

Successful Community Strategies

Who Is Your Community For?

How To Determine Who Your Members Are And What They Want



The journey of this course

Lesson 1

Community Strategy 101

Learn the basics of developing a successful community strategy.



Lesson 2

Why Create A Community?

Why do people need organisations? What makes a community unique?



Lesson 3

Who is Your Community For?

How can you find out what your members really want in your community?



Lesson 4

Finding The Strategic Sweet-spot

How do you find the sweet-spot in what organisations need and members want?



Lesson 5

Community Positioning

Learn how to perfectly position your community for success.

**Who is your
community for?**

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Lesson Objectives

1. Explain the most important thing which draws people to a community and keeps them engaged.
2. How to undertake and analyse survey results.
3. Undertaking member interviews to find out exactly what members want.
4. Build detailed member personas to develop your community. .

The secret to a thriving community is relevance

Your audience will only visit and participate in your community if it is the most relevant way for them to satisfy their needs and desires at a given moment.

Two Types of Relevance

- 1) **Larger number of a short amount of time.** Members visit the community to ask a question and satisfy a particular need.
- 2) **Small number of people for a long period of time.** Members visit because they feel a sense of belonging and what to learn what others are doing.



If you try to be relevant to everybody, you'll be relevant to nobody.

Your audience is too diverse to cater to everybody's needs. What is relevant to one group won't be relevant to another. Decide who your community is for?

Types of Segmentation

- 1) Level of experience (newcomer, veteran etc..)
- 2) Location (London, New York, New Delhi)
- 3) Sector (technology, retail, sports)
- 4) Type of company (big, small, large enterprise)
- 5) Age (young/old).
- 6) Beliefs (likes, dislikes opinions)



To get started, narrow your target audience

Find a specific group of people with shared needs who you can deeply cater your efforts to satisfy.

How do you find out what your members want?

- 1) **Surveys.** These help us identify key needs and develop member segments (and prioritise these segments)
- 2) **Interviews.** These help us go into the minutia of what members want and build member personas.
- 3) **Data Analysis.** This help us identify if the personas are valid and any current behavior we can build upon.



STEP ONE: SURVEY YOUR MEMBERS

- 1) **Demographics.** These cover things like age, sex, location, job details etc..
- 2) **Behavioral.** These cover what people do, years of experience, what they spend most time doing.
- 3) **Psychographics.** This is where you dig deeper into audience needs and desires and specific pain-points.

Survey template available at:

<https://www.surveymonkey.co.uk/r/NX6P86Y>

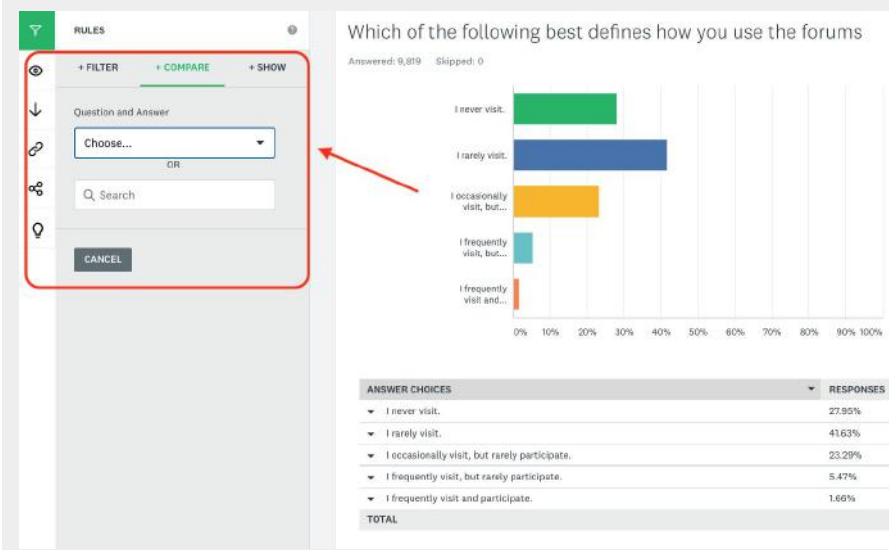
- ① Overall, how helpful or unhelpful do you find the [name] community
 - Very helpful
 - Somewhat helpful
 - Neither helpful nor unhelpful
 - Somewhat unhelpful
 - Very unhelpful
- ② Approximately for how many years have you been a member of the community?
 - Less than a year
 - 1 to 2 years
 - 2 to 3 years
 - 3 to 4 years
 - 4 to 5 years
 - 5 to 6 years
 - 7 to 8 years
 - 8 to 9 years
 - 9 to 10 years
 - More than 10 years
- ③ Approximately for how many years have you a customer/client/user of the product/services?
 - Less than a year
 - 1 to 2 years
 - 2 to 3 years
 - 3 to 4 years
 - 4 to 5 years
 - 5 to 6 years
 - 7 to 8 years
 - 8 to 9 years
 - 9 to 10 years
 - More than 10 years

STEP TWO: IDENTIFY UNIQUE SEGMENTS

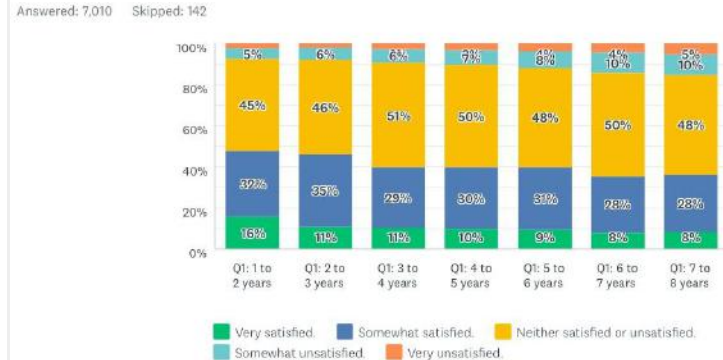
Segment your survey responses by your demographic/behavioral questions to see if any unique clusters emerge.

You can use statistical significance tools if you want a completely valid measure.

List the different segments you find. What is the identifying trait and what is the difference?



Overall, how satisfied or unsatisfied are you with your current experiences in the [redacted] forum?



STEP THREE: UNDERTAKE INTERVIEWS

Interview around 3 - 5 members of each segment for up to 30 minutes.

Try to dig deep into the specifics of what these members want and need.

List the different segments you find. What is the identifying trait and what is the difference?

Find out what content they read, the types of people they want to connect with, and the kind of roles they take on.

Member interview template available from:
www.feverbee.com/buildyourcommunity

Questions

1. Can you tell us a little bit about your background today and what you spend most of your time doing?
2. What are the biggest challenges you're trying to overcome? What's stopping you from overcoming those challenges so far?
3. What are the resources which would most help? (What kind of format / type would you like these resources to be in?)
4. What experiences and resources do you think you might be able to share with the community? Who would you like to help?
5. (if they participate in a community today) - Was there anything which nearly stopped you from participating? Is there anything we can be doing better?
6. Who would be most valuable for you to connect with? Who would you like to hear from?
7. What would be the biggest possible win for you personally? What would be an absolute game-changer?



[name]

[job title]



“I have a great quote that I’m going to put in here”

My Role

- This application
- This application
- This application

My Organization
Details
Department

The top tasks I perform in this topic area:

- Bullet point 1
- Bullet point 2
- Bullet point 3
- Bullet point 4

The Technology I Use

- Tech 1
- Tech
- TEch

How I make decisions

- Decisive factor 1
- Decisive factor 2
- Decisive factor 3

My Needs Program

Top challenges

- Challenge 1
- Challenge 2
- Challenge 3

Measures of success

- Metric 1
- Metric 2
- Metric 3

My key motivators

- Motivation 1
- Motivation 2
- Motivation 3

I want to connect with

- Person/group
- Person/group
- Person/group

Challenges and success

Outside of the community

I get information from:

- Source 1
- Source 2
- Source 3

I'm also a member of:

- Community 1
- Community 2
- Community 3

My social media presence

- Size
- Type
- Other



Tasha

38 years old



“I’d love to be connecting and sharing templates, but I just don’t have the time.”

My Role

- 3rd grade teacher

My Organization

Details:

Department

The top tasks I perform in this topic area:

- 5 lessons with 20+ students per day.
- Collaborates with teachers and staff.
- Evaluating homework and grades.
- Verifying pickup information for students.

The Technology I Use

- MS Teams
- Email with parents
- Browse the web

How I make decisions

- How much time will it take?
- Will it require me to get budget/resources from others?

My Needs Program

Challenges and success

Top challenges

- No time to keep updated on technology changes.
- Not receiving internal support to change.
- Can't craft the materials needed for classes in time.

Measures of success

- Grades at the end of the year.
- Parent satisfaction.
- Seeing children progress and develop.

My key motivators

- Motivation 1
- Motivation 2
- Motivation 3

I want to connect with

- Others in my role.
- Anyone who can help me progress.

Outside of the community

I get information from:

- Various teaching websites.
- Top teacher bloggers.
- Talking to other teachers.

I'm also a member of:

- Private teaching groups which meets once a year.

My social media presence

- Social media settings on full privacy.

Assignment

Your assignment for this lesson.

1. Create a survey using any tool you like and adapt our survey template.
2. Identify segments that have unique needs.
3. Interview 3 to 5 members from each segment and find out what they really want.
4. Use this data to build your personas.
5. Detail which of these are financial and which of these are non-financial (but might still have a big impact).

Lesson Recap

1. Relevance is the critical factor that makes your community thrive. To get started, your community must be the most relevant way for members to achieve their goals.
2. Use surveys to find unique clusters of members with unique needs.
3. Interview members of each cluster to identify precisely what they want.
4. Build a detailed member persona.

Lesson Resources

1. Download our survey template: www.feverbee.com/buildyourcommunity.
2. Download our interview template: www.feverbee.com/buildyourcommunity.
3. Download our persona template: www.feverbee.com/buildyourcommunity.