

Online Community: 2.0

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Online Community.

So what?
Who cares?

MySpace.com, a social
networking site, receives more
page views than Google.

Seriously.



In the U.S., trust in "a person like me" increased from 20% in 2003 to 68% today.



Opinion leaders consider rank-and-file employees **more credible** spokespersons than corporate CEOs.

(42% vs. 28% in the U.S.)



As a company, we need to
rethink our relationship with our
community.

We need to take a new approach
to building online communities.

Community building **isn't about marketing...** at least not in the traditional sense.

- **It's about conversations.**
- **It's about relationships.**
- **It's about networks.**

How we do it:

- Become engaged and stay engaged
- Speak in a human voice
- Develop thick skin

Community: A Definition

The **network of relationships**,
formed over time, among people
who share common interests.

Principals of Building a Successful Online Community

Start with a clear purpose. Allow the members to refine over time.

Examples:

[Craigslist](#)

[Manufacturing Community](#)

Don't try your marketing mojo on the community. It's a conversation, remember?

Examples:

[TechRepublic](#)

[M&E \(Alias\) Community](#)

Content is still king. Make sure that yours rules.

Examples:

[3DTotal](#)

[Slashdot](#)

Create the network of relationships.

Examples:

[M&E \(Alias\) Community](#)

[LinkedIn](#)

Feature member identity and reputation management.

Examples:

[eBay](#)

[Amazon](#)

Encourage personalization.

Examples:

[Manufacturing Community](#)

[CGSociety](#)

Encourage exchange & expression

examples:

[Channel 9](#)

[Flickr](#)

[Deathfall](#)

[Ultrashock](#)

Create a fantastic user experience.

Examples:

[Google /ig](#)

[AIGA Design Archives](#)

Build a solid technical foundation. Then stop building.

Examples:

point a

Alias

Solicit and act on feedback.

Examples:

[Red Hat](#)

[Apple](#)

Let the community police itself. *

Examples:

[Autodesk Discussion Groups](#)

Alias Discussion Groups

Measure Qualitatively and Quantitatively.

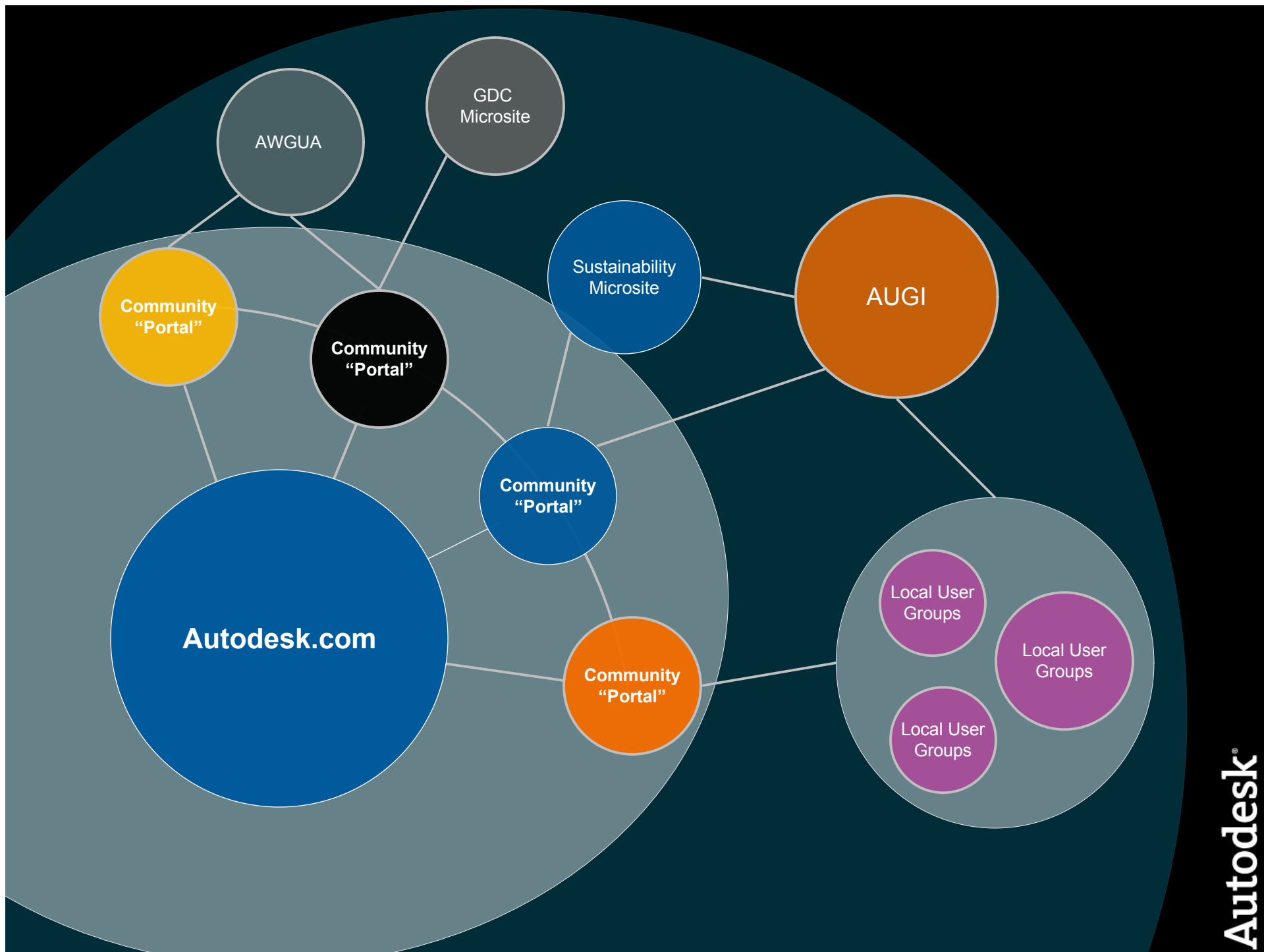
Examples:

Discussion Groups Dashboard

HBX

Satisfaction Survey

The Model



Takeaway

Blogs

- Start reading them; get an RSS reader
- Consider writing one

Community Sites

- AREA.autodesk.com
- Manufacturing community
- AUGI
- Autodesk Discussion Groups
- Newsvine.com
- Help.com

Books

- “Naked Conversations” Scoble, Silverstein
- “Community Building on the Web” Kim