OrionX.net

Build and Strengthen Your Online Community Now

Celia Chase
VP Marketing Services
OrionX

Linda Crowe
Director, IBM Community
IBM

OrionX.net Webinar
May 28, 2020
11am Pacific, 2pm Eastern

Speakers + Agenda

Celia Chase

- Claim to fame
  - Went to the same high school as Steve Jobs
- Pet peeve
  - Cell phone texting in a movie theater
- Person you admire
  - Pema Chodron

Linda Crowe

- Bucket list destination
  - Machu Picchu
- Person I admire
  - Fellow Occidental College alum, Barack Obama
- Irrational fear
  - Swimming in the ocean

Agenda

- Community is your business now
- How to
  - Build
  - Grow
  - Engage
- Case study: IBM Community
- Questions

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Why Community is Important Now

For Brands

- Brings people together
- Serves as large focus group
- Creates brand ambassadors
- Drives customer loyalty
- Lower support costs
- Member created content

For Community Members

- Share ideas and interests
- Access resources, best practices
- Answer questions not found elsewhere
- Forge new connections
- Enhance experiences

How to Build Community

Objectives

Audience

Platform

Guidelines

Metrics

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How to Build Community

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- Connect your customers together
- Promote your products
- Advertise on online community site
- Increase the brand image
- Create brand advocates

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How to Build Community

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"The difference between an audience and a community is which way the chairs are facing."
- Chris Brogan, author

- Shared
  - Titles, interests, topics
  - Example: people interested in ERP
- Segments or subgroups
  - Technical
  - Budget holders, influencers, decision makers
  - Example – ERP implementers vs ERP sales

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How to Build Community

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Metrics

- Platform tied to objectives
  - Global vs local
  - Control vs flexibility
- Free platforms
  - Slack
  - LinkedIn
  - Facebook
  - WhatsApp
- Customizable platform

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How to Build Community

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- Create rules for online users
- Designate community manager
- Keep interactions positive, on track
- Easy-to-follow and understand
- Address negative comments

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How to Build Community

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Metrics

- Brand loyalty
- Engagement
  - discussions, referrals, shares
- Community growth
- Business impact
  - Pipeline
  - Support case deferral

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How to Grow Community

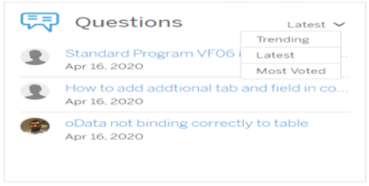
Example: SAP Community

2.8M community users

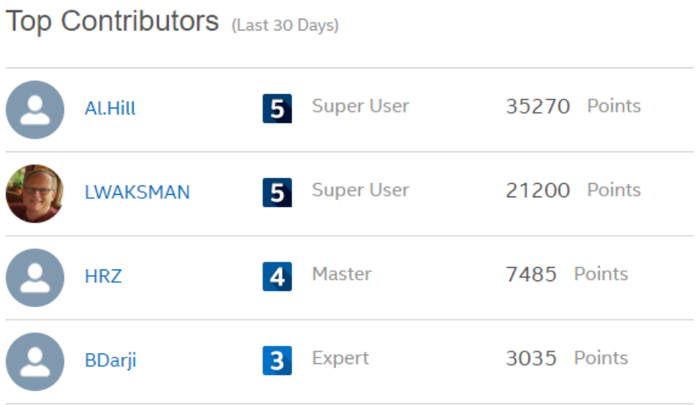
287,000 visits per day

993,479 questions answered

117,002 blog posts available



Example: Intel Community Recognition



Promote and Reward

- Promote your community
  - Via website, social, email, sales reps, partners et al
- Create “ambassador” program
  - Experts help influence topics covered and are a source of ideas, opinions, etc.
  - “Badge” for online profiles, CV
  - Encourage them to promote and engage
- Reward contributors
  - E.g., Reddit upvotes, community awards, etc.

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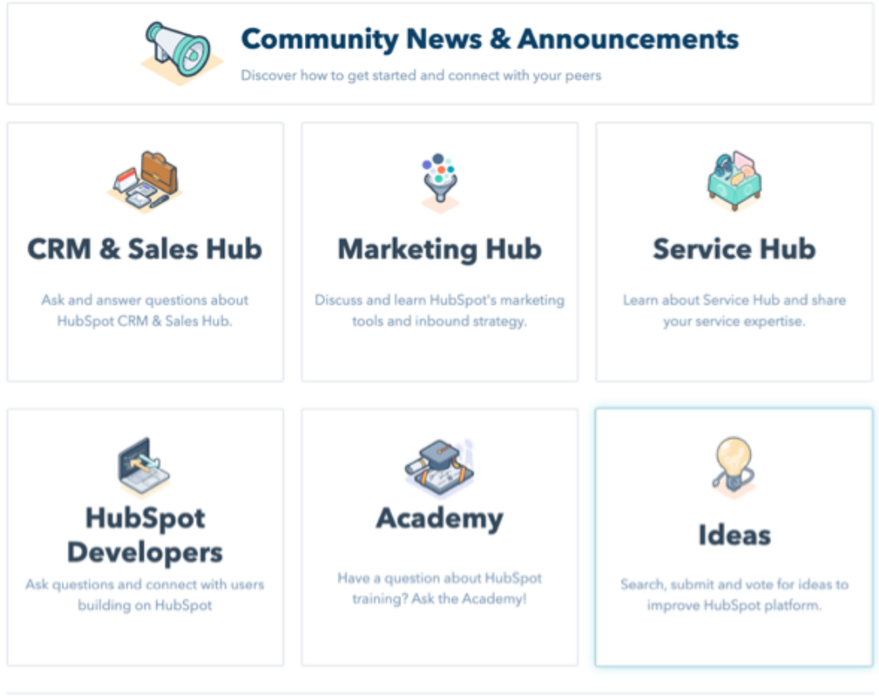
How to Engage Community

Activate and Tailor

- Provide value to audience with content
- Segment audiences to tailor relevant content
- Creates editorial calendar and publishes often
  - Feature content that informs, entertains, connects
- Moderator seeds engagement, stimulates conversation, ensures positive interactions
  - Post prompts/questions for members' response
- Recognize top users; give tokens of appreciation
- Monitor and adjust

Example: Hubspot



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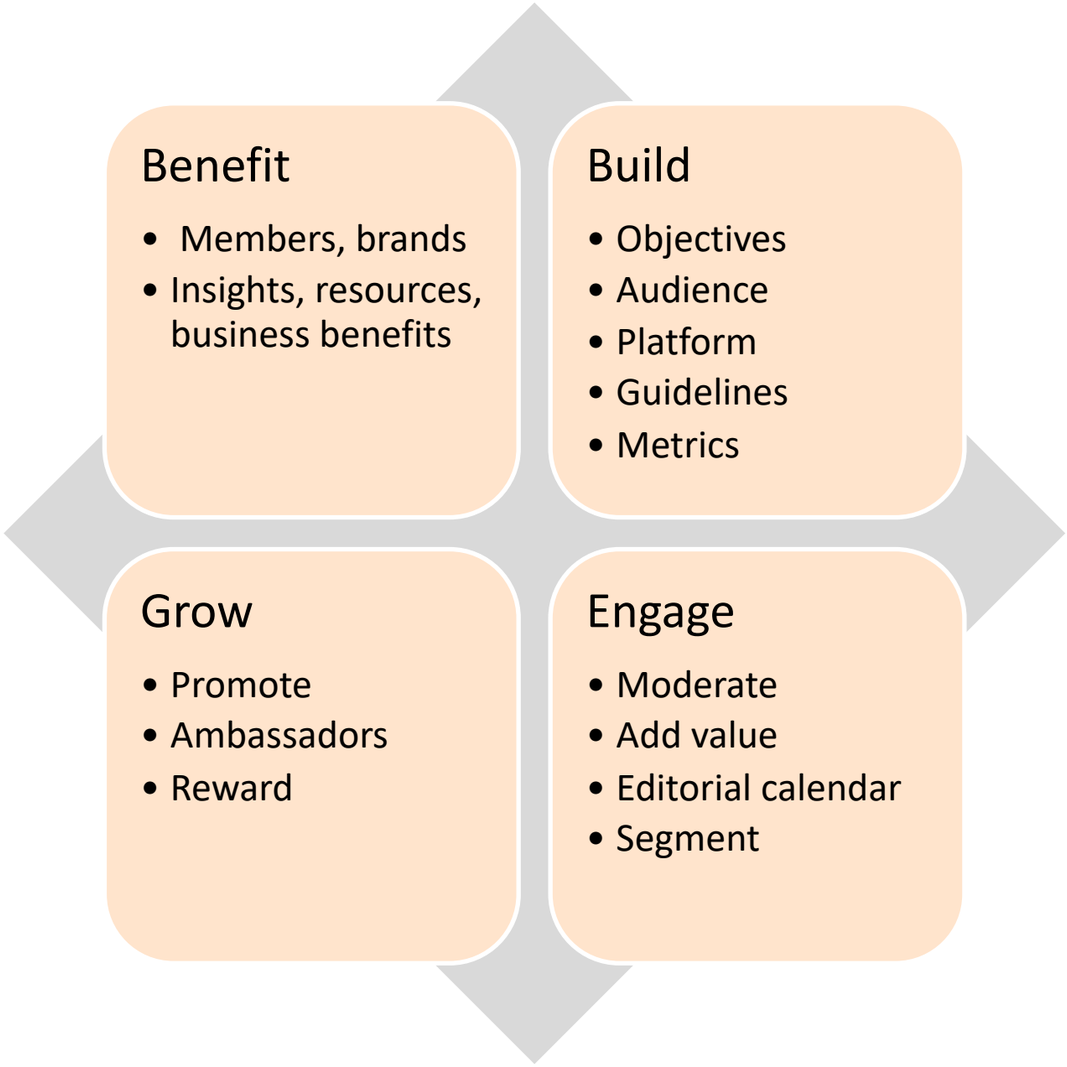
Recap
Creating A Successful Online Community



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The IBM Community

Linda Crowe
Program Director, IBM Community
May 2020

For people who use IBM solutions every day,

IBM Community

is the place to come together to

share, learn, and do more.

IBM Community by the numbers!

185K

Community Members

102K

IBM Clients

9672

Conversations started in past year

191K

Meetup attendees - 2019

1017

Meetups held in 2019 around the world

1300

Blog posts in past year

330

User Groups across the globe

142

User Group Meetings - 2019

185

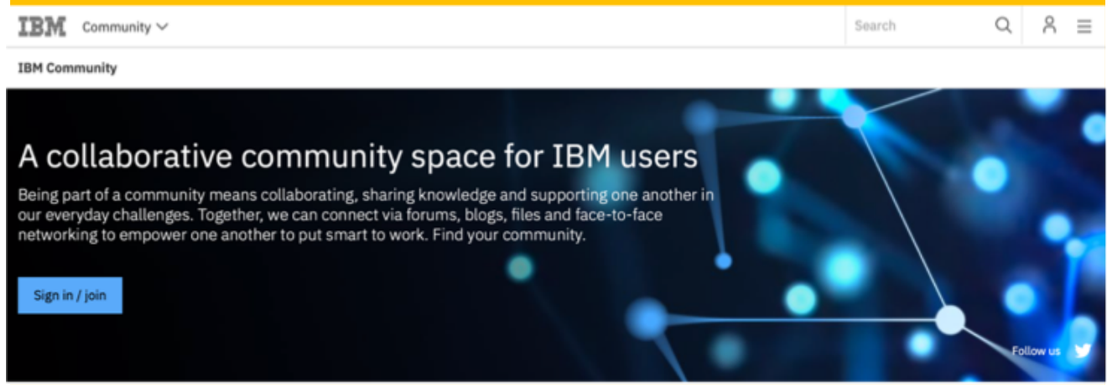
Webinars - 2019

Community Day

Virtual Community Days

User Groups

community.ibm.com



Welcome to the IBM Community

Being part of a community means collaborating, sharing knowledge and supporting one another in our everyday challenges. Together, we can connect via forums, blogs, files and face-to-face networking to empower one another to put smart to work. Find your community

Join / Sign up

IBM's response to COVID-19
Stay up to date

Welcome!

You are not yet signed up for the IBM Community.

Join / sign up

Featured Event

IBM User Group Days

It's a wrap! With over 8,000 registrants, our virtual event experience is now available on-demand. In-depth demos and roadmaps presented by IBMers, partners, customers, and users including a keynote by Rob Thomas, SVP, IBM Cloud and Data Platform.

Connect

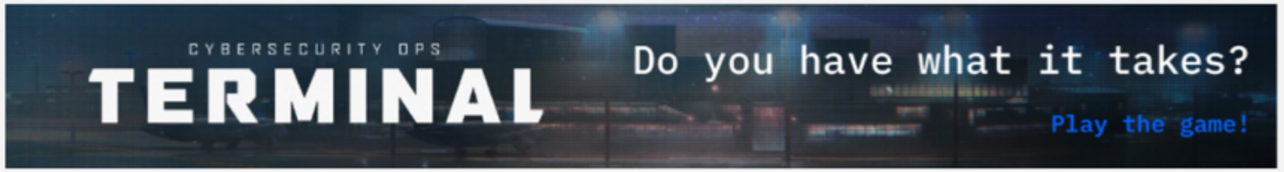
IBM announces 5G solutions

10% of enterprise data today is processed at the Edge; by 2025, that number is projected to skyrocket to 75%. Get ahead of the curve with IBM Edge Solutions and IBM Telco Network Cloud Solutions.

We're Listening

Innovation through user research

Share your Journey to AI with us in a 5-minute survey and get the chance to meet 1:1 with IBM's Chief Data Officer. Be a part of our innovation roadmap!



My groups

Communities to explore

Automation

Business Analytics

Cloud Pak for Data

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Welcome!

Linda Crowe

70 Pts

Joined groups

AI Certificate
Data and AI Learning Group
Global Data Science Forum
Global Security Forum
IBM Community Home
Planning Analytics

Badges Earned

Badges - See all

See all

Buddhi Gupta
1st 223 Points

Rome Njaka
2nd 105 Points

George Lawton
3rd 100 Points

mvp morgan
4th 95 Points

Arun Ravindranath
5th 95 Points

Philipp Sommer
6th 85 Points

View leaderboard

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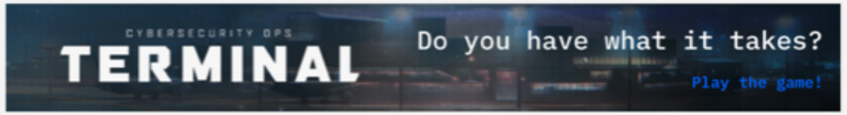

My groups

Data and AI Learning Group
Discussions 507 | Libraries 18
Members 3.5K

Global Data Science Forum
Discussions 873 | Libraries 145
Members 11.1K

IBM Community Home
Members 194K

Global Security Forum
Discussions 418 | Libraries 32
Members 8.1K

AI Certificate
Discussions 28 | Libraries 2
Members 450

Planning Analytics
Discussions 1.2K | Libraries 65
Members 1.2K

Other communities to explore

Automation

Business Analytics

Cloud Pak for Data

Global Data Science Forum

Settings Moderation Alert

Group Home | Discussion 873 | Library 145 | Blogs 273 | Events 15 | Members 11.1K

Create Ads

Latest Posts

Add

RE: How to Advance Your Data Science Career in Tough ...

By: Sam Charrington , 3 hours ago

Hey Everyone, We're really looking forward to today's panel discussion. I hope you'll join us! Also, there's still time to add any questions for our panelists here. Thanks, Sam ---------- Sam Charrington ---------- ...

RE: Issue locating Jupyter Notebook in IBM Watson ...

By: Vittorio Carullo , yesterday

Hello Jeena, you need to create a project in Watson Studio; then, form the Asset tab of your project, click on the blue Add to Project tool on top part of the page. You should see several options: choose Notebook one, as shown in picture below. ...

Feedback and counsel in regards to a project

By: Marco Aurelio Sánchez Sorondo , yesterday

Hello everyone! I'm building a real-estate price predictor with a dataset from a selling website (https://www.properati.com.ar/data/) (https://www.kaggle.com/msorondo/property-price-predictions-great-buenos-aires-n?scriptVersionId=34721588) I ...

Considerations

- Technical platform isn’t the be-all, end-all
- Community management & people are important too

community.ibm.com

Questions?

Shahin Khan

Cindee Mock

Dan Olds

Celia Chase

Stephen Perrenod

Laura Drago

We're an Email Away

info@OrionX.net

or

first.last@OrionX.net

- Human Marketing budgeting/planning/execution
- Community strategy/program development
- Customer-focused content creation (video, podcast, collateral, web copy, etc.)
- Educational webinars and podcasts hosted by our research analysts

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Questions?

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