Community Building 101 for every SAAS Business

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Community Background

Dani is a community builder, strategist and advisor enabling customer success through community leadership since 2008. He's held multiple leadership roles at two pre-IPO unicorns, Kaltura & Domo (B2B) and Hewlett-Packard (B2C). Dani recently joined SAP as their Director, Community Strategy.

Dani is a regular speaker at customer meet-ups, conferences, webinars and podcasts and is considered a #community thought leader.

Community, What is it?

- **Definition of *community***

- **1:** a unified body of individuals: such as

- **a:** the people with common interests living in a particular area *broadly* - the area itself, the problems of a large *community*

- **b:** a group of people with a common characteristic or interest living together within a larger society - a *community* of retired persons, a monastic *community*

- **c:** a body of persons of common and especially professional interests scattered through a larger society - the academic *community*, the scientific *community*

- **d:** a body of persons or nations having a common history or common social, economic, and political interests - the international *community*

- **e:** a group linked by a common policy

- **f:** an interacting population of various kinds of individuals (such as species) in a common location

- **g:** STATE, COMMONWEALTH

- Source: https://www.merriam-webster.com/dictionary/community

Community: Is it really a new phenomena?

- Asking for advice from trusted peers has been around forever!
  - neighborhood BBQ
  - kids soccer game
  - calling your knowledgeable friend
- The Internet has transformed these conversations online

How do you begin your journey?

Where are the conversations happening now?

- Support channels
- Sales channels
- CSM and Account management
- Online groups your brand doesn't own
- Identify the top users of your product

Have a clear understanding of your brand's goals

- What are your company objectives?

- How are they measured?

- How do the KPIs cascade down to your organization?

- Identify the value-add of community and develop a plan for a beach-head to deliver value short term and long term

The Business Value of Community!

- Dani's MSEE Model - How does Community drive value to the business through these verticals?
  - Marketing
  - Support
  - Education
  - Engineering

Marketing

Advocacy

- Your top customers are the most passionate about your brand and those in community can be harnessed to drive advocacy.

- Identifying, nurturing and harnessing the power of these valued customers will directly impact your ability to upsell, retain and renew your business

- These customers will speak at webinars, user groups and conferences and also provide the most valuable inputs to product innovation

- Measures: Account health scores which compare accounts with and without such advocates

- 360 view of these customers, their activity and impact on adoption

Support

Deflection

- Well run communities create answers and solutions that drive support defection.

- Let's say your community has 1M unique visitors a year and 60% of them find the answer they are looking for and do not plan on contacting support

- 600K customers have been deflected from contacting you in a normal support channel at an avg cost of $50 per customer. Annual deflection = 600K *$50 = $30M.

Education

Content

- Communities create great content that allow your customers to learn and use your products more rapidly leading to greater adoption.

- Value
  - accelerated content and KB creation which saves company headcount to create such content and the time to market for these materials is shortened
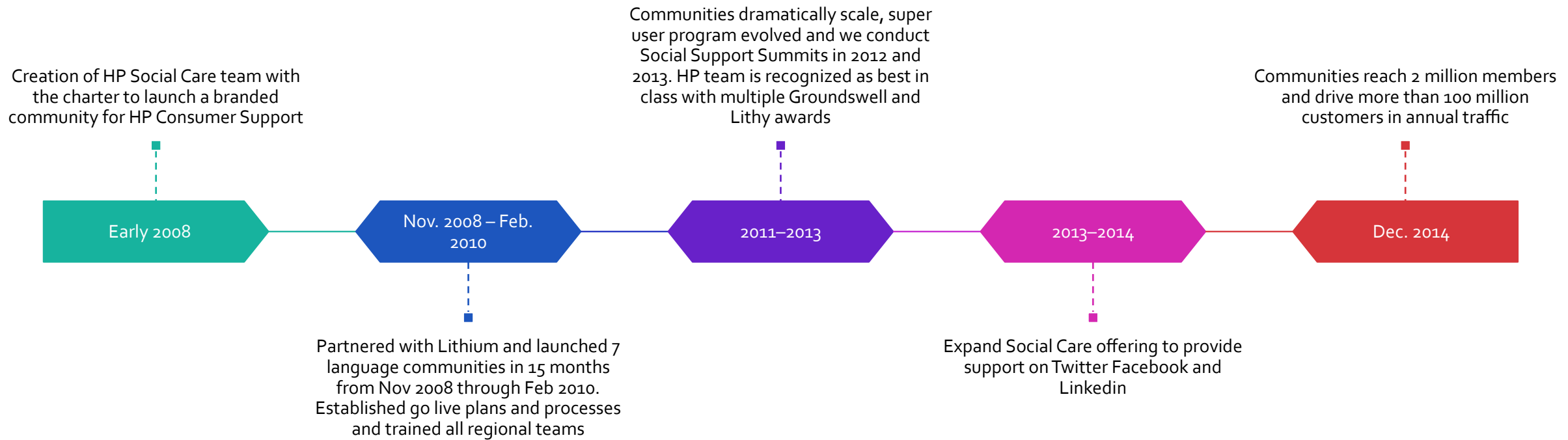 - customers learn how to use your product more quickly which accelerates product usage

Engineering

Innovation

- Your top customers are the biggest users of your products and in many cases have the best ideas to make your products and services even better.

- Allowing your customers to vote up ideas is a powerful mechanism to prioritize feature sets but also allows your community to become an extended part of the development team in driving your product road map and identifying new use cases. This augments the traditional channels of a CAB and account team feedback.

- Crowdsourcing product feedback can mitigate quality control issues that may take longer to identify in traditional contact centers

Community is the new horizontal

- The MSEE model shows that Community is no longer a siloed vertical but is now transformational to the business across 4 major verticals in the organization that should garner the attention and support of the entire executive management team.

Creation of HP Social Care team with the charter to launch a branded community for HP Consumer Support

Communities dramatically scale, super user program evolved and we conduct Social Support Summits in 2012 and 2013. HP team is recognized as best in class with multiple Groundswell and Lithy awards

Communities reach 2 million members and drive more than 100 million customers in annual traffic

| Early 2008 | Nov. 2008 – Feb. 2010 | 2011–2013 | 2013–2014 | Dec. 2014 |

Partnered with Lithium and launched 7 language communities in 15 months from Nov 2008 through Feb 2010. Established go live plans and processes and trained all regional teams

Expand Social Care offering to provide support on Twitter Facebook and Linkedin

https://h30434.www3.hp.com/

Case Study- HP Community Journey

Hired by Domo to build; launch scale their B2B Community

Launch Dojo Community in English at Domopalooza, added Japanese in June

Secured buy-in from VP engineering to support Ideas Exchange with dedicated resources

Established cadence with Education team to harvest community solution for Domo certified articles

First annual Community awards at Domopalooza marking the formal launch of Community advocacy program

| Jan. 2015 | Apr. 2015 | Oct. 2015 | Dec. 2015 | Apr. 2016 |

https://dojo.domo.com

Case Study
Domo Community year one

Advocacy evolution

Annual awards with support of Marketing at Conference

Regular presence at over 30 Domo hosted user groups

Expanded ranking to Black Belt level presenting real Black Belts in April 2019

Presented at Khoros Engage Sept 2019 on Gamification

Business value tie in to Community members advocacy to upsell renewal and retention

2016 to 2020

Case Study Domo Community years 2-5

How can I contact Dani?

https://www.linkedin.com/in/daniweinstein/

https://twitter.com/DaniBoy777

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Community Resources

Videos

- Building Community is Smart Business | Erica Kuhl CMX Sept 2019 https://www.youtube.com/watch?v=zacvZ8MWszY

- Here is her 2014 keynote at CMX 2014 https://www.youtube.com/watch?v=8w5TzxTZJIU&t=669s

- Fireside chat June 2019 https://www.youtube.com/watch?v=LkV9gex9te8&t=63s

- Gamification: Turning Rewards and Recognition into Brand Engagement. Dani Weinstein, Head of Community Domo https://khoros.com/thank-you/gamification-brand-engagement

- Customer Support Community Strategy Brian Oblinger VP Community Alteryx https://cmxhub.com/video-brian-oblinger-customer-support-community-strategy/

- How to Launch an Innovation Community Program with Bill Johnston, Founder of Structure 3C https://cmxhub.com/video-how-to-launch-an-innovation-community-program-with-bill-johnston-founder-of-structure-3c/

- Richard Millington - How To Build An Indispensable Community https://vimeo.com/307511135

Books

- People Powered Jono Bacon https://www.jonobacon.com/books/peoplepowered/

- The Indispensable Community- Richard Millington https://www.amazon.com/Indispensable-Community-Communities-Thrive-Others/dp/1947635107

- Building Brand Communities: How Organizations Succeed by Creating Belonging: Carrie Melissa Jones https://www.buildingbrandcommunities.com/

- https://blog.vanillaforums.com/5-cant-miss-books-for-community-managers-to-read-in-2020

Community Resources (Continued)

Podcast/Webinars

- In Before the Lock Podcast Brian Oblinger/Erica Kuhl https://ib4tl.fm/

- Peers over Beers https://www.peersoverbeers.com/episodes
  - Episodes 29, 75, 100

- Masters of Community https://podcasts.apple.com/us/podcast/masters-of-community-with-david-spinks/id1519864711
  - Epiosode 64

- https://pages.vanillaforums.com/2020-community-trends#agenda

Upcoming Conferences

- CMX Summit 2022 Thrive https://cmxhub.com/summit/

Top Contributor leader board

TOP LIKED AUTHORS

ST_-Superman-_		73
swagner		28
DataMaven		22
ユーザー07933		21
guitarhero23		17
YUDAI		16
Valiant		16
Godiepi		16
Echelon		13
Tomo		11

TOP SOLUTION AUTHORS

ST_-Superman-_		19
DataMaven		5
Godiepi		4
Msan		2
canio		2
Property_Ninja		2
noza_IMJ		1
NaotakaSato		1
swagner		1
patmee_03		1

COMMUNITY RANKINGS

- ● Black Belt
- ● Major Red Belt
- ● Red Belt
- ● Major Brown Belt
- ● Brown Belt
- ● Major Blue Belt
- ● Blue Belt
- ● Purple Belt
- ● Green Belt
- ● Orange Belt
- ● Yellow Belt
- ○ White Belt

Badges

Southern CA
01-19-2018
Earned by 379

Washington DC
01-19-2018
Earned by 79

50th Solution delivered
01-10-2018
Earned by 8

150th Like Received
11-17-2017
Earned by 26

200th Like Received
11-17-2017
Earned by 20

250th Like Received!
11-17-2017
Earned by 13

150th Like Given!
11-17-2017
Earned by 14

200th Like Given!
11-17-2017
Earned by 9

250th Like Given!
11-17-2017
Earned by 7

10th topic posted!
11-17-2017
Earned by 229

25th topic posted!
11-17-2017
Earned by 65

50th Topic posted!
11-17-2017
Earned by 18

Dojo Award Ceremony Domopalooza '19

Super Users delight you!

Customers showing off their awards!