with different categories .

- *Legal forces*

- About child safety when they are made aware of potential Child Safety concerns on their platform, their Trust & Safety team reviews the content and analyzing it. And about privacy Discord does not require and generally does not ask about the names, addresses or other personal information as they do not require that information on sign-up

- *social forces*

- as we said discord is like a country with about 100 million user has their own community anyone can join the server that he feels it contain people like him. discord socially is so helpful and they trying to be as close as they can with their users .

THANK YOU





DISCORD

Marketing mix

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Marketing Mix



Product

Creating a communities and Developing relevant content can enable the community to understand the value it will derive from your project. Thus, you need to deliver content that explains your project. Under each category, always ensure that the content is relevant to the topic.



Price

Discord is free for users to use , but there is also There nitro but it's not necessary to use it .





Promotion

Creating a community for your brand is the first step in Discord marketing . So Discord targeted gamers to deal with so all the Discord adds is about updating gamers experience.

Place

Because discord is online platform so place is in internet Besides your server, you should join other Discord communities. This enables you to encounter big crowds relevant to your project. Engage the different communities by sharing links to your project and upcoming events.



PLACE

Process

Developing relevant content can enable the community to understand the value it will derive from your project. Thus, you need to deliver content that explains your project. Under each category, always ensure that the content is relevant to the topic.

THE END



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