



# Community-Led Growth Co-Creation Workshop

**zapnito**

All-in-one community engagement platform





**Jack Bartrop**

Head of Product  
Marketing

Zapnito



**Thirza Loffeld**

Head of  
Community

Zapnito

# Agenda

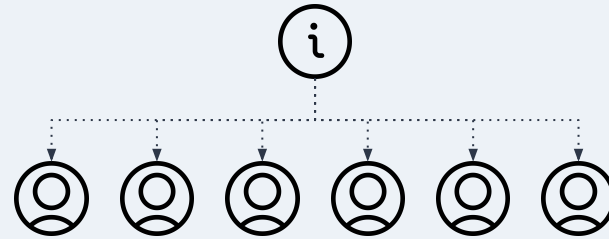
- Intro to Community-Led Growth
- Intro to today's co-creation project
- Discussing business impact priorities
- Discussing ideal community member personas
- Planning Community Pathways
- Toolkit Co-creation: your feedback

## Intro to Community-Led Growth

Engagement is limited when an audience is passive

## Building an audience

One-to-many



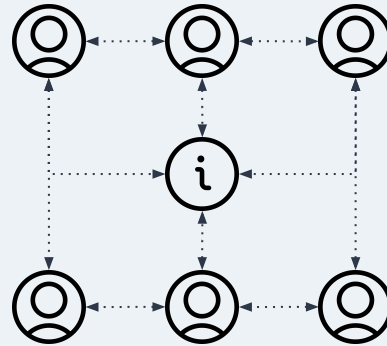
- × Members are disconnected
- × Value creation is time consuming
- × Brand relationships are transactional

## Intro to Community-Led Growth

Engagement is **limitless**  
when a community has  
a voice

## Building a **community**

Many-to-many



- ✓ Members are connected
- ✓ Value creation is scalable
- ✓ Brand relationships are purposeful

*Community will be  
become the next  
competitive advantage  
of any business*



**Diana Tripac**  
Community Program  
Manager, Intercom



*Community, when done  
right, allows businesses to  
scale dramatically*



**Dani Weinstein**  
Director Community  
Strategy, SAP

## Intro to Community-Led Growth

- Bring the right people together
- Support them to learn, share and grow
- Leverage their loyalty and participation to scale



Only **Zapnito** provides the **all-in-one knowledge sharing platform** and **human expertise** needed to power **Community-Led Growth**

SPRINGER NATURE

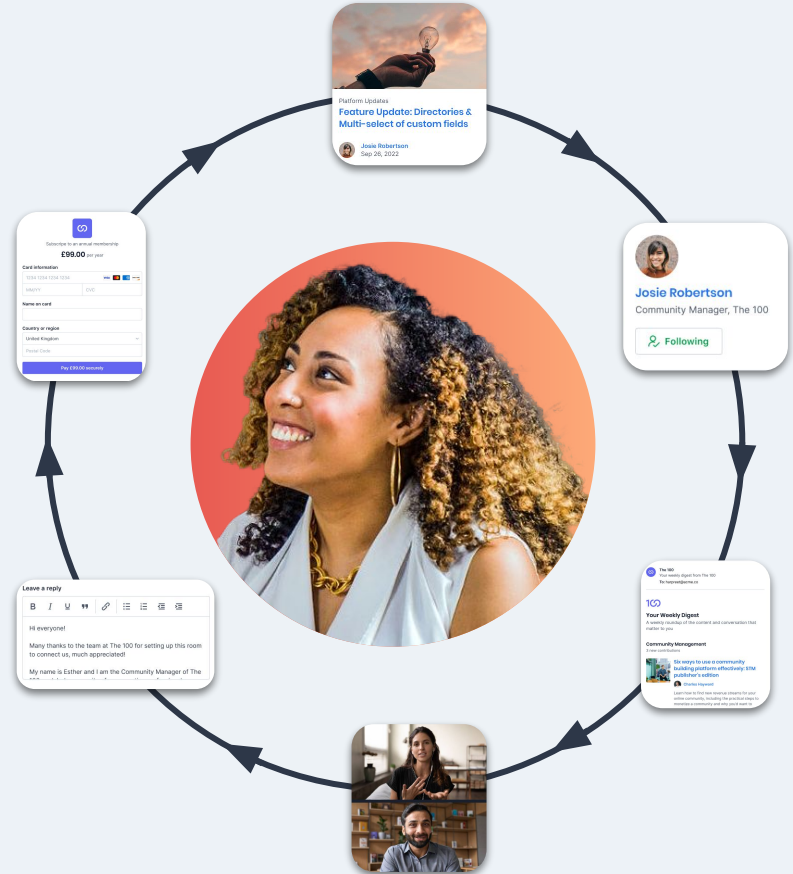
BAIN & COMPANY

simplycommunicate

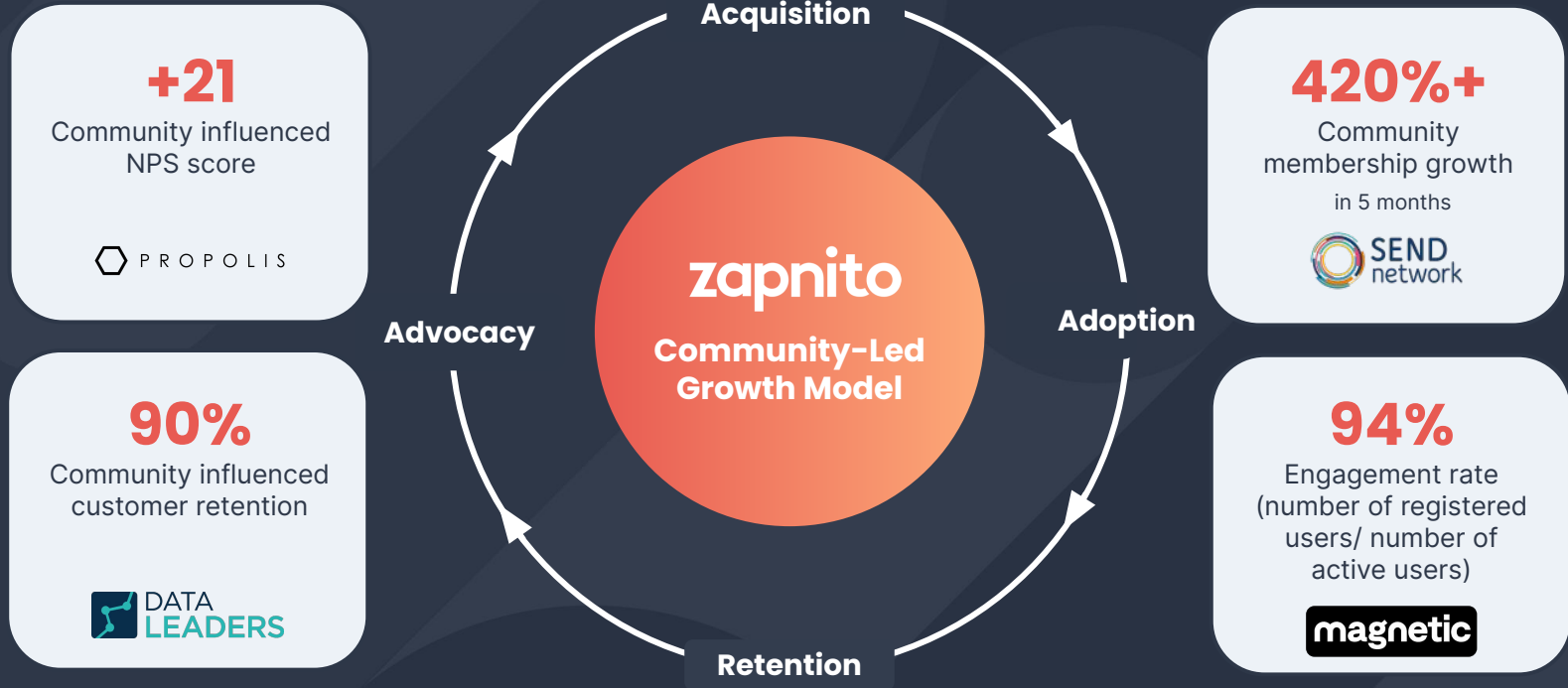
UK Research and Innovation

informa

WILEY



# Customer community impact



## Intro to today's project

Create a Community-Led Growth strategy overview for...



**Data100**

Data100 is a SaaS cybersecurity company providing cutting-edge, AI-driven protection solutions to cybersecurity professionals looking to secure business data and infrastructure

## Today's project

Create a Community-Led Growth strategy overview for...



**Data100**

*Data100 is a **SaaS cybersecurity company** providing cutting-edge, AI-driven protection solutions to **cybersecurity professionals** looking to secure business data and infrastructure*

# Business impact priorities

Impact priorities		CLG Stage	Member group
Brand awareness	✓	<b>Acquisition</b>	<b>Potential customers</b>
New sales pipeline			
Product activation	✓	<b>Adoption</b>	<b>New customers</b>
Customer retention		<b>Retention</b>	<b>Existing customers</b>
Customer upsells			
Ticket deflection	✓		
Product feedback/ideation			
NPS		<b>Advocacy</b>	<b>Super users</b>
Customer referrals	✓		

## Value proposition



**Data100  
Community**

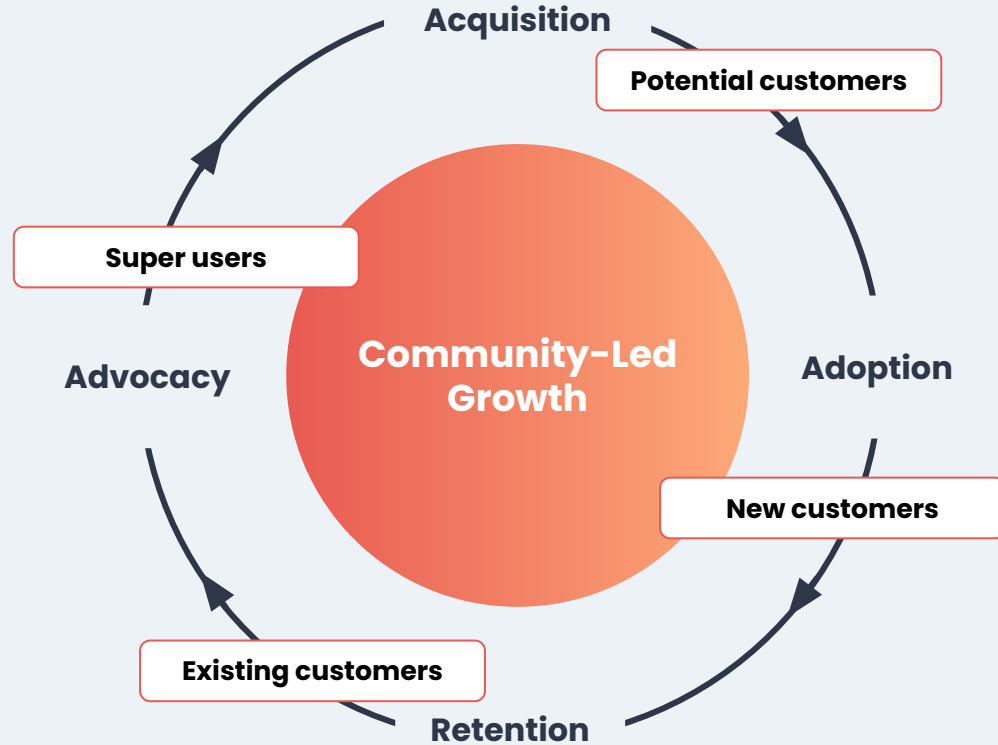
*The Data100 community helps  
cybersecurity professionals unlock  
their full potential*

*Collaborate with experts, share best  
practices, and maximize the benefits  
of our cutting-edge products*

# Planning Community Pathways

## Our objective

Create a single online destination where community members at different stages of the customer lifecycle can access the knowledge they need to be successful



Member group

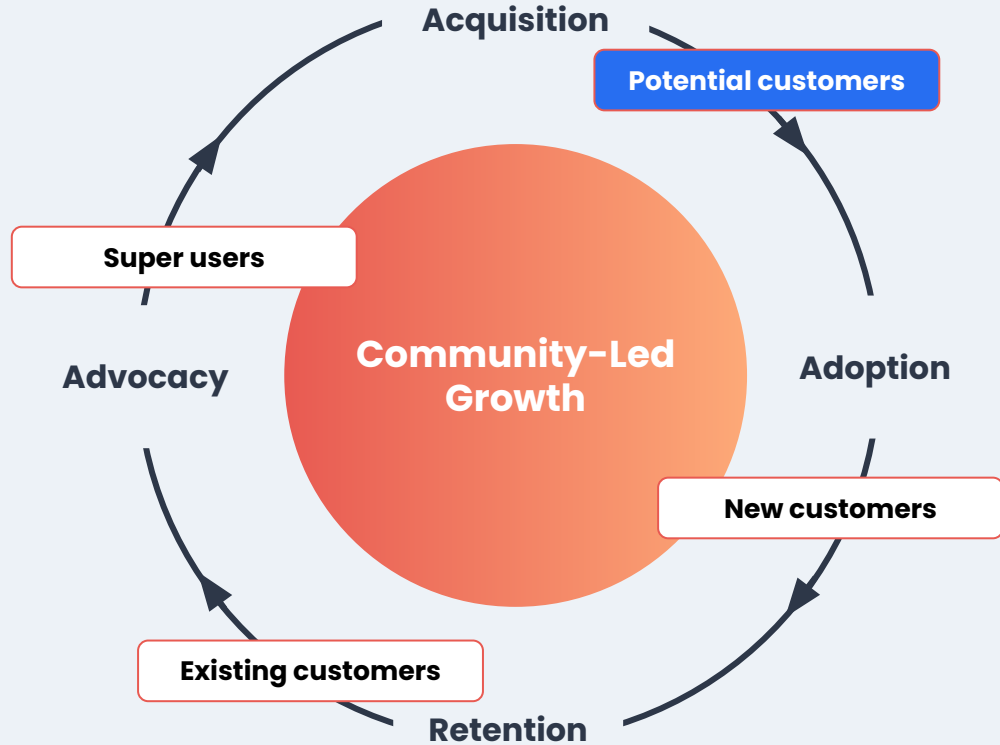
Potential customer

Goal

Customer acquisition

Impact

Brand awareness



# Ideal community member personas

Member group	Key pain points	Reasons for joining a community
<b>Potential customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Lack of opportunities to network with professional peers</li><li>• Keeping on top of new industry trends to be aware of</li><li>• Continual skill development in fast-changing industry</li></ul>	<ul style="list-style-type: none"><li>• Connect and learn directly from professional peers</li><li>• Visibility of trends that are impacting other businesses</li><li>• Access to always up-to-date learning resources</li></ul>

# Key actions | Acquisition to Adoption

Impact priority	Member group	Reasons for joining a community
<b>Brand awareness</b>	<b>Potential customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Connect and learn directly from professional peers</li><li>• Visibility of trends that are impacting other businesses</li><li>• Access to always up-to-date learning resources</li></ul>

Discussion

Event

Course

Videos

Articles

Directory

Group chat

Podcast

Competition

Emails

# Key actions | Acquisition to Adoption – Potential Customer

1) Acquisition to Adoption – Which key actions will guide a potential customer towards the next stage in the flywheel?

solutions-led content  
expert learning guides  
inclusive spaces  
read learning guide  
share introductions  
reading case studies  
value  
surveys  
knowledge  
trust  
connections  
quality of content  
insight  
targeted content  
courses  
seo  
discussions  
reviewing bench marks  
group chat  
welcome discussion  
join webinar about trends  
industry trend webinar  
sense of belonging  
networking opportunities  
introductions  
bespoke connections  
success roadmaps

# Key actions | Acquisition to Adoption - Example

## Acquisition

Starts relationship with your company

Share an introduction in the member welcome discussion thread

Join a webinar about latest industry trends

## Adoption

Understands the value your company provides

Download learning guides written by industry experts

# Customer example: welcome rooms to support member introductions

The screenshot shows the SEND Network website interface. At the top, there is a navigation bar with the SEND network logo, a search bar, and links for Register and Sign In. A left-hand navigation menu lists various site sections. The main content area features a large banner with a colorful handprint graphic and a title for a 'welcome room'. Below the banner, there is an 'Activity' section with two recent posts from members.

**SEND network**

Search SEND Network...

Register Sign In

- Home
- About us
- Content by topic
- Collaboration spaces
- Connect with members
- Video CPD library
- The SEND Network Podcast
- Member interviews
- Events
- Become a premium member
- Socials

### Introduce yourself and welcome new members!

A room for you to introduce yourself to the community so SEND Network members can get to know one another.

Activity

#### About this room

Please introduce yourself to the SEND Network community, so all members can get to

**Nicola Kennedy**  
Jul 04, 2023

Introduce yourself and welcome new members!  
[Introducing myself](#)

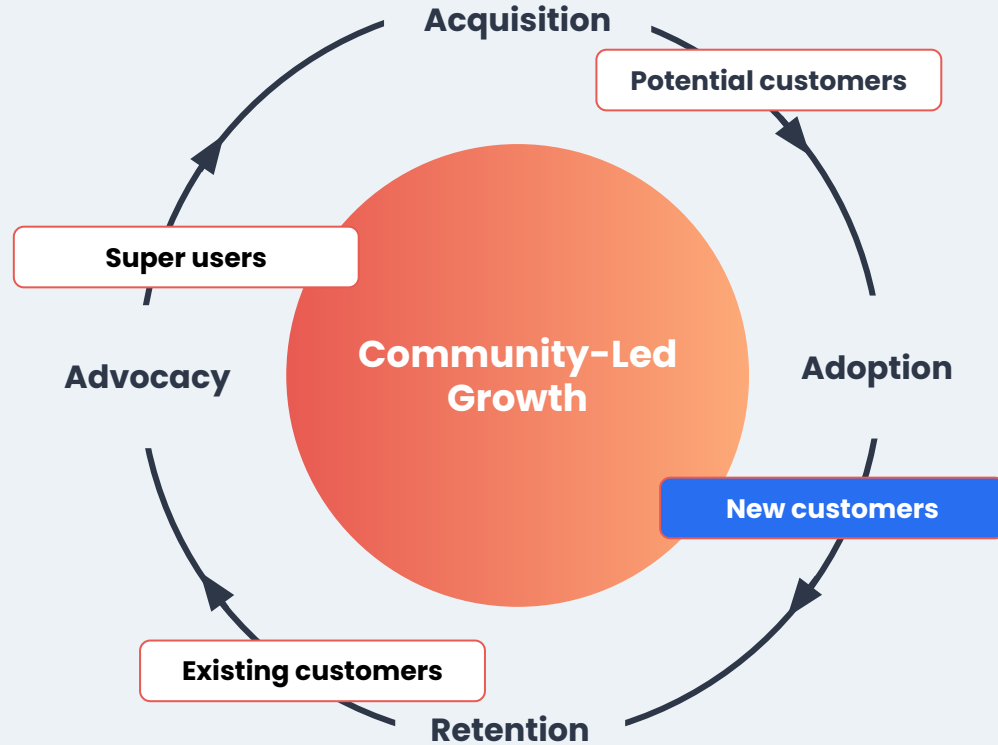
**Jess Lane**  
Jun 28, 2023

Introduce yourself and welcome new members!  
[Autism training alternative](#)

**Member group**  
**New customer**

**Goal**  
**Product adoption**

**Impact**  
**Product activation**



# Ideal community member personas

Member group	Key pain points	Reasons for joining a community
<b>New customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Understanding Data100 product capabilities</li><li>• Learning how to integrate the product with existing systems</li><li>• Making sure all team members have same level of product training</li></ul>	<ul style="list-style-type: none"><li>• Visibility of product use cases shared by professional peers</li><li>• Access to tips and best practices from experts</li><li>• Access to product onboarding resources</li></ul>



# Key actions | Adoption to Retention

Impact priority	Member group	Reasons for joining a community
<b>Product activation</b>	<b>New customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Access to product onboarding resources</li><li>• Visibility of product use cases shared by professional peers</li><li>• Access to tips and best practices from experts</li></ul>

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2) Adoption to Retention – Which key actions will guide a new customer towards the next stage in the flywheel?

A word cloud of key actions for customer adoption and retention, set against a background of a person climbing a mountain. The words are arranged in a circular pattern around a central point. The words include:

- new speed dial connection
- valuable content
- connect-chat with others
- 1-1 support
- quality articles
- webinars
- do onboarding workshop
- read about challenges
- learning
- expert content
- strong engagement
- demonstrable value
- group chat
- love bombing
- connections
- courses
- success roadmaps
- knowledge base articles
- visible growth
- 1-2-1 bespoke value support
- expert consultation
- onboarding course
- 121 relationships
- networking opportunities
- shared experience
- actionable take aways

## Adoption

Understands the value  
your company provides

Complete product onboarding course

Search and find success roadmap articles based on  
specific challenges

## Retention

Forms loyal relationship  
with your company

Start 1-on-1 chat with other customers working in  
similar businesses

# Customer example: Courses module to support customer onboarding

The screenshot displays the Laidlaw Scholars Network interface. On the left is a navigation menu with items: Home, Research, Channels, Rooms, Events, Directories, and The Laidlaw Foundation. The top navigation bar includes the Laidlaw Scholars logo, a search bar, and user options like 'My Network' and 'Create'. The main content area shows the profile of Georgina Sánchez, a member of The Laidlaw Foundation. Her profile includes a bio, a video player, and sections for 'Online Elsewhere' (with links to email, Twitter, and LinkedIn) and 'Experts Like Georgina Sánchez' (featuring Ryan James Turner). Below the profile is a course module titled 'Current and Former Laidlaw Scholars: How to Use the Network' with the first lesson, '1. Setting Up Your Profile'. A 'Complete & Continue' button is visible in the top right of the module area.

**Complete & Continue**

BROWSE THIS MODULE

- 1. Setting Up Your Profile  
By Georgina Sánchez
- Setting Up Your Profile: Knowledge Check  
By Georgina Sánchez

**Current and Former Laidlaw Scholars: How to Use the Network**

## 1. Setting Up Your Profile

In this module, you will complete your profile and update your account settings.

Member group

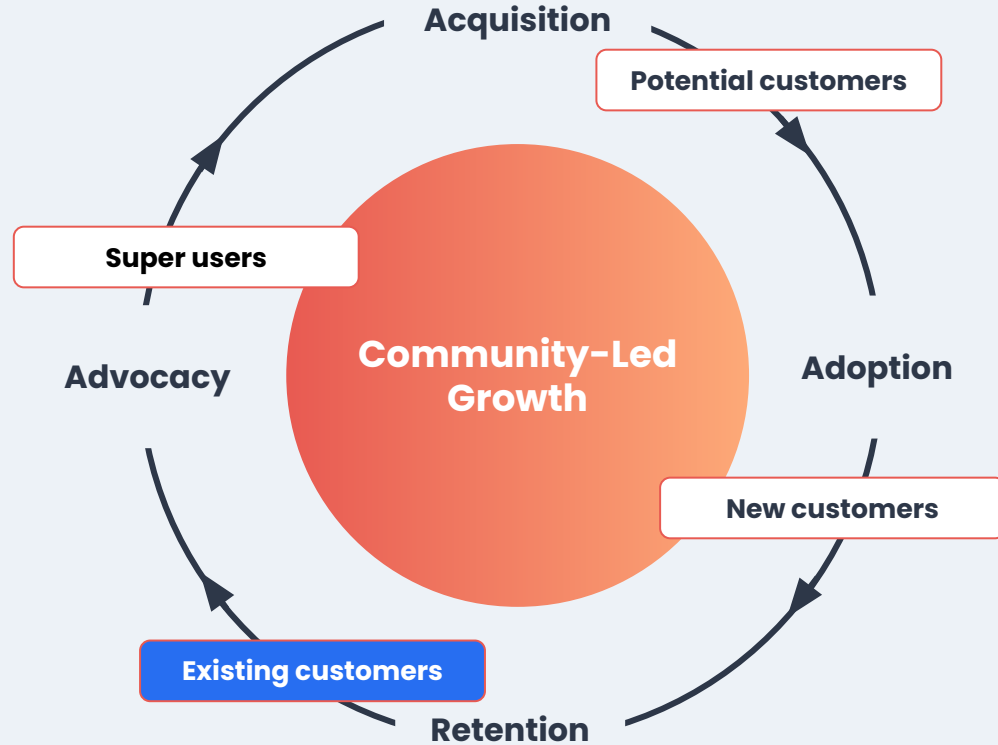
Existing customer

Goal

Customer retention

Impact

Ticket deflection



# Ideal community member personas

Member group	Key pain points	Reasons for joining a community
<b>Existing customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Quantifying ROI of using the product</li><li>• Slow responses to complex questions</li><li>• Lack of visibility of new product ideas and roadmap</li></ul>	<ul style="list-style-type: none"><li>• Access to customer success stories</li><li>• Ability to ask questions to the whole community</li><li>• Ability to access product updates and share direct feedback</li></ul>



# Key actions | Retention to Advocacy

Impact priority	Member group	Reasons for joining a community
<b>Ticket deflection</b>	<b>Existing customer</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Access to customer success stories</li><li>• Ability to ask questions to the whole community</li><li>• Ability to access product updates and share direct feedback</li></ul>

Discussion

Event

Course

Videos

Articles

Directory

Group chat

Podcast

Competition

Emails

# Key actions | Retention to Advocacy – Existing Customers

3) Retention to Advocacy – Which key actions will guide a existing customer towards the next stage in the flywheel?

ask experts

- existing network
- quality customer service
- easy engagement
- ongoing learning
- visibility
- product expert ama
- recognition of value
- continued value
- strategic services
- implementation case study

referrals

- 1-1 customer support
- training event
- continuous learning
- active engagement
- product feedback
- product wish list
- vip treatment
- join event

121 success management

- platform to speak
- share best practices



# Key actions | Retention to Advocacy - example

## Retention

Forms loyal relationship with your company

Participate in customer exclusive ongoing learning training event


Provide VIP access to product experts discussions


## Advocacy

Introduces new people to your company


Vote for ideas in product wishlist discussion

# Customer example: Events dashboard to promote event registrations

**THE FORUM NETWORK** 

Search The OECD Forum Network... 


[Register](#)




Thursday, Jul 20th, 2023 at 2:30 PM CEST • Online

### How AI Might Change Our Jobs & What We Can do About It

This session will focus on job quality, bias, changing skills needs, legislation and social dialogue.


Hosted by  **Kieran Jones**



Wednesday, Jul 5th, 2023 at 2:30 PM CEST • Online

### OECD Forum virtual event: Engaging men as allies for gender equality & diversity

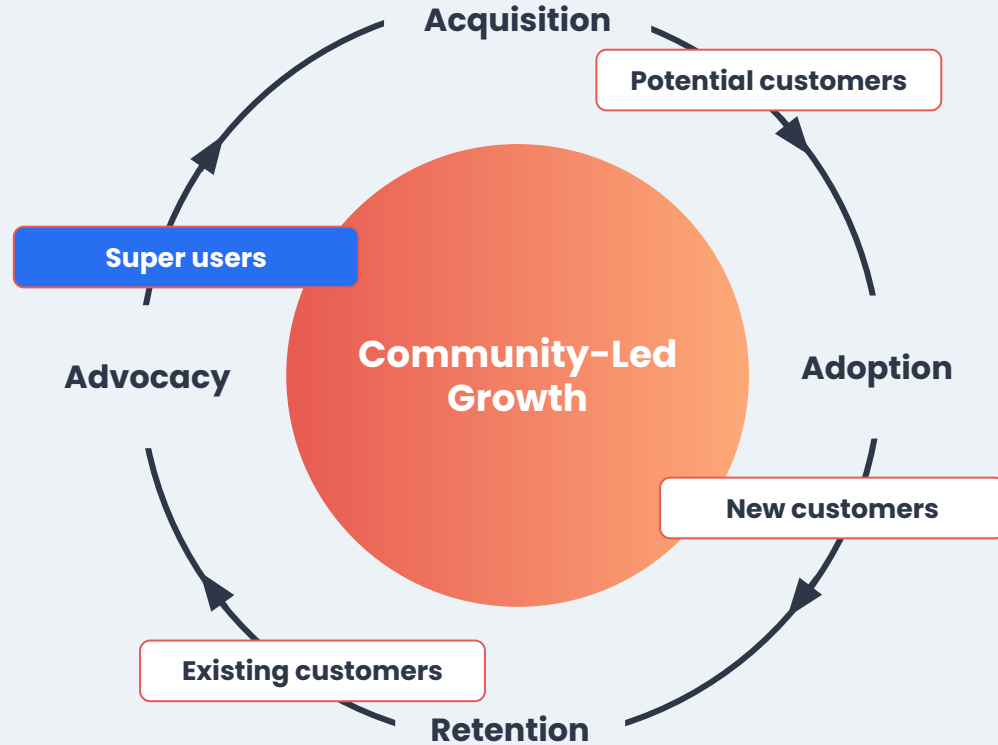
The session will focus on how we can be better allies to achieve gender equality at work, at home, in caregiving & education.

Hosted by  **Kieran Jones**

Member group  
Super user

Goal  
Customer advocacy

Impact  
Customer referrals



# Ideal community member personas

Member group	Key pain points	Reasons for joining a community
<b>Super user</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Lack of opportunity to share expertise and build personal brand</li><li>• Lack of influence on the product roadmap</li><li>• Lack of recognition for introducing new people to Data100</li></ul>	<ul style="list-style-type: none"><li>• Ability to share content, host events and start discussions</li><li>• Direct feedback channels with influential members of Data100 team</li><li>• Platform to celebrate customer contributions to company success</li></ul>



# Key actions | Advocacy to Acquisition

Impact priority	Member group	Reasons for joining a community
<b>Customer referrals</b>	<b>Super user</b> cybersecurity professionals	<ul style="list-style-type: none"><li>• Ability to share content, host events and start discussions</li><li>• Direct feedback channels with influential members of Data100 team</li><li>• Expand their network and influence in the industry</li></ul>

Discussion

Event

Course

Videos

Articles

Directory

Group chat

Podcast

Competition

Emails

4) Advocacy to Acquisition - Which key actions will guide a super user towards the next stage in the flywheel?

contribute success story  
quality customer service  
success stories community events  
personalised training external connections referral compensation  
visibility **referrals** advisory board  
updates on industry trend Invite peers  
support trust inperson events partnership programs  
partnership approach sharing best practices  
121 success management  
write success article  
private customer group

# Key actions | Advocacy to Acquisition - example

## Advocacy

Introduces new people to your company

Contribute an article detailing success story using the Data100 product

Join private customer advisory board group and discussions

## Acquisition

Starts relationship with your company

Invite external connections to join the Data100 Community

# Customer example: Invite button for advocates to grow the community

The screenshot shows the ARBSNet website interface. At the top left is the ARBSNet logo, followed by a search bar containing the text "Search Aesthetic and Reconstructive Breast". To the right of the search bar are the links "My Network" and "Create". A left-hand navigation menu includes: Home, About ARBS Net, Content by topic, Video content, Collaboration spaces, Directories, Events, Become a premium member, About the London Breast Meeting, and Socials. A modal window titled "Invite Someone" is open in the center, featuring a close button (X) in the top right corner. The form contains two input fields: "FULL NAME\*" with the example text "e.g. John Smith" and "EMAIL ADDRESS\*" with the example text "e.g. john.smith@example.com" and a red lock icon. At the bottom of the modal are two buttons: "Close" and "Send Invitation".

# Toolkit Co-creation: your feedback

Join at [menti.com](https://menti.com) use code 8396 9297

**Menti.com**

**Use code**  
8396 9297

**1) What next steps  
would you take to build  
and launch this  
community experience?**

# Try our Strategy Generator



**100** Data100 Community-Led Growth Plan

**Strategic focus**

This custom Community-Led Growth plan is designed to help Data100 to drive measurable business impact by building a thriving customer community

\* Feel free to edit this doc or use our **Strategy Generator** to adjust the impact priorities and auto-complete the plan

Member definition	Impact priorities
Cybersecurity professionals	Brand awareness
	New sales pipeline ✓
	Product activation
	Customer retention ✓
	Customer upsells ✓
	Support ticket deflection
	Product feedback/ideation
	NPS
	Customer referrals ✓

zapnito

# Watch the CLG Hub on the Zapnito Community

Invite friends and colleagues to join the Zapnito Community

Send Invitation

Search Zapnito Community...



My Network

Create



## Community-Led Growth Hub

Access expert insights, templates and events to create measurable impact through community

Create

Watching

Activity

Content

Conversations

Members

Contributors

### About this room

👉 This is where we share inspiration and best practice with each other to help drive impact through your Community-Led Growth strategy

📌 Here are the 3 steps we recommend you take to get the most out of this Room:

1. Make sure the foundations of your strategy are in place by starting our Community-Led Growth Strategy Course
2. Send an invitation to friends and colleagues to add to the value and variety of knowledge shared
3. Start a conversation to share your questions, successes and ideas about

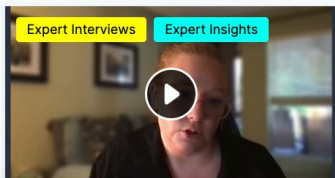


Community-Led Growth Hub

📌 **Community navigation**



Sarah Lazell  
Jul 19, 2023



Expert Interviews

Expert Insights



Expert Interviews

Expert Insights

SaaS, Community Management,...

**Jaclyn Anku, Gusto | Inside Community-Led...**



+1 Jack Bartrop and 1 other  
Jul 13, 2023



Expert Interviews

Expert Insights



Madeleine Milne  
Jul 10, 2023

Community-Led Growth Hub  
**Threads - what are people's thoughts?**

So, I admit it I am a complete sheep and have duly signed up to Threads to "check it out". Just wondered what...



6 responses



Miles  
Jun 21, 2023

Community-Led Growth Hub  
**Intro and my tips for community-led growth**

Hey everyone, I recently joined the

zapnito



**Thank you for your valuable input!**

**Let's continue this conversation in  
our Zapnito Community**

**[community.zapnito.com](https://community.zapnito.com)**



**zapnito**