



Building a Community Around Your Business 🧑

As the world of online communities continues to grow, many of us may be left wondering how we can utilize a community to help our businesses thrive.

Depending on your business model, building and maintaining an online community for your brand can be beneficial in many different ways. An online community:

- Can act as another channel for customer service (both B2C and C2C)
- Improves customer retention by adding value to your product/service
- Drives product innovation through customer feedback
- Helps to build and define your brand to a targeted audience
- Organically nurtures brand advocates and partnerships
- Controls and monitors customer conversation about your brand
- Provides rich customer data that can guide business strategy
- Facilitates a sense of belonging amongst employees

Online communities can help you connect your customers, members, or employees, all in one convenient place. Using the tips from the articles below, you

can unlock the potential of your online community, and use it to further your business and its initiatives.

Some valuable insights

While exploring the many benefits communities have for businesses, we came across a range of articles from how to use an online community as an effective marketing tool to how the skills you acquire as a Community Manager can contribute to your overall business development strategy.

🌟 Building a community around your brand is about connecting more closely with your target audience. It creates a new marketing channel, a space for instant feedback from users, and somewhere to build relationships with potential brand advocates. Find out more by reading: [Why Your Brand Needs a Community.](#)

💡 Ian Vanagas, Business Development Manager at The Tantalus Group, thinks that “Communities are opportunities for executives to better understand their people and industry, as well as to educate and share messages.” Check out what he has to say about [Why Executives Should Care About Internet Communities.](#)

👉 One of the best ways to foster a sense of belonging in your team is to create a safe environment where every voice is heard. To find out more about the importance of “belonging” in a team, check out this article: [The Power of Belonging: Team, Workplace, and Community.](#)

🔧 Clear communication, understanding your audience, and versatility are all crucial skills for a Community Manager. Discover how they contribute towards

business development from someone that's experienced it firsthand: [Why Good Community Management Equals Great Business Development](#)



Discover some top tips on using your community as a marketing tool from Michael Brenner, CEO of the Marketing Insider Group, an empathy-driven marketing agency that believes in creating positive content, genuine human connections, and meaningful leadership. [Best Practices for Effective Community Marketing: An Interview with Michael Brenner.](#)

Do you want to share an article with our community? [Send us](#) your most recent articles or blog posts about community building, challenges, insights, or best practices. We'd love to feature you in the next newsletter.



A Community for Community Builders

Have you joined The Neighborhood yet? In our community for community builders, we share tailored content, different insights, tips, and tricks while networking with many of the leading community builders around the world. [Request access here.](#)



Forward-looking companies understand that investing in an online community brings far more rewards than just customer support and an added marketing tool. The benefits of an online community can quickly trickle down and contribute to increased customer satisfaction, better customer loyalty, and ultimately higher revenue. How has your online community benefitted your business? Please let us know!

Look out for our next newsletter with even more resources to help you build and manage a thriving online community.

See you next time!

Comments, questions, tips? [Send us a note.](#)