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How to Grow A Business With Community Marketing

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Presentation Overview

The questions this
webinar will answer

What is Community Marketing?

Why does Community Marketing matter?

How is Community Marketing developed and shaped?

What is the best practice on managing your community
marketing campaign?

How to ensure Community Marketing campaign
achieve the business objectives?

How do I measure my Community Marketing?

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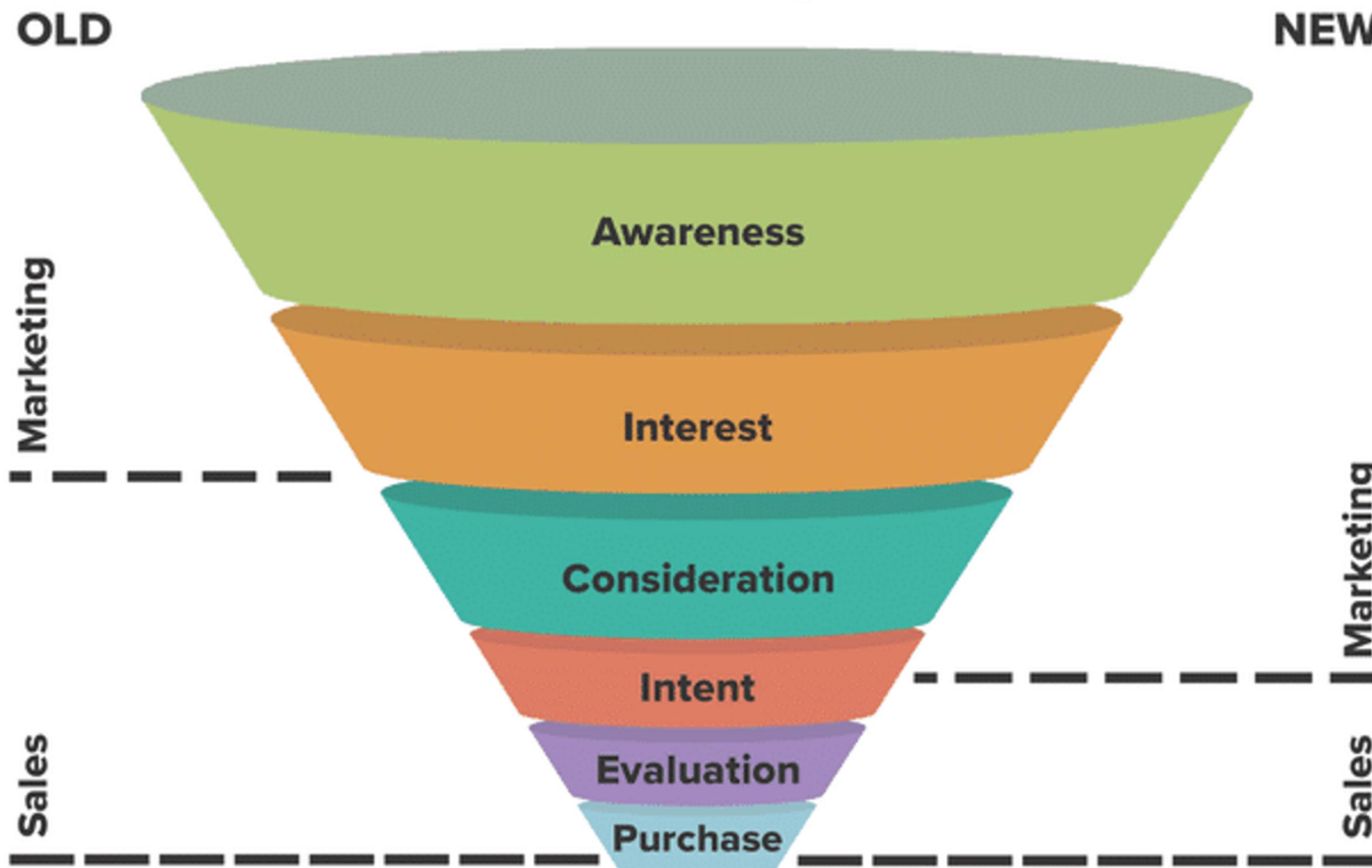
A group of like minded individuals

Strategy that involves forming an engaging brand presence in order to interact with like-minded individuals.



The Marketing Funnel

TrackMaven





Organics

Customers will begin interacting with each other without the brand's help.

Are borne out of passion.
Uncontrolled.

Sponsored

Are created for a specific reason (i.e. to promote, sell, research, connect customers, customer service, etc).

Work harder to attract members.
Have rules of engagement for members.

Example: mystarbucksidea.com



Community Marketing
removes the barriers and
bridges the gap between
brand and fan so they become
allies. Equal partners.



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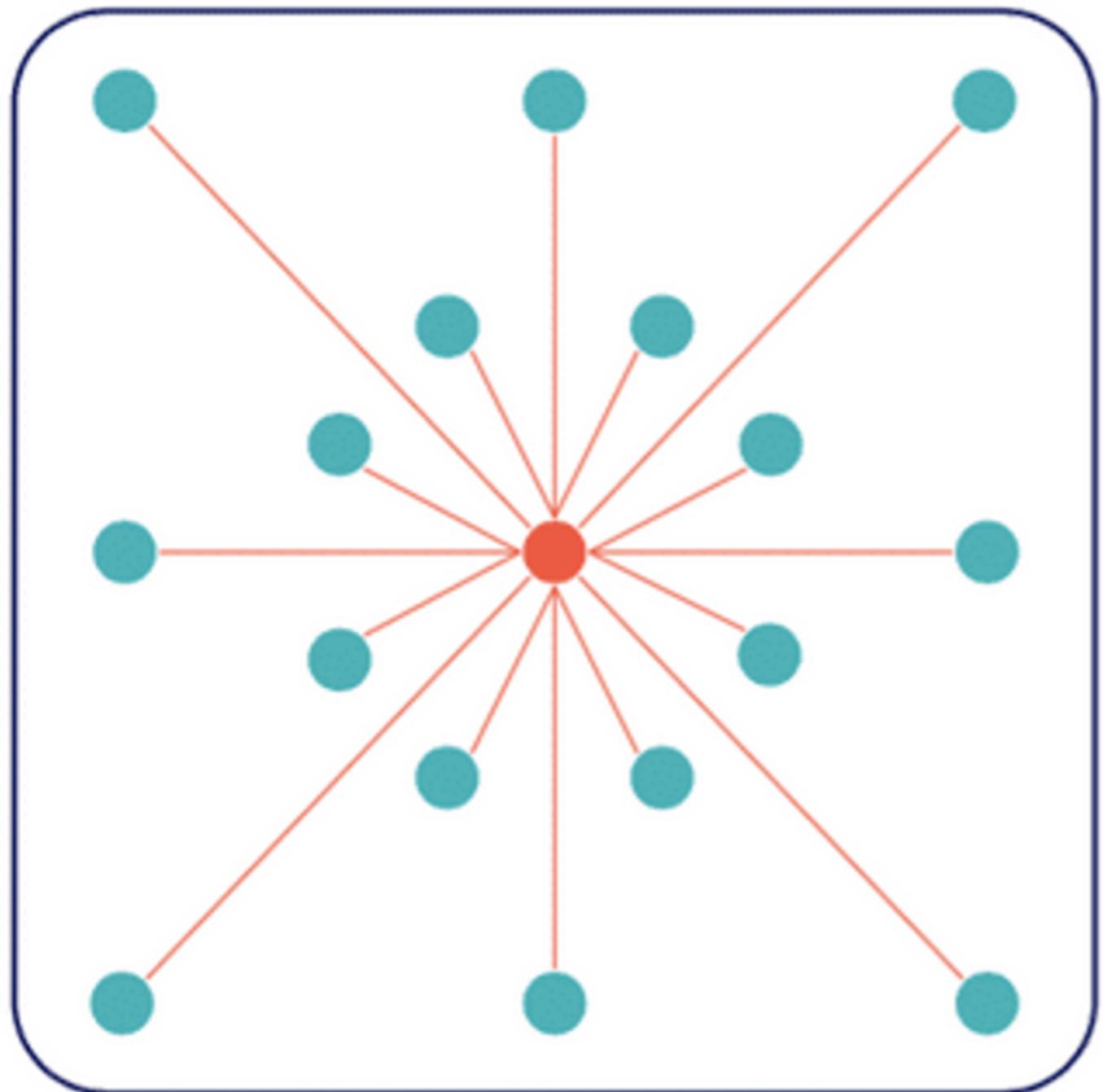


Who needs CM Strategy?

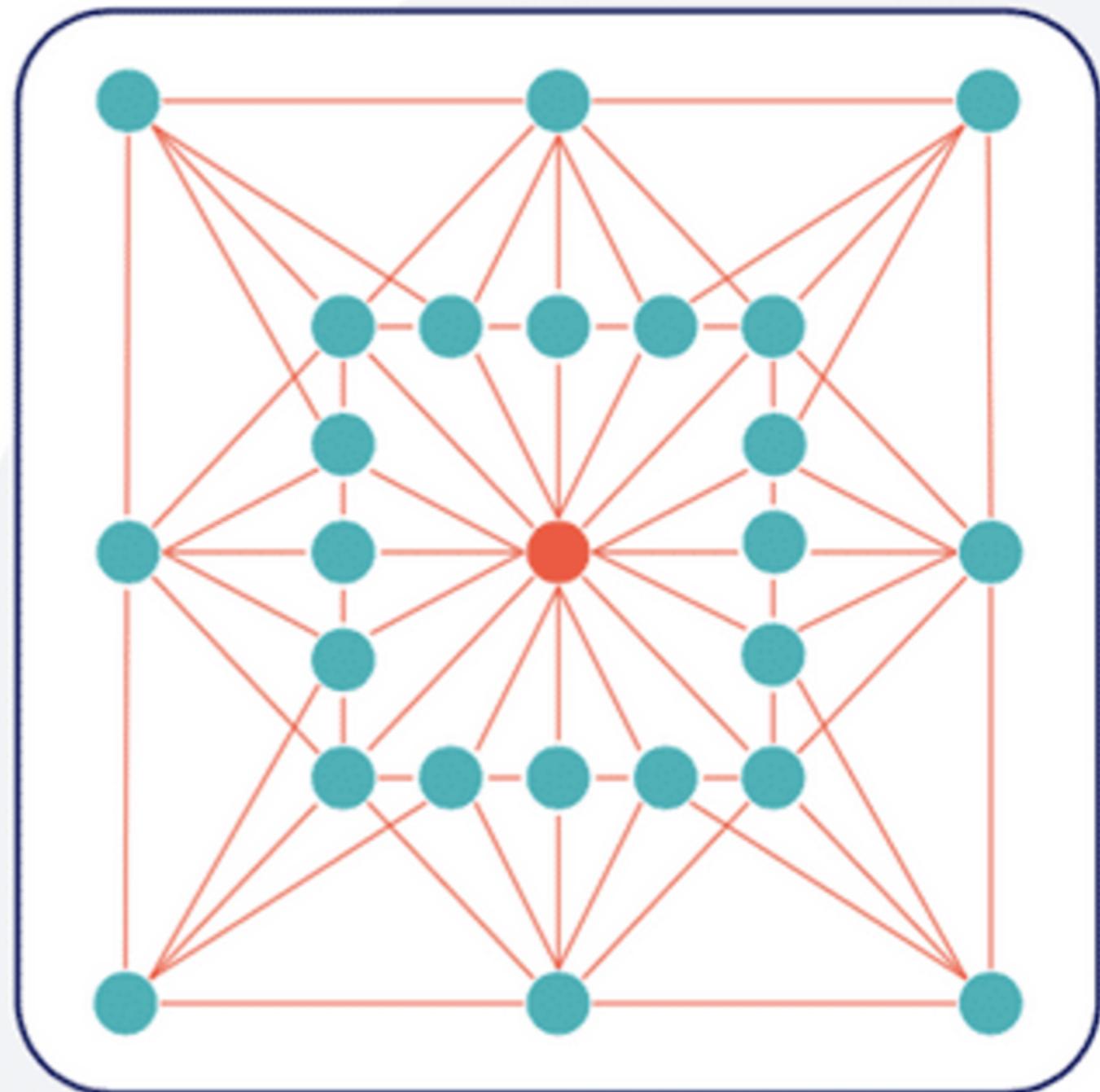
All organizations that value their reputation and seek repeat consumers should have a community marketing strategy to monitor their presence and status.

Feel-valued customers are more likely give their loyalty to the company.

Content Network



Community





**Creating and maintaining
connections and
relationships with current
customers via in-person or
online communities,
everyone involved will
benefit.**

*Acquiring a new customer
is cost six or seven times
more expensive than
retaining an existing one.*

Frederick Reichheld - Bain & Company



Captive Market
to grow Loyalty



Fast Information Transfer

Cost Efficiency



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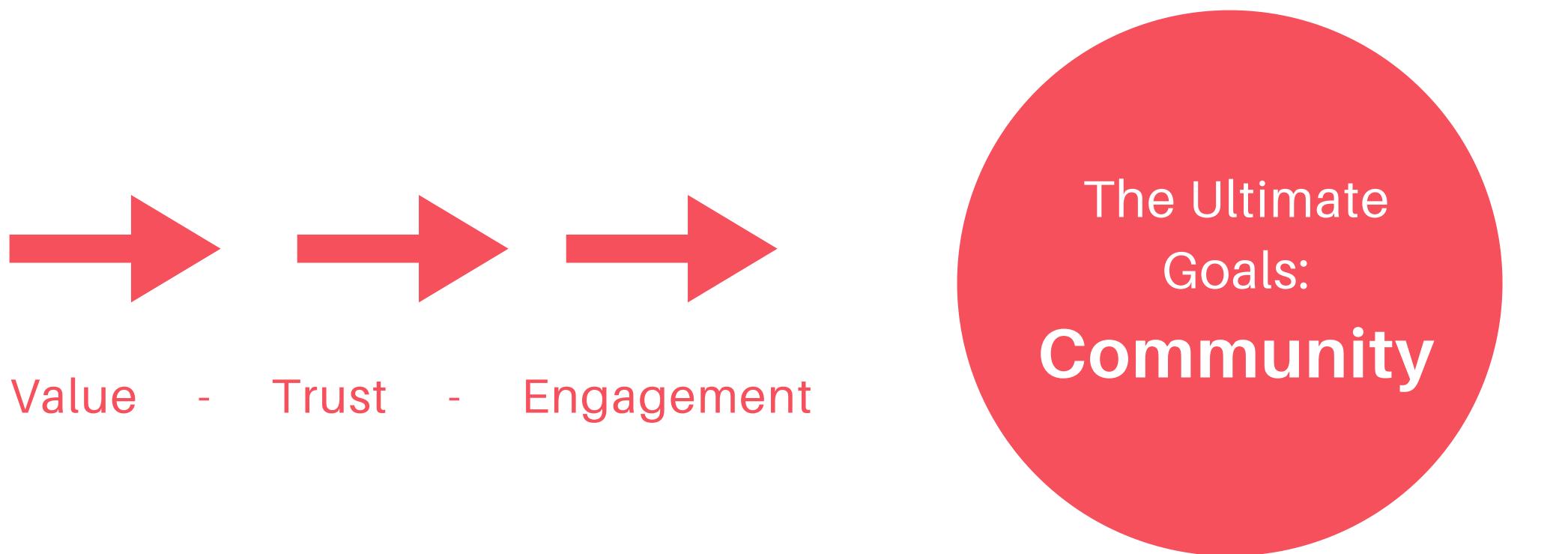
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Community Marketing = Content Marketing



The “good” stuff – insight, feedback, growth, profits – will follow as a natural extension of being a community



FIRST

Decide where to gather
your customer
community.

Depending on the
product demographic,
different platforms will
be appropriate.

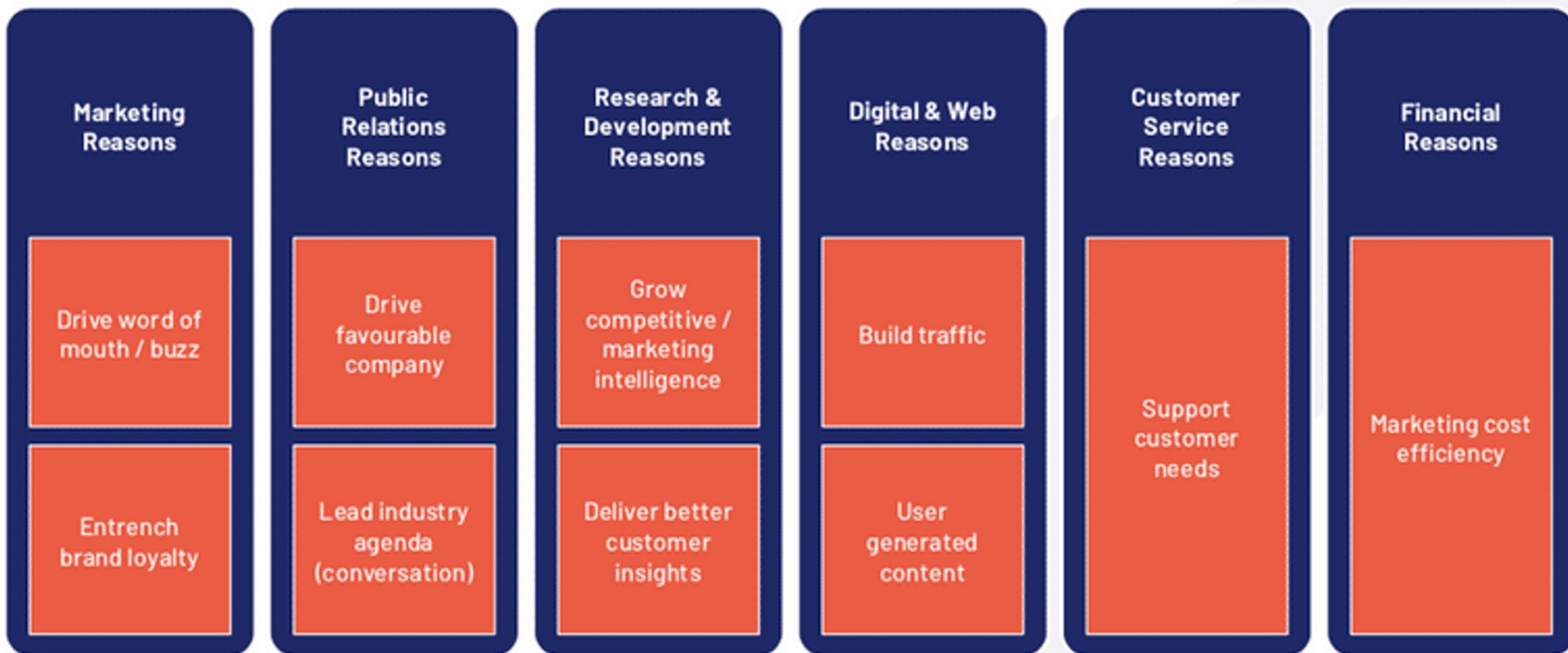


SECOND

Set relations objectives.

**Decide what exactly
you want your
customers to gain from
the interaction**

Community Management Objectives



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Let's talk
about what
I'm doing in
Tech in Asia



Tech in Asia's Mission

**TO BUILD AND SERVE
ASIA'S TECH AND
STARTUP COMMUNITY**

www.techinasia.com

Key Areas

Community Outreach

Tech in Asia City Chapter, Tech in Asia Conference,
Tech in Asia Product Development Conference,
Tech in Asia Branded Event.

Strategic Partnership

Building relations and negotiate with media,
tech-startup communities, associates,
government.

Managing Community Channels

Working with Social Media Manager to provide
powerful content based on community needs.

What to look forward to





#TIACityChapter

City Chapter is TIA's initiatives to cities around the region to solve the pain points of each ecosystem. Built for the community, by the community.



id.techinasia.com/city-chapter

Jadilah City Chapter Leader Untuk Kotamu!



[Daftar Sekarang >](#)

Bila kamu memiliki kriteria dibawah ini,
segera daftarkan dirimu sebagai City Chapter Leader.

- Pribadi dengan semangat belajar dan berbagi yang tinggi
- Memiliki pemahaman serta komitmen untuk mengembangkan komunitas *startup*

Keuntungan kompetitif menjadi City Chapter Leader,
antara lain:

- Akses gratis ke berbagai konferensi Tech in Asia
- Kesempatan *networking* yang lebih besar dengan ekosistem *startup*
- Mendapatkan kode diskon khusus untuk tiket konferensi Tech in Asia yang bisa dibagikan ke teman dan relasi di komunitas.

Tech in Asia Product Development Conference

Level up your skill set with insights tech experts' best practice! There will also be tons of opportunities for you to learn and connect with them through our pre and post conference program.



Tech in Asia Conference

The biggest international tech conference in Asia. A two-days event of awe-inspiring keynotes, fireside chats, and panel discussions will let attendees gain insight and learning opportunities from international industry experts.





TECHINASIA
CONFERENCE

8-9 October 2019
Jakarta Convention Center, Indonesia

**Special for Virtual Summit Niagahoster, get 10%
Tech in Asia Conference ticket by using code:**

TIA10

Strategic Partnership



Supporting events and tech-related activities by becoming a media and or community partner.

Barter value

Get promoted on channels

Unpaid Partnership

Win-win

Brand Awareness

Acknowledgement

Managing Community Channels



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Manage expectation and see what potentials

Information

Communication

Relationship



Community Health Check

Age of Community
(Sustainability)

Member Growth

Regular Activity
(Internal & External)

Availability of
Information

Updated
Information

Media
Coverage

Number of
Participation

Spirit of Members

Budget

Impact of Activity

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ROI

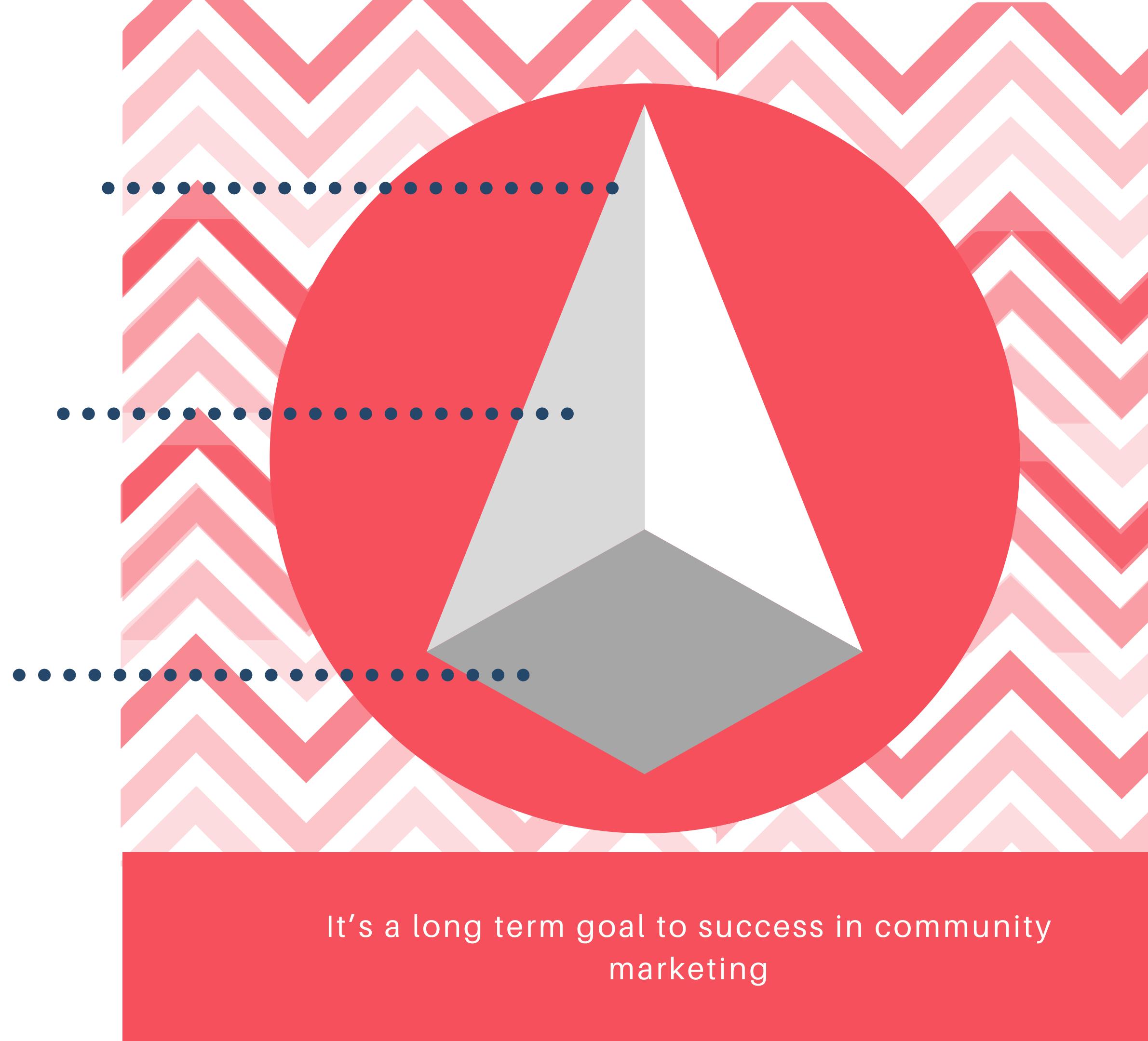
Measure goals & KPIs and calculate the ROI of your community.

VALUE

Create value for community members (visitors) and prove value to internal organization.

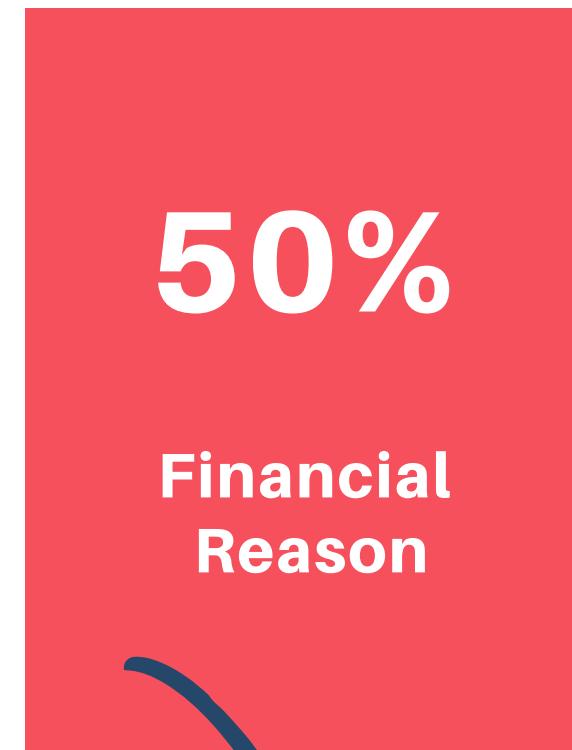
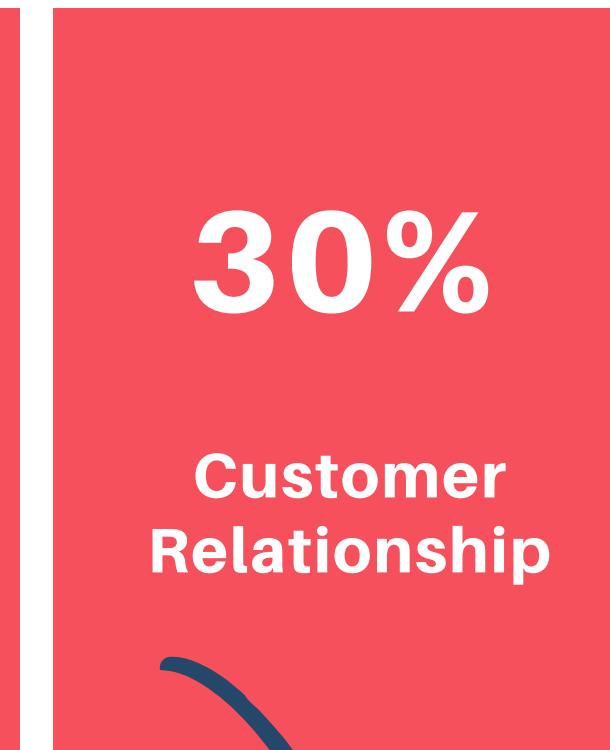
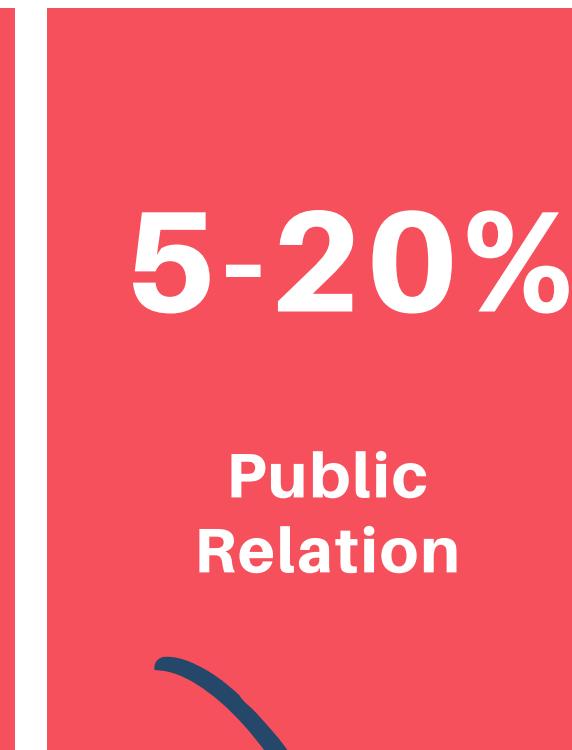
GROWTH

Track community growth and steer content, traffic & activation.



It's a long term goal to success in community marketing

Set KPIs



Retention Rate upto
30%

5-10% higher
number of
subscribers

Media coverage 5-
10% from all brand
mentions

Crisis Management

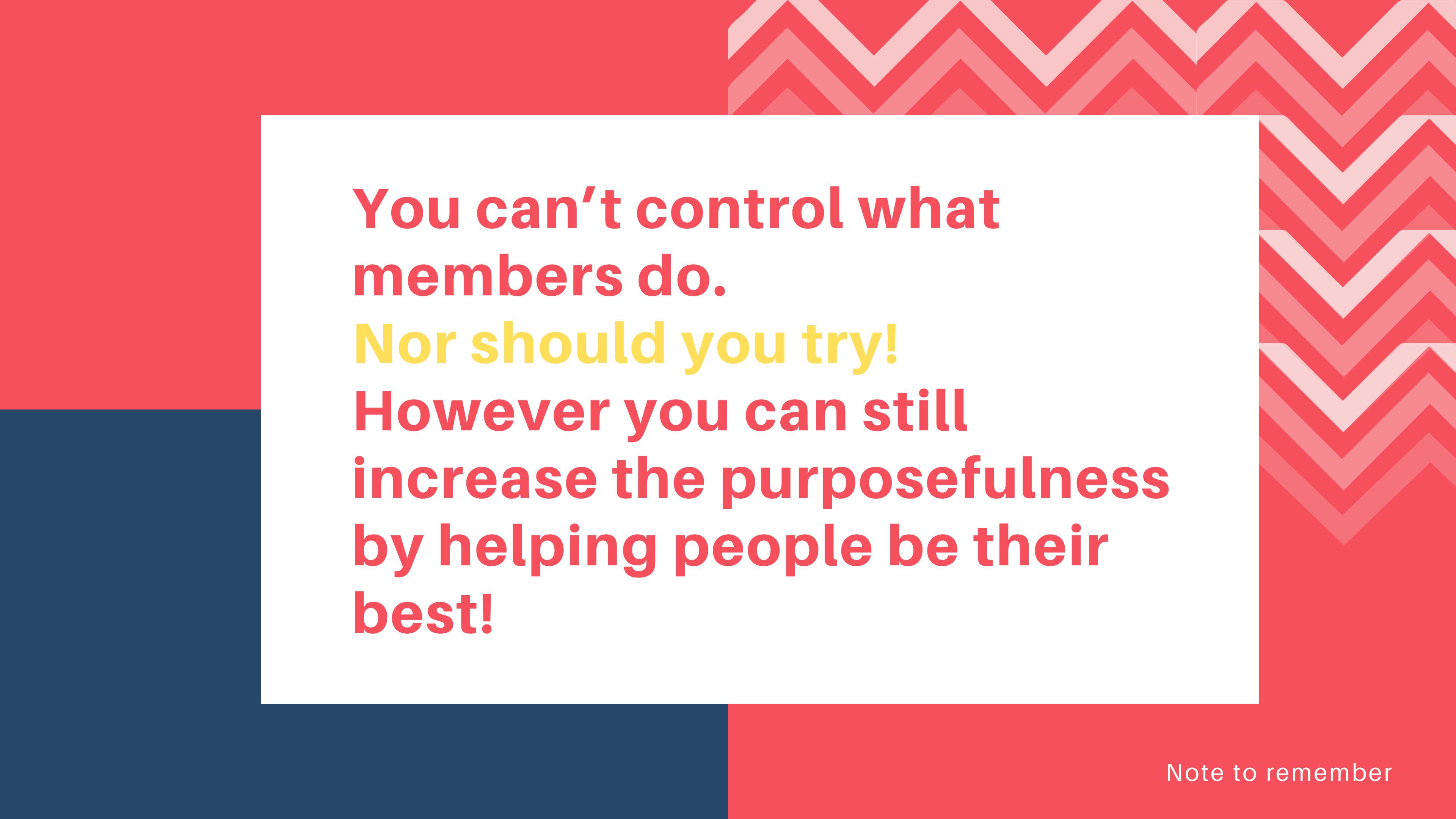
xx numbers of
feedback turn to
features/products

Positif Sentiment
upto 10%

CSAT
NPS +5% per
quarter

Partnership deal
(cover 50% of the
budget)

**It takes time to build
a health community!
ROI won't be
immediate.**



**You can't control what
members do.
Nor should you try!
However you can still
increase the purposefulness
by helping people be their
best!**

Note to remember

TO SUM UP

Get to know your
community

Define your Community
Marketing objectives

Manage your
expectation

KPI &
Business Metrics

....Business goal allignment....

Get In Touch

For inquiries and concerns

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