BUILDING CONSUMER LOYALTY THROUGH BRANDED COMMUNITY
5s ABOUT ME

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present: Digital Media Director @ Ringier Vietnam
past perfect: Dizatec, Sony, VON, Y&R, Yahoo!
WARM UP!

LET’S MAKE SOME DEALS
DEAL #1

THIS IS A DISCUSSION

THIS IS NOT A CLASS
DEAL #2 / ABOUT SOCIAL MEDIA

MAKE SURE WE ALL KNOW WHAT IS:
FACEBOOK / TWITTER / FLICKR / YOUTUBE / BLOG
WE TALK ABOUT
BRANDING
NOT SALES / NOT ADVERTISING / ...
DEAL #3

OUR TARGET IS GET PEOPLE LOVE OUR BRAND

NOT TO INCREASE SALES / NOT TO RECEIVE ADVERTISING AWARD / ...
DEAL #4

NO AGENCY!
LET’S KICK ALL AGENCY GUYS OUT OF THE DOOR!
J/K 😊
WHY WE NEED A COMMUNITY?

BENEFITS OF BRAND COMMUNITIES
brand community

/brænd kəmjuːnɪti/

a group of people talking/sharing about their interest attached to something & “something” in this case is your brands/products/services.

Hieu Nguyen – Dec 2010
WHY IT IS SO IMPORTANT?
LET’S IMAGINE

your business is about a cars...
#1.

BEHIND ROOM IS A GROUP OF PEOPLE WHO WANT TO BUY YOUR PRODUCT (CARS)
#2.
LEFT ROOM IS A GROUP OF PEOPLE WHO’S USING YOUR PRODUCTS AND HAPPY WITH THEM (CARS) & DISCUSSING ABOUT THEM EVERYDAY
#3. AHEAD ROOM IS A GROUP OF PEOPLE WHO HATE YOUR PRODUCTS & TALKING BADLY ABOUT THEM.
#4.

RIGHT ROOM IS A GROUP OF PEOPLE WHO DON’T CARE ABOUT YOUR PRODUCTS, BUT ALWAYS THERE TO LISTEN TO YOU
#1 BUY
#2 USING
#3 HATE
#4 I DON’T CARE
#1 BUY
#2 USING
#3 HATE
#4 I DON’T CARE
I DON'T CARE

BUY

I DON'T CARE

USING

HATE

THIS IS BRAND COMMUNITY
HOW DO WE BUILD
A BRAND COMMUNITY?
ELEMENTS TO BUILD
A BRAND COMMUNITY
ELEMENTS

CUSTOMER & CUSTOMER
1. A PLACE TO SHARE (HOW THEY FEEL, ARTICLES, PHOTO, VIDEO, VOTE...)
2. A PLACE TO CONNECT

BRAND & CUSTOMER
1. TO ANNOUNCE (BLOG, BULLETIN BOARD)
2. TO INFORM (EMAIL MARKETING, RSS,...)
3. TO STUDY (BLOG, PHOTO GALLERY, PODCAST, WEBCAST,...)
1st Way

Build Your Own Platform
CASE STUDY

WACOM
The Wacom Community

Welcome to the Wacom Community. We have built this community for you, the creative, as a thank you for all your support. We hope you find this Community as a place to Create, Connect, and Share all your Work and Tips & Tricks with others. Join the Community below.

(From their homepage)
CASE STUDY

WACOM
http://community.wacom.com/

Artists shared 2,200 works, it brought 671,000 unique site visitors, increased Wacom’s email list by 2,000 and intimately increased projected sales by 150% in the first month.

Now they have 6,100 members with averages of: 4.32 minute visits, 21 page views, 6 pieces of content created, and 32 comments to other users’ pages

(eroi.com)
ADVANTAGES
1. FULLY CUSTOMIZE AS YOU WANT

DISADVANTAGES
1. TAKE TIME TO EDUCATE USERS HOW TO USE
2. MORE COST FOR ADVERTISING YOUR COMMUNITY
3. COST TO MAINTAIN.
2\textsuperscript{ND} WAY

USE EXISTING PLATFORM?
WHAT IS EXISTING PLATFORM?
2<sup>ND</sup> WAY
EXISTING
FLATORM IN VIETNAM?
2nd Way

My Recommendations

facebook + [Website Screenshots] + [Email Icon]
ADVANTAGES
1. PEOPLE ALREADY FAMILIAR WITH EXISTING PLATFORM
2. EASIER TO RECRUIT MORE MEMBERS
3. NO MAINTAINANCE COST (TECH)

DISADVANTAGES
1. LIMITED CUSTOMIZATION
PLAN YOUR
BRAND COMMUNITY
1. DEFINE YOUR USPs

UNIQUE SELLING POINT

- Are you the only business of your type?
- Which service only provided by you?
- What you have and your competitors don’t?
- …
2.

DEFINE A STORY

REASONS WHY STORYTELLING IS SO IMPORTANT TO YOUR COMMUNITY?

1. Story makes your Brand memorable.
2. It brings your Brand to life.
3. Your target market becomes hugely responsive.
4. It positions you as a visionary in your field.
OK, LET’S BUILD IT!
1. BUILD OR BUY?
1. BUILD OR BUY?
1. BUILD OR BUY?
2. TOP RULES

1. DO NOT SPAM – everyone hates spam.
2. Do not just build One or Two communities.
3. You can build & buy & join existing communities
   You don’t have to Buy it.
3. LISTEN / TALK / INTERACT WITH YOUR COMMUNITIES

1. Listen to them, you know what they want.
2. Talk to them, give them good contents
3. Interact with them, show your responsibility.
4. Inspire them to share their opinions (good & bad)

“Your brand is not a logo, a color scheme or a slogan. Your brand is your reputation. It's what people think and feel about your business.”
3. SPECIALLY FOR GIVE THEM CONTENT

1. Send updates regularly to fans.
3. SPECIALLY FOR GIVE THEM CONTENT

1. Send updates regularly to fans.
2. Do NOT send users to your wall
SPECIALLY FOR GOOD WAY
3. SPECIALLY FOR BETTER WAY

BEFORE LIKE

AFTER LIKED
3. SPECIALLY FOR GIVE THEM CONTENT

1. Send updates regularly to fans.
2. Do NOT send users to your wall
3. Change your ads DAILY
3. SPECIALLY FOR GIVE THEM CONTENT

1. Send updates regularly to fans.
2. Do NOT send users to your wall
3. Change your ads DAILY
4. Organize some contests
3. **Specially for Contest**

1. **Utilize the viral news feed effect.**
   (Focus on actions: Share, Like, Comment, Post...)

2. **K.I.S.S**
   (Keep it Simple Stupid)

3. **Think about Cost per fan (CPF)**
   (not just CTR or CPC)
3. SPECIALLY FOR SOME IDEAS

2. Tag Yourself
3. Post Photo (better with your Product)
4. Treasure Hunt (post a question that answer can find on your FanPage/Website)
GENERAL CONCEPT
“A COMMUNITY OF THE PEOPLE, BY THE PEOPLE, FOR THE PEOPLE.”
5. FINAL (AND BIGGEST) RULE

GIVE THEM WHAT THEY WANT
NOT WHAT YOU WANT!
(information, services, products, independent consulting...)

- Attract them by their benefits when joining us.
- Make them success/convenience when joining our community.
- Don’t care anything else.
IT SHOULD BE GROWN LIKE THIS

BRAND EQUITY PYRAMID

- **Value Decision**
  - **Price Decision**
  - **Awareness**
    - **Preference**
    - **Loyalty**
      - "I am aware of them, but will switch."
    - "I prefer them but may still switch."
    - "I feel strongly connected to this organization."
  - "I am part of the community"

- **read**
- **join**
- **make friend**
- **share**
SOME DAY, THEY WILL TELL YOU

I ♥ YOUR BRAND
THANK YOU, AND I ❤ YOU!

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I ♥ DISCUSSION

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