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 B2B MARKETING

**Charles
Thiede**

CEO & Founder,
Zapnito



**Richard
O'Connor**

CEO,
B2B Marketing

The Pathways to Community-Led Growth

 April 20th 2023, 8:30am  The Hoxton Hotel, Holborn, London

Agenda

- 1 9:00 - 9:20: **Charles Thiede intro**
- 2 9:20 - 9:50: **Charles Thiede and Richard O'Connor panel**
- 3 9:50 - 10:00: **Community-Led Growth strategy generator**
- 4 10:00 - 10:40: **Workshop**
- 5 10:40 - 11:00: **Templates review & Q&A**

***“No business does business alone.
We win together as a community.”***

**Christian Klein,
CEO, SAP**

“Community is the future of business.”

**Diana Tripac,
Community Program Manager, Intercom**

Today we are talking
Strategy & Tactics

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Evolution of growth strategies

Sales-Led

Product-Led

Community-Led

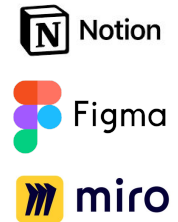
Driver of growth:

A persuasive team and business case

An intuitive and shareable product

A loyal and collaborative company network

Example success stories:



Audience



One-to-many

Shared characteristics

Listens

Affinity

Community



Many to many

Shared goals

Contributes

Belonging

A **Community-Led Growth** strategy powers more frequent and valuable engagement across the customer lifecycle





Luke Murphy
Head of Community &
Content at Zeroheight





Dani Weinstein
Director Community
Strategy, SAP



Problem

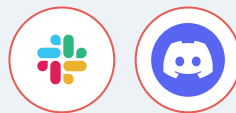
Unfortunately, too many customer communities are built and managed with legacy tools designed for other purposes

X Community members cannot access the knowledge they need, when they need it

X Limited control over data and customer experience makes it hard to create measurable impact

Legacy community stack

Communication platforms



Forum software



Event management



Content management



Member management



Social media



Getting from strategy to solution

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Search The 100...



My Network

Create



Rooms

Cyber Resilience

Data100 Academy



Members



Events



Data100 TV



Courses



Help Center



Roadmap

AI

Work efficiently with AI

[Get Started](#)

Infrastructure

Enhance your infrastructure.

[Get Started](#)

Services

Check out all our services and status.

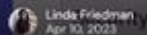
[Get Started](#)

Smart Grid

The next generation of Smart Grids will be built on AI.

Vulnerability scanning [Data100 Academy](#)

Internal Vulnerability Scanning



Linda Friedman

Apr 10, 2023

Providing an extra security setting.

Fast Data Transfer

Save time and money thanks to Fast Data Transfer.

1 [Data100 TV | Emerging Cybersecurity Threats](#)

2 [An Insider's Guide to Data Breaches](#)

3 [Internal Vulnerability Scanning](#)

4 [Whitelisting](#)



Hello, Bryan Peterson

[Edit Your Profile](#)



POST



VIDEO



DOCUMENT



QUESTION

Grow your network today



Data100 Community-Led Growth Strategy

Community member definition:	Cybersecurity professionals
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Community focus:	Share best practice around how to succeed in their profession	✓
	Connect with people that share the same interests	✓
	Learn about how to get the most out of your product	✓

Impact priorities:	Increased brand awareness	
	New sales pipeline	✓
	Increased product activation	
	Increased customer retention	✓
	Increased customer upsells	✓
	Support ticket deflection	
	Improved product feedback	
	Improved product ideation	
	Increased NPS	
Increased referrals	✓	



Ideal community member persona



Alex
Cybersecurity professional

Background:	Alex is a cybersecurity professional with five years of experience in the industry. He works for a medium-sized company that specializes in online payment processing. Alex is responsible for ensuring the company's systems and data are secure from cyber threats. He is always looking for ways to improve his knowledge and skills in cybersecurity to stay ahead of emerging threats.
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Key pain point:	Alex's biggest pain point is staying up-to-date with the latest cybersecurity trends and best practices. He often feels overwhelmed with the amount of information available and struggles to find relevant and reliable sources of information. This makes it difficult for him to implement effective security measures in his organization.
Why they need a community:	Alex needs a community to connect with other cybersecurity professionals who face similar challenges and to learn from experts in the field. The community can provide a platform for him to share his experiences and best practices, ask questions, and receive guidance from peers and experts. By being part of a community, Alex can expand his knowledge and improve his skills, which can help him become a more effective cybersecurity professional.

3 top reasons to join your community



Participate in online discussions:	Alex can join online discussions on the Data100 Community platform to share his experiences and learn from others. He can ask questions about specific cybersecurity topics and receive guidance from peers and experts in the community. By actively participating in discussions, Alex can build relationships with other members and expand his knowledge.
Attend webinars and events:	The Data100 Community organizes webinars and events that cover various cybersecurity topics. Alex can attend these events to learn about the latest trends and best practices in the industry. By attending webinars and events, Alex can also connect with other members and experts in the community, which can help him build his network.
Contribute content:	Alex can contribute content to the Data100 Community by sharing his experiences and best practices. This can include blog posts, case studies, or other types of content that provide value to other members. By contributing content, Alex can establish himself as a thought leader in the community and build his reputation as a cybersecurity professional.



Community value statement

The Data100 Community offers a unique platform for cybersecurity professionals to connect, learn and share their experiences with peers and experts in the industry.

By joining the Data100 Community, members can enhance their knowledge and skills in cybersecurity, gain access to exclusive resources, and build relationships that can help them succeed in their profession.



Community business case

Increased product activation:	By providing a platform for cybersecurity professionals to learn from experts and peers, the Data100 Community can help its members get the most out of the products and services offered by Data100. As members become more knowledgeable about the offerings, they are more likely to activate and use them, resulting in increased product activation.
Increased customer retention:	By building a community where members can connect, learn and share their experiences, the Data100 Community can create a sense of loyalty and community among its customers. By providing a valuable resource for its customers, Data100 is more likely to retain them over time.
New sales pipeline:	A thriving community of cybersecurity professionals can serve as a powerful marketing tool for Data100. As members share their positive experiences with the community, it can attract new members and potential customers. Additionally, as members become more knowledgeable about Data100's offerings, they are more likely to become advocates and refer others, resulting in a new sales pipeline.



Community-Led Growth flywheel

Strategy:

Build a strong community platform for cybersecurity professionals to connect and learn, and leverage it to drive business outcomes.

Priorities:

Acquisition: Increase brand awareness and attract new members by promoting the community's unique value proposition through targeted marketing and partnerships.

Adoption: Encourage members to engage with the community and utilize its resources through gamification, personalized outreach, and regular communication.

Retention: Foster a sense of community among members through networking opportunities, member-driven events, and ongoing support, leading to increased loyalty and retention.



Acquisition

Starts relationship with your company

Adoption

Understands the value your company provides

Engage in discussions:

Encourage new community members to participate in group discussions, ask questions, and share their knowledge and experiences with others. This will help them to build relationships, demonstrate their expertise, and establish themselves as an active member of the community.

Access exclusive resources:

Highlight the unique resources that are available exclusively to members of The 100 community. This could include industry reports, webinars, and whitepapers, among others. Providing access to these resources can help build trust with new members and demonstrate the value of being a part of The 100 community.

Attend events:

Encourage new community members to attend events and webinars hosted by Data100. This can help them to learn about the company, its products, and its values. Additionally, attending events can provide an opportunity for new members to network with other cybersecurity professionals and further build trust in the Data100 brand.

Adoption

Understands the value your company provides

Retention

Forms loyal relationship with your company

Attend product training: Encourage community members to attend product training sessions to gain a better understanding of how Data100's products and services work. This will help them to use the products more effectively and efficiently, leading to increased adoption and activation.

Provide feedback: Encourage community members to provide feedback on Data100's products and services. This feedback can help the company to improve its offerings and ensure that they are meeting the needs of its customers. In turn, this can help community members to get more value out of the products and services they are using.

Participate in user groups: Encourage community members to participate in user groups that focus on specific products or services. This can provide a platform for members to ask questions, share tips and tricks, and collaborate with others who are using the same products or services. This can help them to get the most value out of Data100's products and services and become fully educated customers.

Retention

Forms loyal relationship
with your company

Stay informed: Encourage community members to stay informed about updates and changes to Data100's products and services. This can include subscribing to newsletters, following the company on social media, and participating in webinars or events. By staying up-to-date, members can get the most value out of the products and services they are using.

Share success stories: Encourage community members to share their success stories with Data100's products and services. This can help to inspire other community members and demonstrate the value of working with Data100. Additionally, sharing success stories can help to build a sense of community and encourage customer retention.

Advocacy

Introduces new people to
your company

Provide feedback: Encourage community members to provide ongoing feedback on Data100's products and services. This feedback can help the company to continue improving its offerings and ensure that they are meeting the needs of its customers. In turn, this can help to increase customer satisfaction and retention.

Advocacy

Introduces new people to your company

Share experiences: Encourage community members to share their positive experiences with Data100's products and services. This can include posting on social media, writing blog posts, or participating in case studies. By sharing their experiences, members can help to promote Data100 to others in the industry and encourage new customers to sign up.

Recommend to others: Encourage community members to recommend Data100's products and services to their colleagues and peers. This can include direct referrals or sharing information about Data100 in relevant industry groups. By recommending the company, members can help to expand its reach and attract new customers.

Provide testimonials: Encourage community members to provide testimonials about their experience with Data100's products and services. These testimonials can be used on the company's website, in marketing materials, or in other communications. By providing testimonials, members can help to build trust with potential customers and encourage them to choose Data100 over competitors.

Acquisition

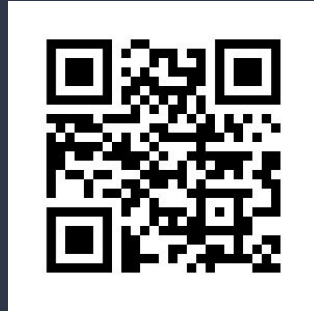
Starts relationship with your company

Over to **you**...

1. Grab your CLG strategy template;
2. Review recommendations, and work with your group on the strategies and tactics;
3. Think about your ideal community experience - not one limited by your tools you already using.



Book a call with a community strategist



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Thank you!

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