CONNECTIVE3

ELLA THOMPSON

NOT EVERY BRAND NEEDS COMMUNITY: HOW TO WORK OUT IF YOURS DOES

COMMUNITY MANAGER @ CLIQ

COMMUNITY

FROM BUILDING GIRLS WHO WALK MANCHESTER TO WORKING WITH GLOBAL BRANDS!







DO WE NEED ANOTHER BRAND RUN CLUB?

BRAND MOMENT VS COMMUNITY

think: do i have the ability to make this a regular thing? or are we *just* wanting to produce content?

CASE STUDY: MC CAFE



COMMUNITY GIVES A REASON TO RETURN

BOTH ARE FAB BTW!!

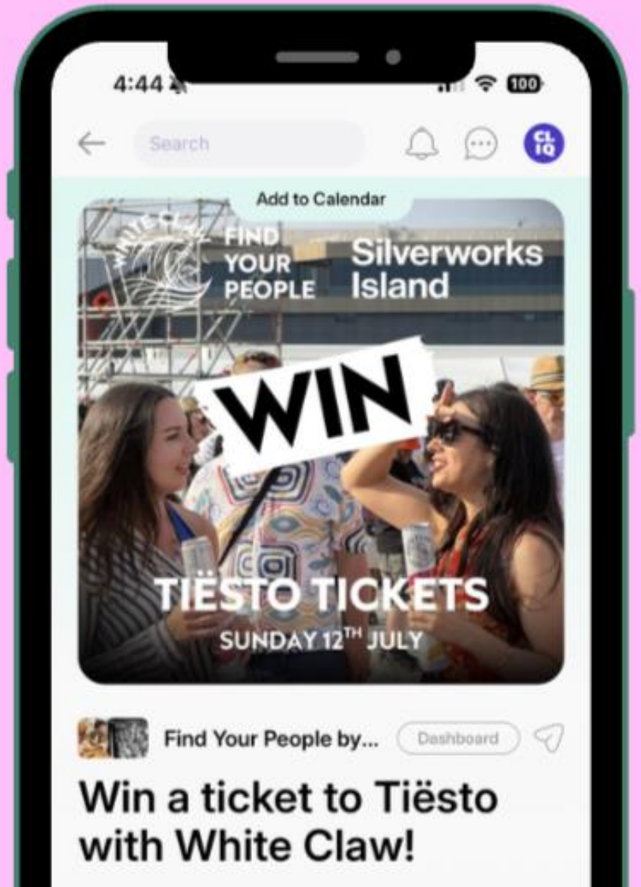


A BRAND MOMENT IS A ONE OFF FOR REACH + CONTENT

YOU CAN DO BOTH

AND ACTUALLY DO IT WELL

1. **Building your own community**
2. **Getting involved in communities**
3. **Meeting people where they're at**



WHITE CLAW®

FIND YOUR PEOPLE





HOW TO FIGURE OUT WHAT WORKS BEST FOR YOU

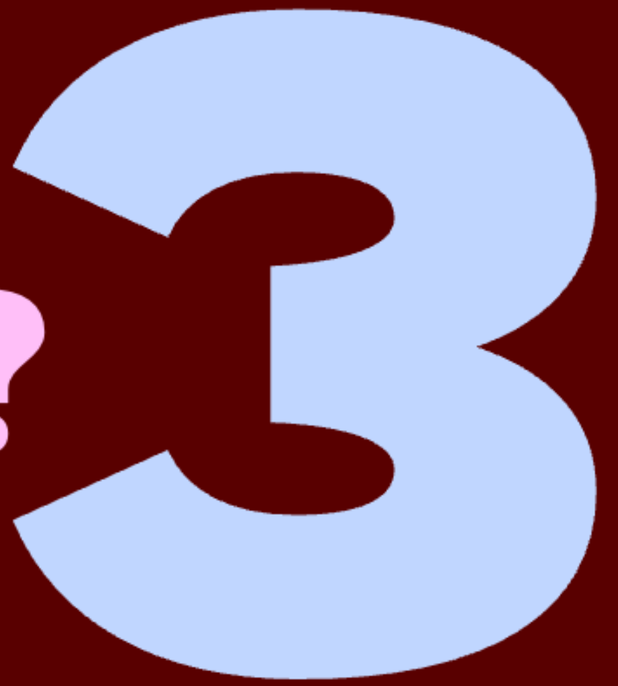
DO MY CUSTOMERS WANT TO TALK TO EACH OTHER, OR JUST ME?

1

IS THERE SOMETHING THAT CONNECTS THEM BEYOND THE PRODUCT?

2

CAN I
SHOW UP
CONSISTENTLY?



AM I BUILDING THIS FOR THEM, OR BECAUSE I FEEL LIKE I HAVE TO?

4

IF THE BRAND WENT AWAY TOMORROW, WOULD THE COMMUNITY STILL EXIST?

5

ARE YOU LOOKING TO BUILD A COMMUNITY OR A BRAND MOMENT?

IS A MIXTURE RIGHT FOR YOU?

CAN YOU WORK WITH EXISTING COMMUNITIES INSTEAD?

AM I DOING THIS TO TICK A BOX OR DOES MY BRAND NEED THIS?

THANK YOU

ELLA.THOMPSON@THECLIQ.APP
WWW.LINKEDIN.COM/IN/ELLAMARIATHOMPSON