



Community Is The Next Business Moat

Why Community Will Be The Growth Lever For The Smartest Brands For Years To Come

Danny Denhard — dannydenhard.com/community



Ella

Meet

Dave





This is Dave & Ella

- **Dave works his socks off six days a week**
- **Ella has a part time job & a successful side hustle that she loves doing!**
- **They both love being parents to two young kids - they're the priority**



“Savvy Shoppers”

- Dave and Ella are super careful on their spending
- They **trust** a handful of brands and they know they can use their **prime** account & get anything they really need in 24 hours.
- Dave & Ella research everything they buy - they have a system that rarely goes wrong for them

BUT...

**Buying A New
Mattress**

=

Surprisingly

Stressful Experience

- Dave and Ella went to the big department store sat on numerous beds and mattresses and the experience a bit 😞
- *Why?* By how busy it was and how much choice there was.
- They went online and clicked the top links 👁️ and were amazed by the prices.
- They are researchers. Researched price on price comparison, ratings by others, the delivery time, etc



Bad Customer Experience

- **Dave and Ella brought their brand new mattress, they did all the research, read all the reviews and it got delivered quickly, the box had a stain and the mattress was actually the wrong size.**
- **The customer support was difficult to get hold of, the chatbot wasn't helpful and took four days to be told it was the company mistake and would take three days to pick up their faulty mattress - none of this was their fault**
- **Biggest issue the company didn't have the right size and refunded them - which took 7 working days...**



Their Community Stepped In

- Ella decided to ask a WhatsApp group she's in about where people would recommend buying a mattress. Her friend recommended a new company
- She was shared a link to a community landing page with her friends face, her review, other videos and photos showing the mattress in the warehouse & in transit and in peoples bedroom + importantly a special *community* price for Ella
- They instantly brought the mattress and was delivered the next day, the right size & taken into their bedroom & unpacked for them
- Ella instantly said thanks in the WhatsApp group and joined the community with referrals coming in & made money sharing their code

Community: The 1 → 4 To Think About & Know

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Dave & Ella

**The 1 Problem That Is
Happening All The Time**

**Being let down by
companies and they just
don't care enough, you're
just another order number.**

**This happens in B2B, B2C &
DTC**

**Here Are 2 Questions
To Ponder Throughout
This Presentations**

- 1. When was the last time a brand asked how you are?**
- 2. When was the last time they asked you to reply to an email without a survey link?**

The **3** Biggest Challenges For Businesses

- 1. Acquiring “Good” Customers**
(no more one and done’s)
- 2. Retention** - Everyone overlooks retention & making retention (renewals) work
- 3. Know My Customer** - Understanding more about customers without demanding more

**Know There Are 4
Intent States In Business
- Not Just Need State!**

Educate State *(learn no action)*

Want State *(want no action)*

Need State *(Need something
but won't take action)*

Action State *(Ready to take action)*

Hint: Targeting action state only
is going to kill you long term



WTAF Is Community

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Start With Why - Simon Sinek

518,885 followers

6 d

A community is a group of people who agree to grow together.

5,891 Likes • 89 Comments



Like



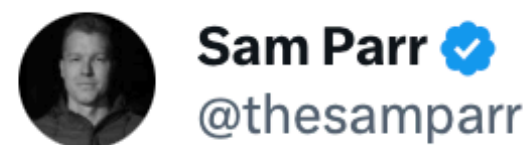
Comment



Share

“A community is a group of people who agree to grow together”

- Simon Sinek



Sam Parr @thesamparr



Audience and community are NOT the same thing. Audience is nice but easier.

Audience= you make stuff and show others

Community= the community does the work, you host the convo

Nearly every new media co says they have community. They don't. They have an audience.

12:47 AM · Oct 20, 2020

15 Retweets 4 Quotes 196 Likes 29 Bookmarks



Tweet your reply!

Reply



Sam Parr @thesamparr · Oct 20, 2020
How can you tell if you have a community?



Stop publishing for a month. What happens??

Audience and community are very different.

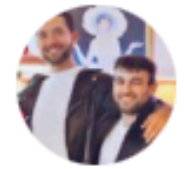
Audience is good but community is the best.



Community= the community does the work, you host the convo

Best Explainer Of Community - Sam Parr (The Hustle & Hampton Founder)

Read >> <https://twitter.com/thesamparr/status/1318337915643199488?lang=en>



Alexis Ohanian

@alexisohanian



👉 spoiler - this is the same mindset I used to build Reddit community from zero. Everyone wants "community" and no one wants to do the work

Ryan Anguiano @ranguiano · Jun 18

I just got a personal thank you from @WeAreLAGC!

This was so awesome!! I can't wait to rep my new gear 🙌🙌. Thanks @alexisohanian 🚩 #WeareLAGC

shop.lagc.com/thank-you/ty_1..

8:49 PM · Jun 18, 2023 · 24.9K Views

2 Retweets 1 Quote 34 Likes 2 Bookmarks

Everyone
wants a quick
fix but its
going to be
hard work!

Read >> https://twitter.com/alexisohanian/status/1670519010222284801?s=12&t=A-p4K-3ABa5PUEx_m3p_Qg

Spoiler 🚫: Like Everything Else, Community Is Hard Work

1. **Tell your investors that you're in this for the long haul and they need to be too.** This was a key part of Jeff Bezos' success with Amazon. For years he was blatantly, almost obnoxiously, transparent with investors that he was focused on the long-term sustainability of Amazon, and he would not cut off benefits to Amazon's customers in search of profitability. Among Wall St. folks, the oft-repeated line was "**will Amazon ever make money?**" When I was in business school in the 90s, a decently successful entrepreneur told me that Amazon was never going to succeed because Bezos was *too focused on users, rather than profits*. Instead, he suggested PointCast was the internet company that would succeed. How many people actually even remember PointCast? People forget that when Bezos introduced Amazon Prime, Wall St. *flipped out*, because they insisted that it would cost way too much for too little benefit. But, through it all Amazon survived (and thrived) because Bezos **just kept telling investors** exactly what his plan was, and never backed down, no matter what Wall St. kept saying to him.

2. **Your community is everything.** This is too easily forgotten, but your users are everything if you run an internet business. They're not "the product." They're what makes your site useful and valuable, and often provide the best marketing you could never buy by convincing others to join and providing you with all of the best ideas on how to improve things and make your service even better for the users. The moment you're undermining your own community, you're beginning to spiral downward.

3. **Create more value than you capture.** This one is not mine, but **Tim O'Reilly's**, and it's one that constantly sticks with me. As you're developing a business model, the best way to make sure that you're serving your users best, and not enshittifying everything, is to constantly make sure that you're only capturing some of the value you're creating, and are instead putting much more out into the world, especially for your community. Your investors will push you to capture more and more of that value, but again, when you start chasing that, you're also spiraling down the enshittification curve.

4. **Empower your community, and then trust them.** This may sound similar to rule number two, but it's more about how you make the first rule a reality. Again, your own community is what's making your service even more valuable, and helping to attract new users. So, make it easier for them to do that. Push the power to make your service better out from the service *to the users themselves* and watch what they do. Let them build. Let them improve your service. Let them make it work better for you. But, you have to have some trust here. If you're focused on "Rule 3" you have to recognize that sometimes your users will create value that you don't capture. Or even that someone else captures. But in the long run, it still flows back to you, as it makes your service that much more valuable.

5. **Find ways to make money that don't undermine the community or the experience.** There are ways to do this. If you've built a strong community, they want you to survive. But you need to make sure that you're creating ways to capture the part of the value you're capturing in a manner that doesn't harm the overall experience. Google did this in the early days with its non-intrusive contextual ads, but lost the plot on enshittification when it started sucking up as much extra data as it could to target you (and then seemed to cut off competitive routes for alternative ads to work). There are ways to monetize that don't need to overwhelm, that don't need to suck up every bit of data, that don't need to rely on taking away features users relied on. Focus on *adding more scarce value*, and figuring out ways to charge for those new things which can't be easily replicated.

6. **Never charge for what was once free.** This is a corollary to rule number five. If you're charging for something that was once free, you're taking away value from your community. You're changing the nature of the bargain, and ripping away the trust that your community put in you. Instead, always look for something new that is worth paying for above and beyond what you already offered. Make it so that it's *worthwhile* for people to pay, rather than acting like they need to pay you for the things they got for free until now. Give them a reason to pay gladly, don't try to pressure them into coughing up money grudgingly.

7. **Don't insult the intelligence of your users.** All too often, this is what it comes down to. When investors get on your case about how you have to squeeze more money out of each user, bad CEOs start trying to justify the clearly "bad for users" decisions that they're making as actually being good for the users. Some, like Reddit's Huffman, are so far gone that he just assumes that Reddit's userbase wants him to make more money, rather than even trying to couch the borked API plans in some "it's better for users" language. But, either way, be upfront with the community (remember, it's the most important part of your site). If you need to make more money, rather than acting petulant about how unfair it is that you're not making money, explain why you're creating new services that provide new value, and why they're priced as such. Be up front, transparent, and honest. Don't talk down to them, and treat them as if they owe you. They don't. They made your service what it is, and you should act accordingly.

Create more value than you capture

7 Rules Of Communities For CEOs & Founders

Read >> <https://www.techdirt.com/2023/06/21/seven-rules-for-internet-ceos-to-avoid-enshittification/>

The Community Funnel

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The Merging Of All Marketing Funnels

Awareness

Consideration

Compare

Purchase

Usage

Retention

Often pushed too hard in Product

Cross Sell

Often overlooked

Upsell **Referral**

Yes - retention

Community Infused Funnel

Awareness

Consideration

Compare

Purchase

Cross Sell

Usage

Upsell

Referral

Retention

Renewal

Recommended by community manager

Recommended by staff member

Referred by community member

Moats...

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**There are 5 types
of economic moats
traditionally**

1

Low-cost Production

2

High Switching Costs

3

Network Effects

4

Intangible Assets

5

Efficient Scale

The Moat We All Looked For For The Last Decade

1

Low-Cost Production

2

High Switching Costs

3

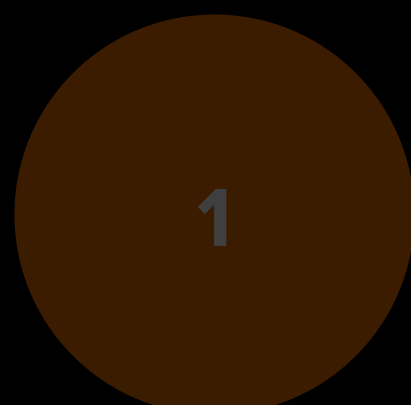
Network Effects

4

Intangible Assets

5

Efficient Scale



Low-Cost Production



High Switching Costs



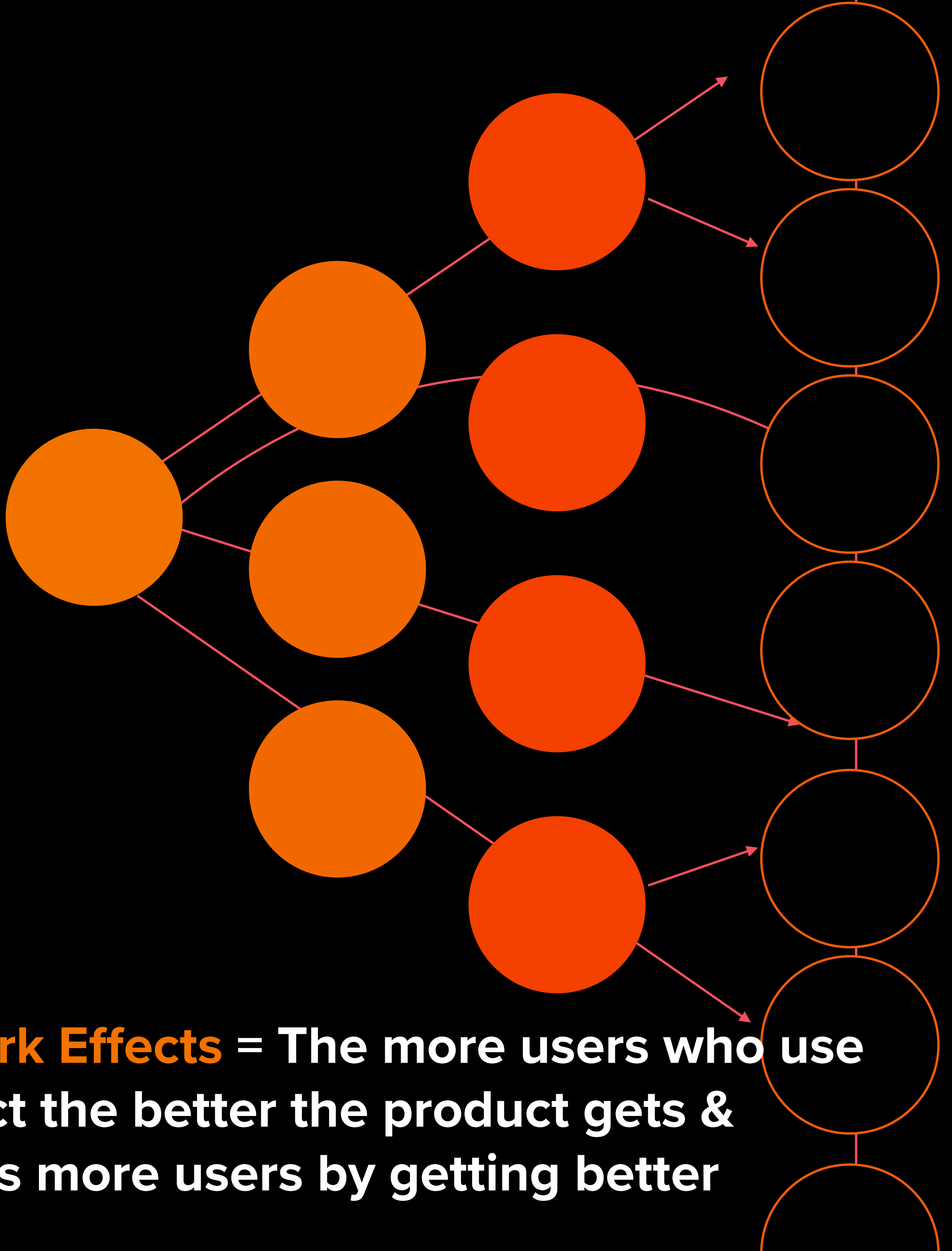
Network Effects



Intangible Assets



Efficient Scale



Network Effects = The more users who use product the better the product gets & attracts more users by getting better

Now We Have To Add Community



Low-cost production



High switching costs



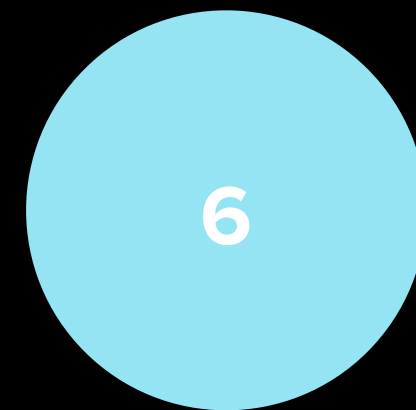
Network effects



Intangible assets



Efficient scale



Community



Community

- **Member to Member advice & sales tips = *trust***
- **Feedback cycles from member to brand = *trust***
- **Brand rep builds direct relationships with members = *trust***
- **Brand to member tips = *trust***
- **Member to member support = *trust***
- **Brand to Member support = *trust***
- **Exclusive savings = *trust***
- **Exclusive local events = *trust***

1 Low-cost production

2 High switching costs

3 Network effects

4 Intangible assets

5 Efficient scale

The Hard Part: The Tech To Make It Work

What You Likely Need:

- **An owned platform to allow:**
 - **Forum style conversation**
 - **Add ability to allow engagement (👍 up to comments, tip for brilliant tips 💰)**
 - **Discount codes per member**
 - **Personalised landing pages with discount code applied**
 - **Ability to send updates from the site, like WhatsApp messages, emails or invite with recommendations**

Stop your reliance on social media algorithmic changes and Google updates.

WhatsApp Groups & equivalent app channels are too intrusive and noisy

Why Community Will Matter To Consumers

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**Businesses Think
Their Flow Is**

Customer Finds Brand

Transaction

Brand Ask

Another Brand Ask



Customer Journey

Ask & Search For Right Product & Brand



Transaction



Experience



Brand Ask



Another Brand Ask

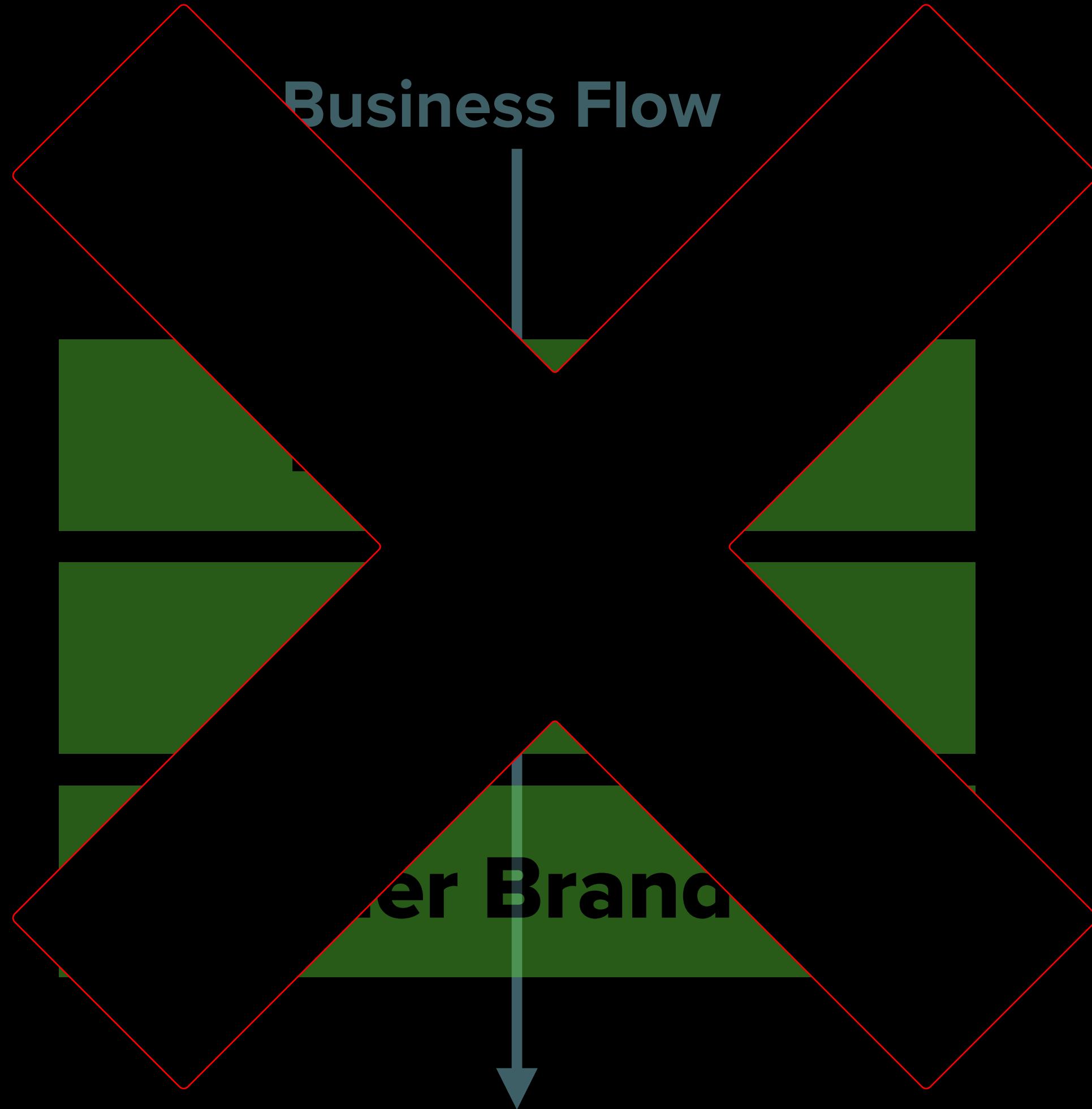


Maybe Repeat Purchase



Business Flow

er Brand



Customer Journey

Ask & Search For Right Product & Brand



Transaction



Experience



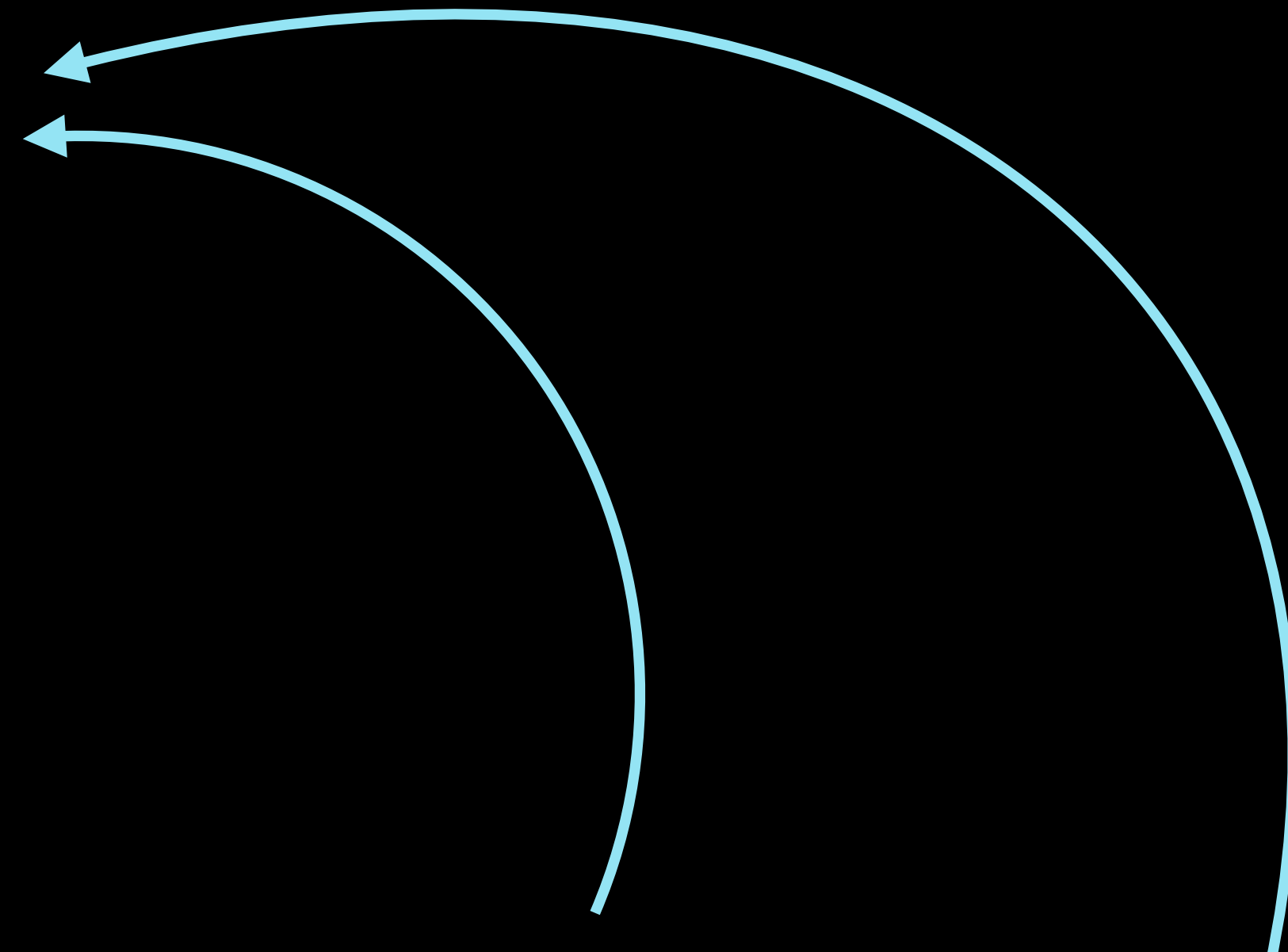
Brand Ask



Another Brand Ask



Maybe Repeat Purchase



Customer Goes Back To Research & Comparison Mode

✗ Customer Unsubscribes from brand

**Companies Have
Created **Ask Fatigue****

**Ask Fatigue = Keep Asking For
More:**

- More orders
- Spend more
- Share more pics or video
- More reviews
- More upgrades
- Spend more for free delivery
- Costs more for return good
- Costs for product pick ups

B2B Community Purchases

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**Most People Still
Think Buying
Flows Look Like**

Search Google

Get A List Of Providers

Verify List / G2

Shortlist

RFP / RFQ

Select Vendor

What It Actually Looks Like



Why Community?

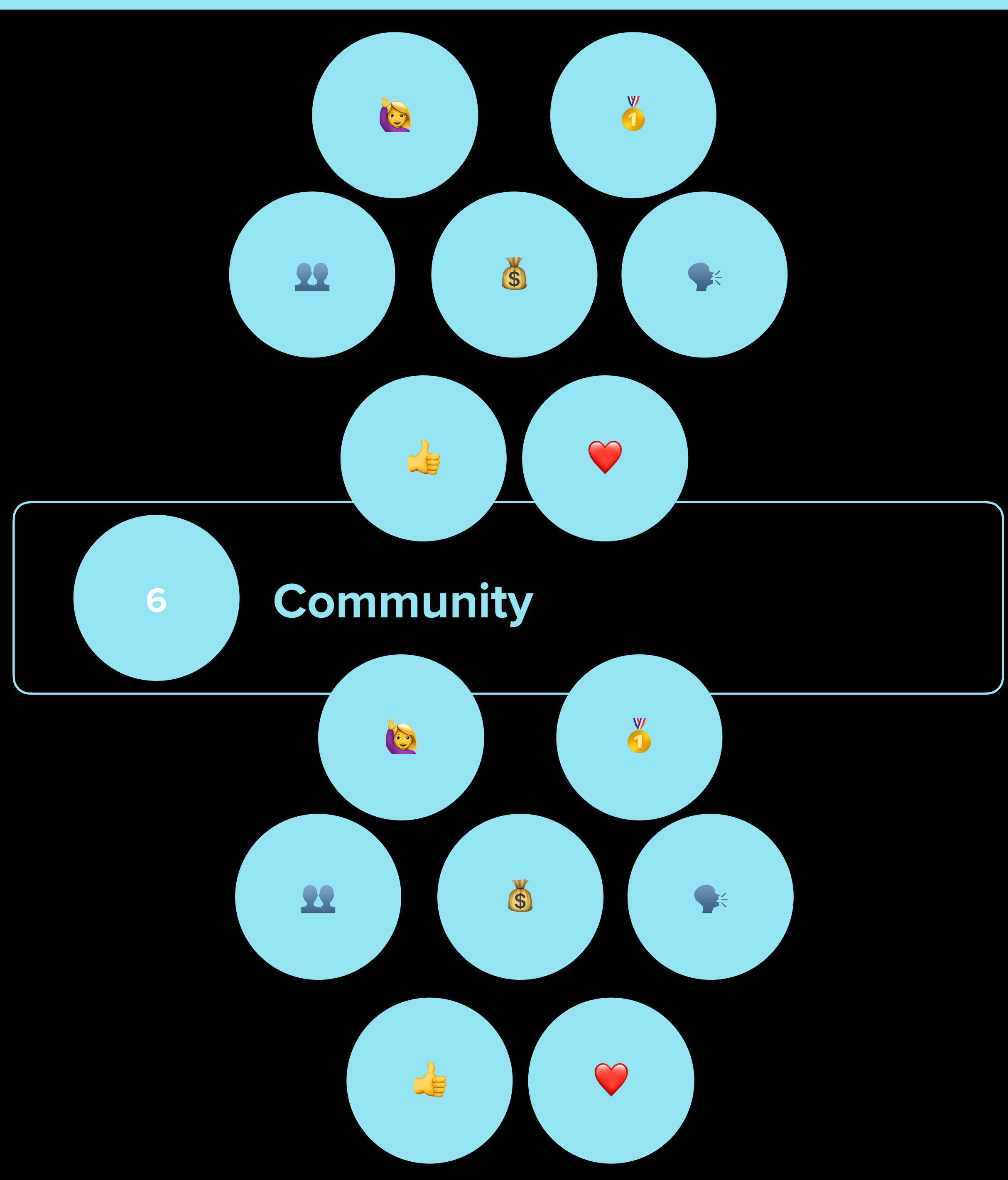
**We See & Can Track Every One Of Our
Competitors Moves**

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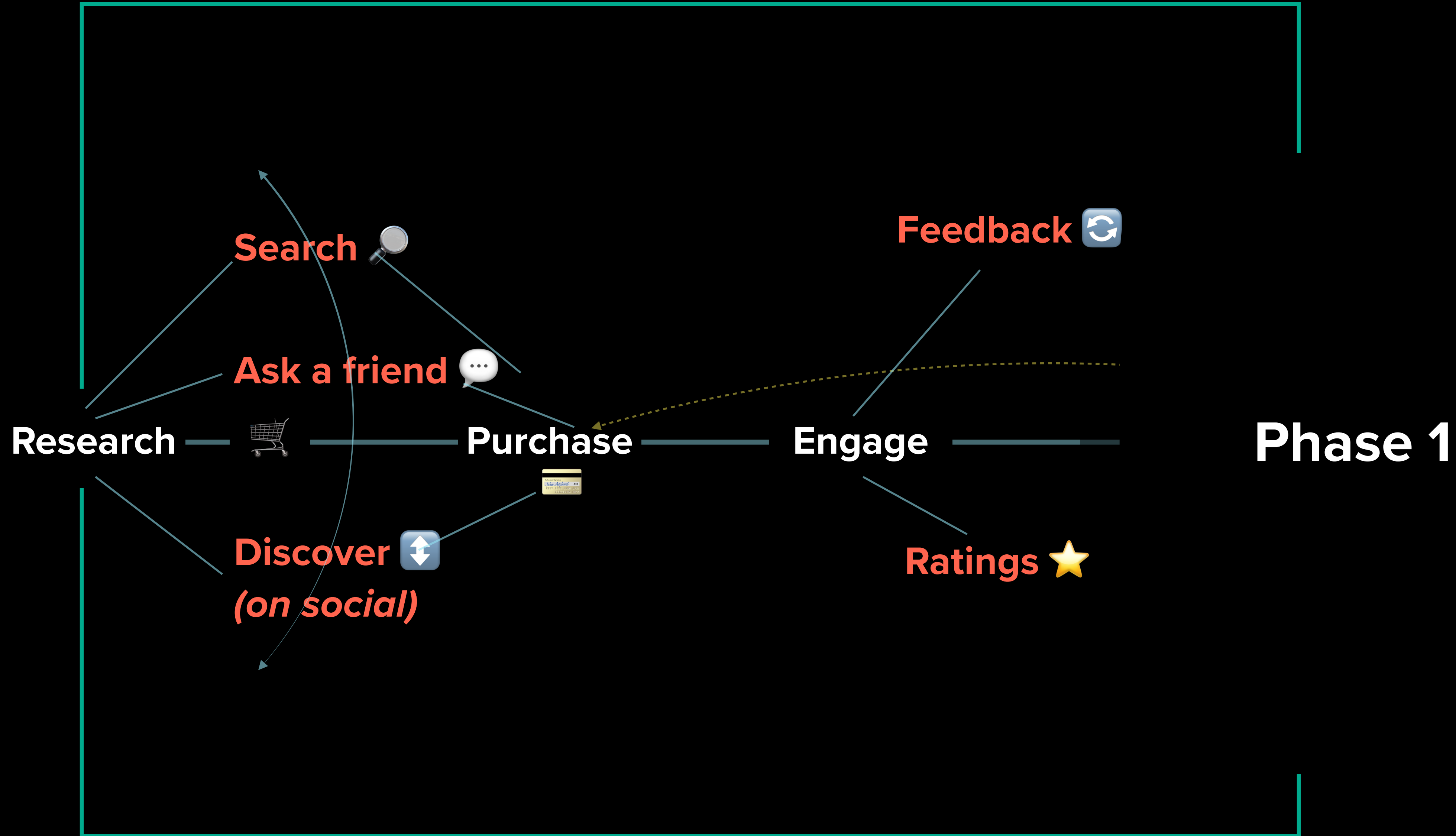
Almost Every Update Trackable

Site / Tool	URL
TikTok Ad library	https://library.tiktok.com/ads?
LinkedIn Ad Library	https://www.linkedin.com/ad-library/home
Meta Ad Library	https://www.facebook.com/ads/library/
X Ad Library	https://ads.twitter.com/ads-repository
Search Competitor Analysis	https://www.semrush.com
Keyword Analysis & Tracking	www.sistrix.de
YouTube Insights	https://vidiq.com/
New Product Launches	https://www.producthunt.com/
Great Email Campaigns	https://www.reallygoodemails.com/
Great Email Copy	https://www.goodemailcopy.com/
Track Competitor Emails	https://sendview.io/
Great Email Flows	https://inboxflows.com/
Social Media Competitor Tracking	https://www.dashhudson.com/
Amazon Competitor Analysis	https://www.junglescout.com/
Techstack	www.builtwith.com
Shopify Inspector Tool	https://koala-apps.io/koala-inspector/
Staff Happiness	https://www.glassdoor.co.uk/index.htm
Competitor Content Updates	https://feedly.com/

**This is why
Community
matters, it is for
customers only
& will be hard
to follow & copy**

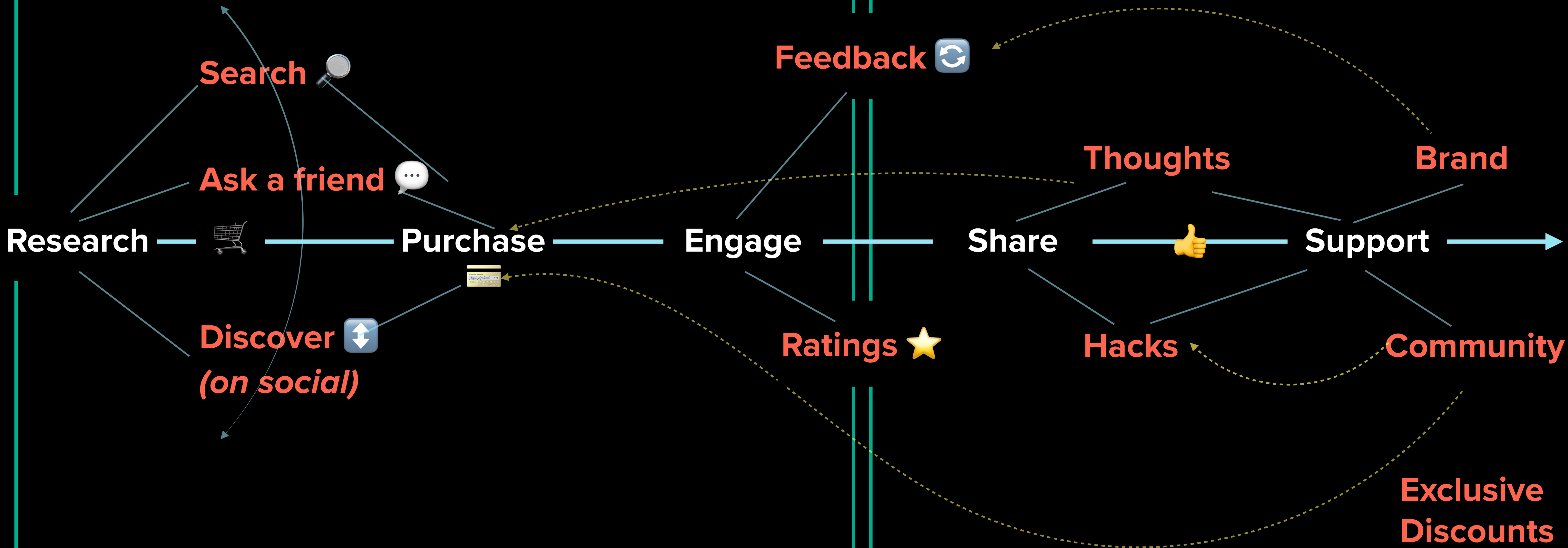


B2C Community Purchases

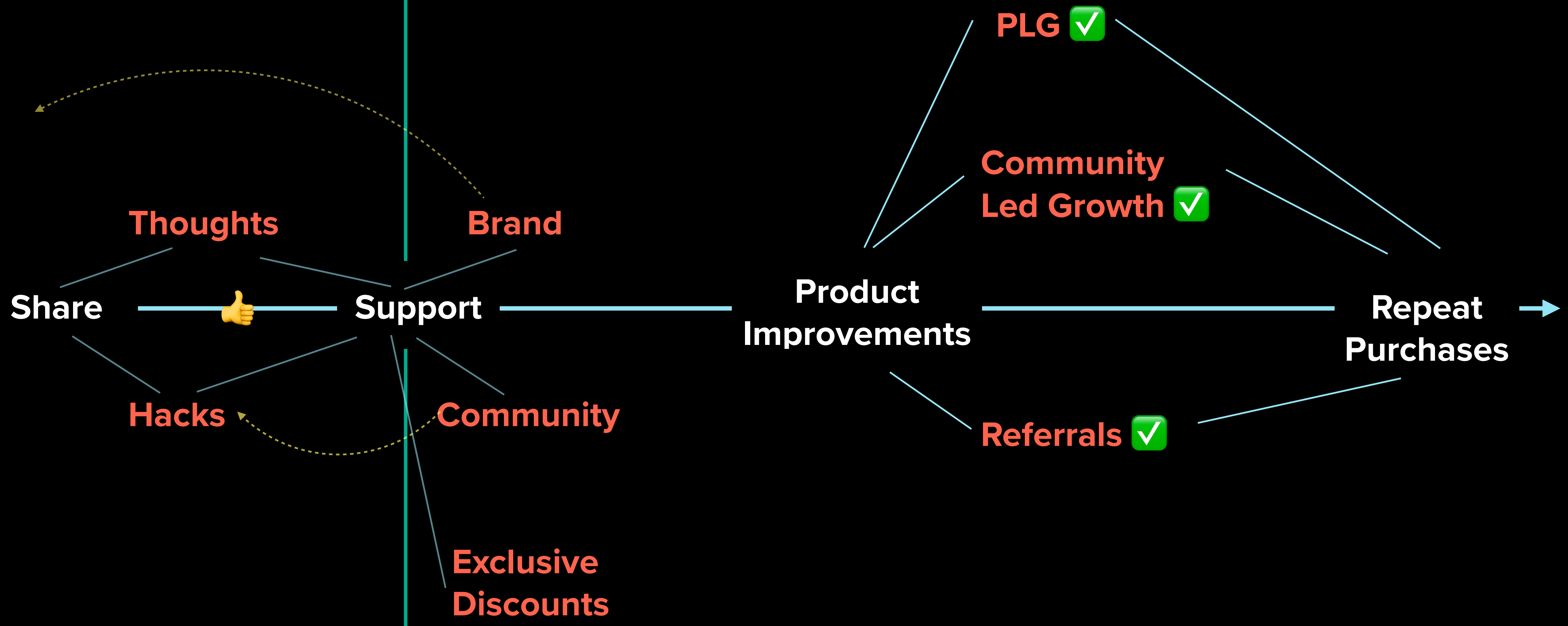


Phase 1

Phase 2



Phase 3



Community Ticks

All **4** States



Educate State (*learn no action*)

Peer to peer education



Want State (*want no action*)

Help to shortlist



Need State (*Need something but won't take action*)

Help make smarter decisions



Action State (*Ready to take action*)

Help to take action & save money

ES

WS

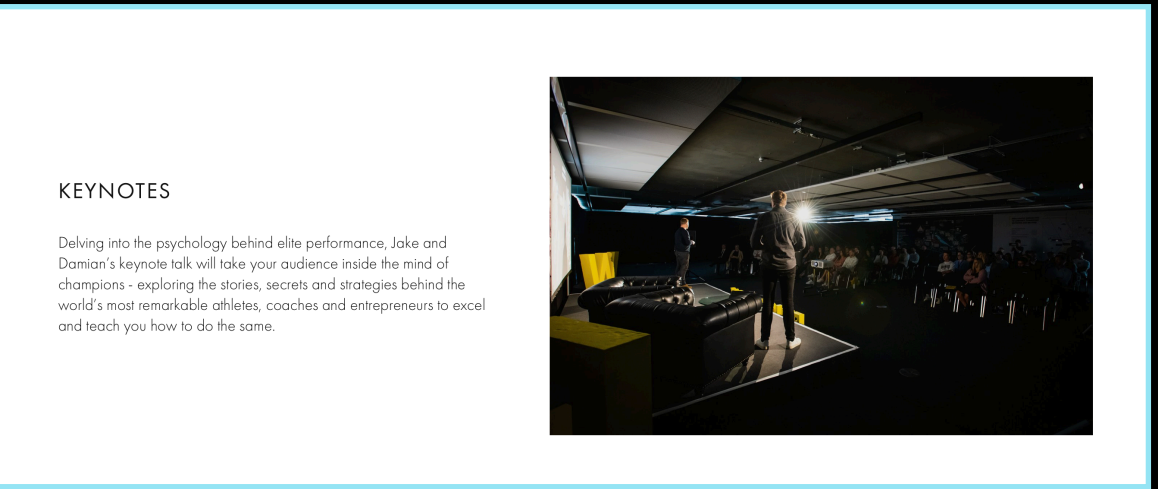
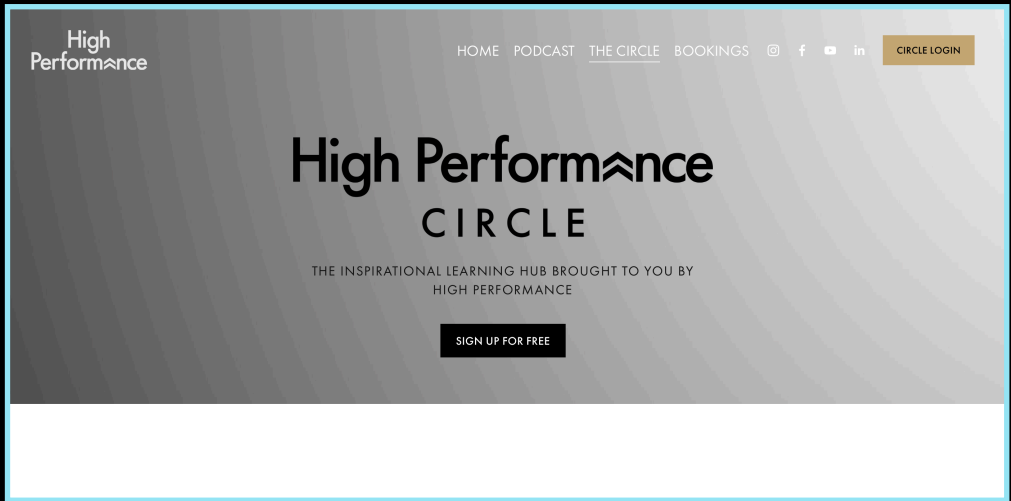
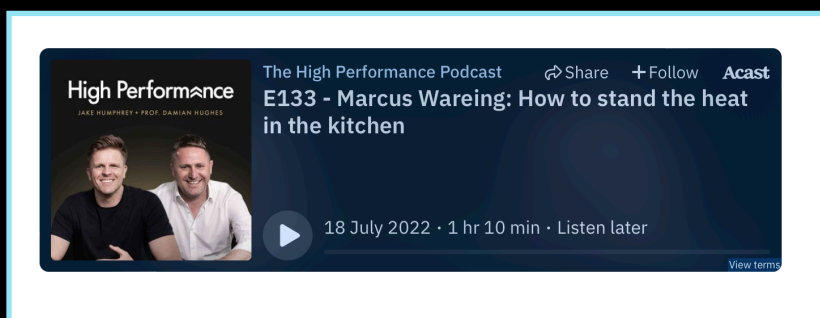
NS

AS

Almost A Community:
How High Performance Podcast (Media)
Built A Group *It Could Have Built A Community*

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How Media Communities Could Operate - The High Performance Podcast Almost Did It



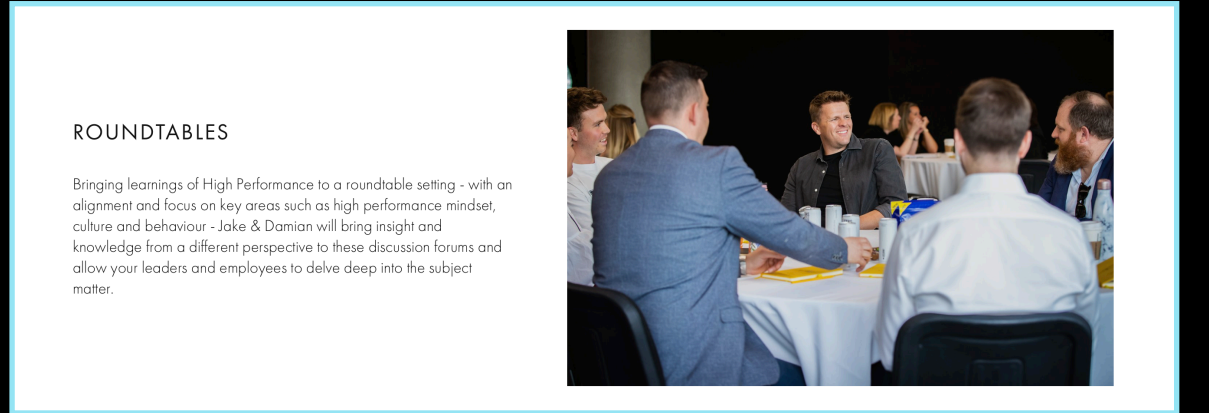
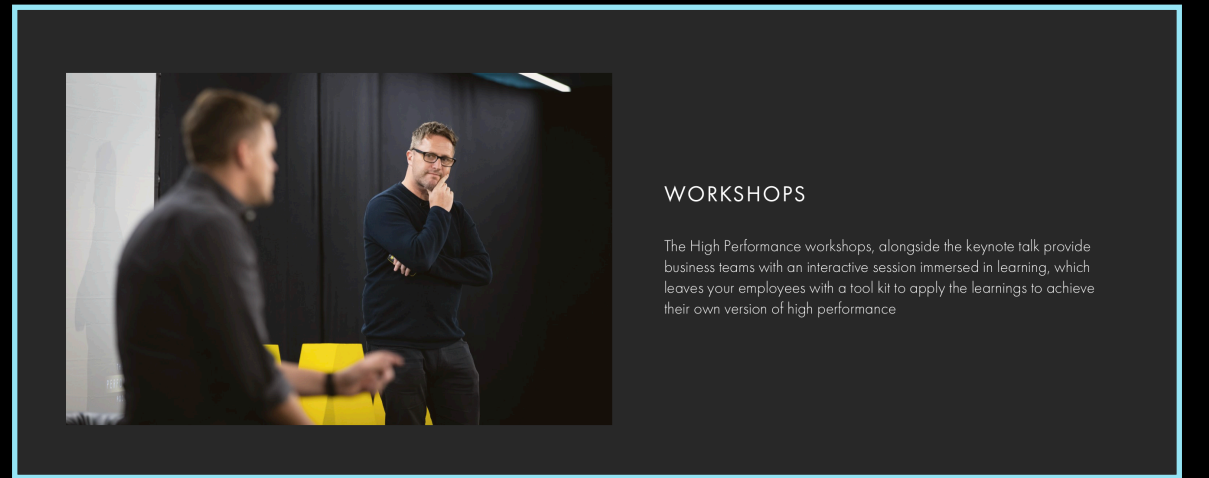
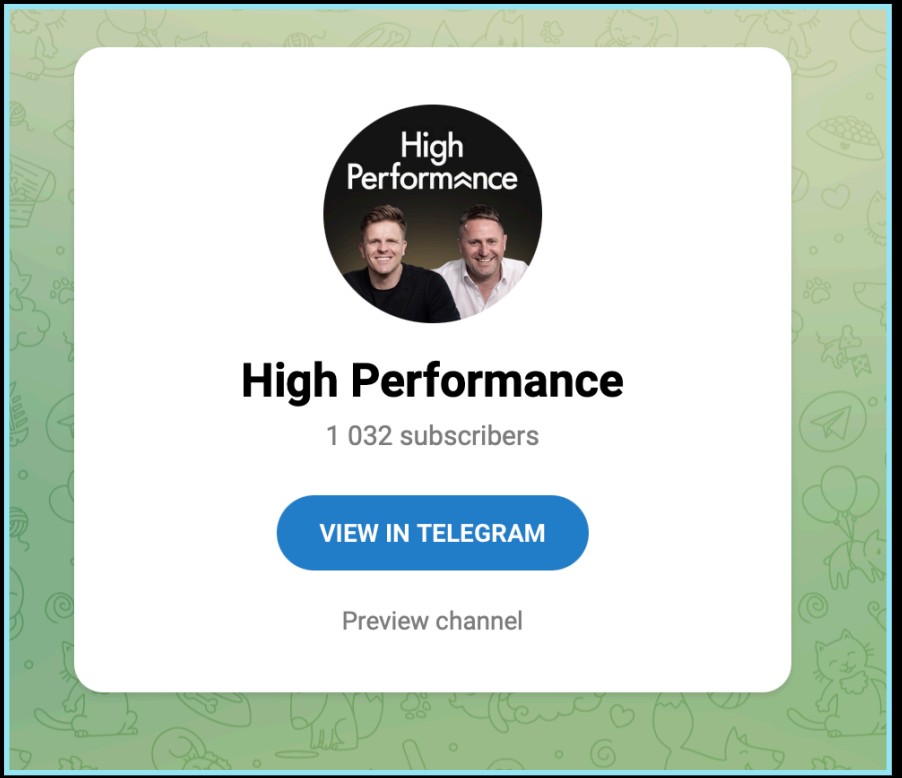
March 2020:
Podcast

Early 2021:
Members only access

December 2021:
Best Selling Book

March 2022:
Live Tour & Telegram Channel

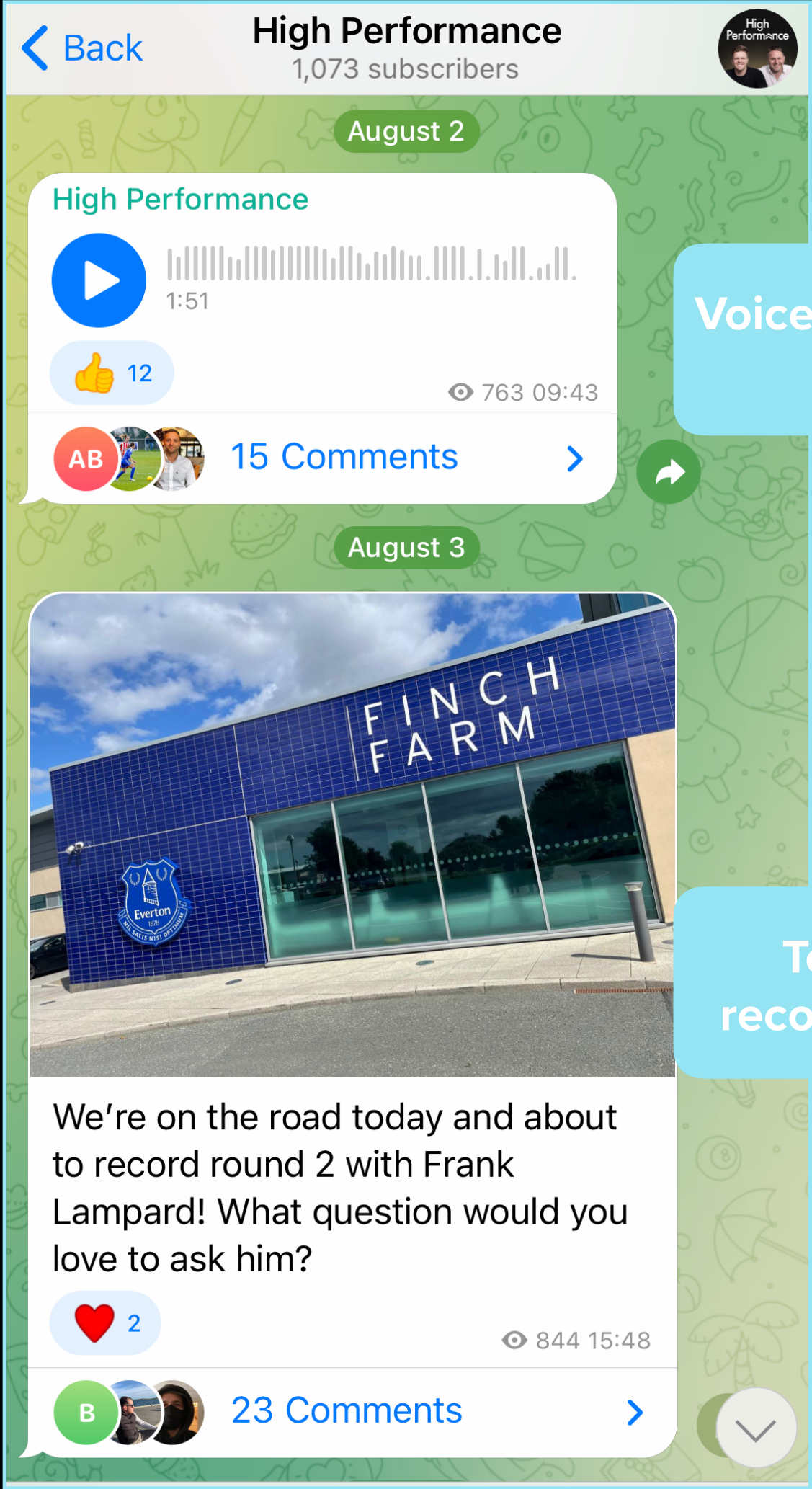
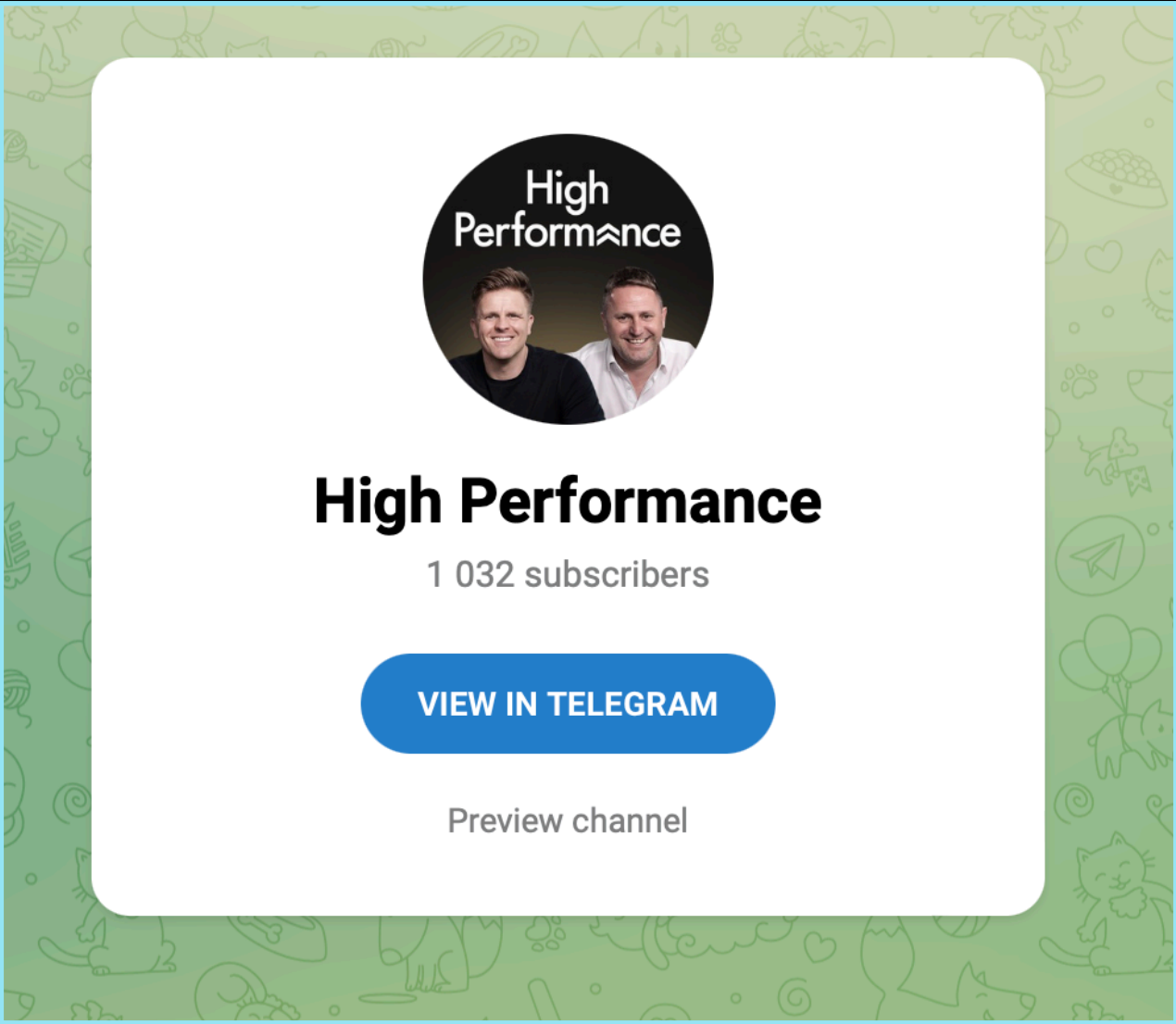
2022+:
Inbound Events & Speaking Gigs



The High Performance Podcast - Group: Insiders Telegram

https://t.me/highperformance_circle

High Performance Telegram



Voice notes to connect with listeners

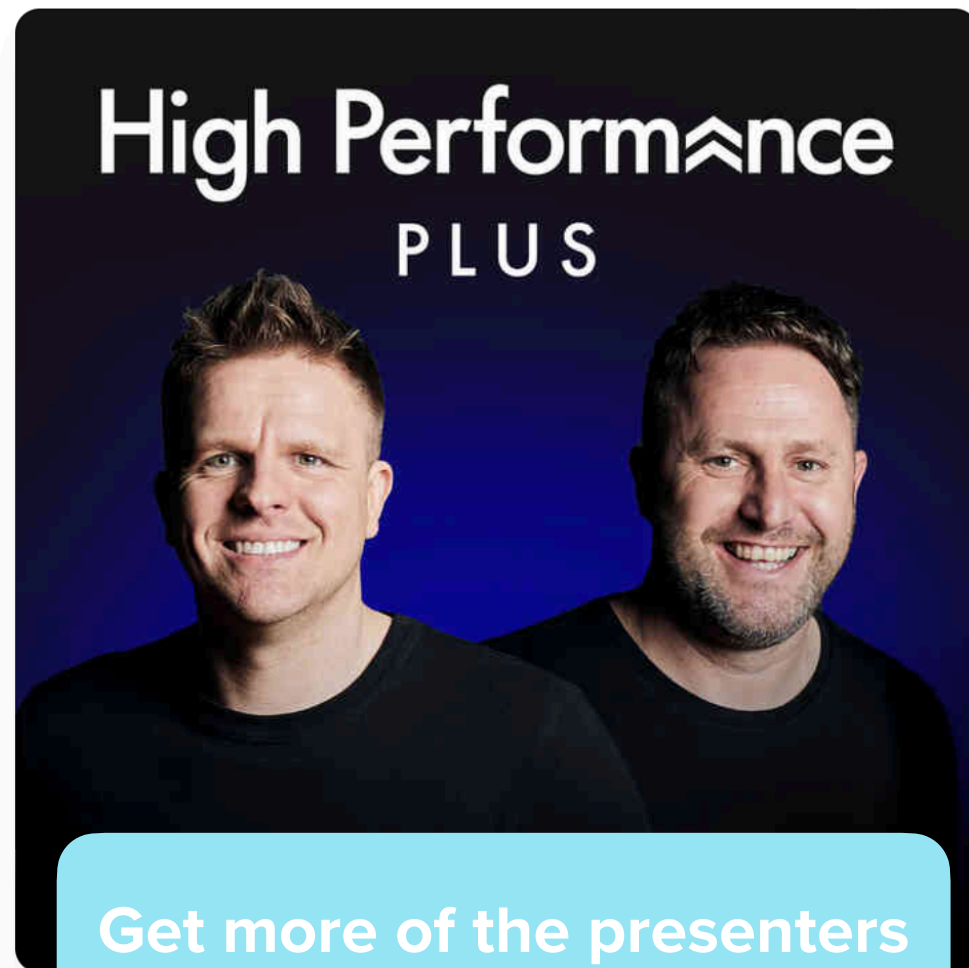


Teaser of upcoming recording with questions.

Telegram has now been replaced by the app

Move To Premium - Pay For The Additional Content

<https://highperformanceplus.supercast.com/?coupon=vB1GNRYP>



Get more of the presenters
and more of the guest for £

Get more with High Performance Plus!

Welcome to High Performance Plus! Our brand new premium podcast service created for people who want to support the podcast, listen to ad-free episodes and have access to exclusive bonus content so we can get you even closer to a life of high performance.

We'll ask our guests extra questions, just for you and keep recording when the mic stops so you will hear those slightly more intimate conversations at the end of each record.

Expect more from Jake and Damian, as they'll be doing regular Q+As and bring you behind the scenes gems that you wouldn't normally get.

Thank you for joining! We hope you love the extra content. Remember, there is no secret. It is all there for you. So chase world class basics. Don't get high on your own supply. Remain humble, curious and empathetic.

Select a plan

Monthly

£4.99 / month

7 days trial for free - cancel anytime

Start your free trial

Gift

- **Ad-free** listening (as of July 2022)
- **Bonus questions** we ask guests
- **'When the mic stops'** access (to hear the more intimate parts of our interviews)
- Jake and Damian's **personal dialogues** on a range of topics
- **Monthly Q+A episodes** (and the ability to ask questions)

Yearly

£49.99 / year

7 days trial for free - cancel anytime

Start your free trial

Gift

- **Everything** in the Monthly
- **£10 discount**

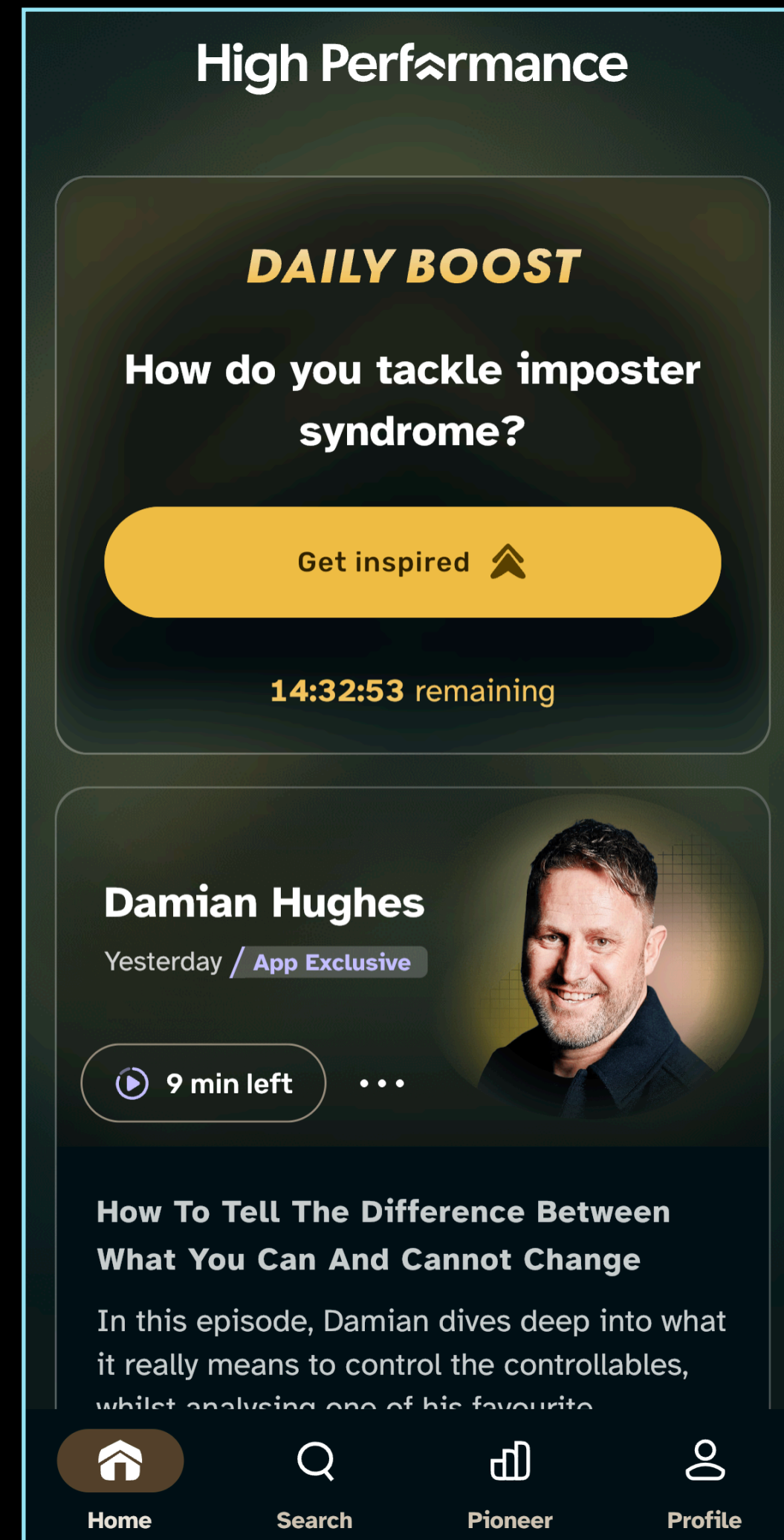
£4.99 is half the price of a
premium streaming service

Brands made the subscription move and those who are utility won
- those who competed with a ☕ & 🍊 or basic **Netflix** subscription doesn't seem **value for money**

Move To App - The High Performance Podcast Media Co



2023: App Launch



For Community:

It is missing engagement aka comments & interaction between Jake, Professor Damian & the community.

Right now its broadcast (think...TV presenter to the audience)

Don't Ignore



For Community To Work:

The missing component is being able to actually speak to the brand and the people fronting the brand



Communities Don't Work When:

Brands and celebrities speak at their fans/community. This isn't community this is broadcast - please remember this

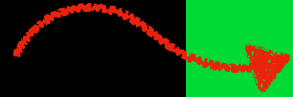
The background features a dark blue and black color palette with several overlapping, semi-transparent geometric shapes in shades of blue. Scattered across the background are several light blue speech bubble icons, each containing three dots to represent text.

How To Be Inspired From Group Chats To Replicate Behaviours In Community

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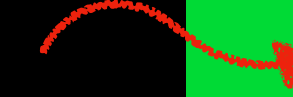
The Different Types Of People In Group Chats

Talks a lot, mostly about themselves



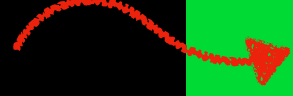
The Shouter

The person who sharers a lot of links, memes, videos



The Unofficial Sharer

The person who always tags someone or replies to them

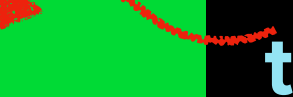


The Tagger



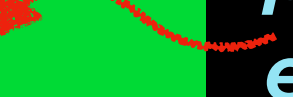
The Funny One

The one with the bants



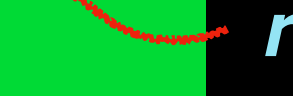
The Busy One

The one who pops up every few weeks



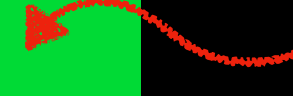
The Lurker

The quiet one who sees & reads everything



The Creator

The group creator and admin - wields weird unofficial power



The Different Types Of People In Group Chats

Talks a lot, mostly about themselves


The Shouter


The Funny One

The one with the bants

These Group Members Are Exactly The Same In Communities - People Play Their Role

The person who always tags someone or replies to them


The Tagger


The Lurker

The quiet one who sees & reads everything


The Creator

The group creator and admin - wields weird unofficial power

**Connection Not Competition Helps Business To Thrive
& Community**

The Essential Layers To Community

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What People Crave From Community

S 

Support 

E 

Engage 

F 

Feedback 

S 

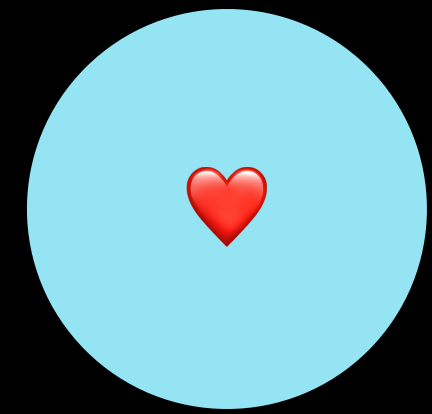
Shared Successes 

C+

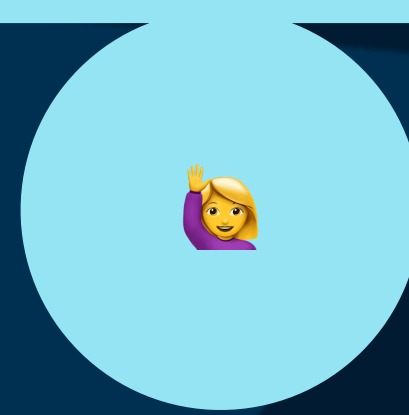
Contribute 

A 

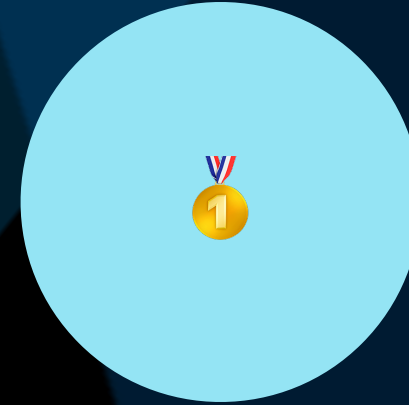
Advocacy 



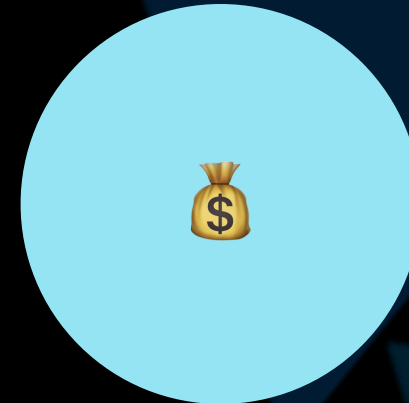
Cheat Code For Community



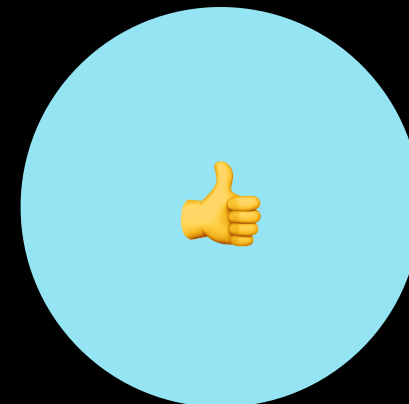
Status



Rewards



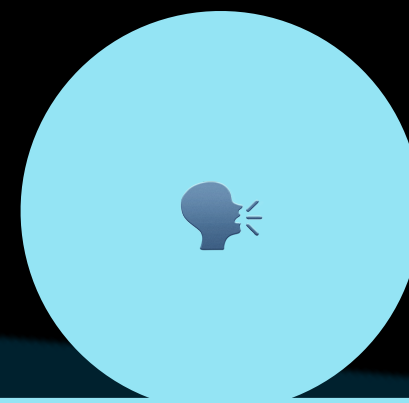
Exclusive Discounts



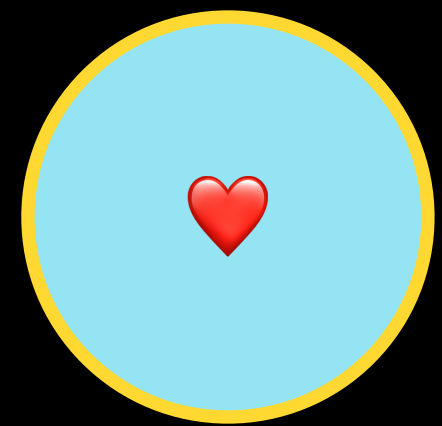
Engagement (+ signals) from
brands & community members



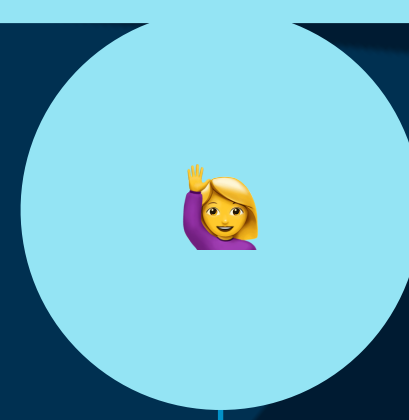
Connection with
other members



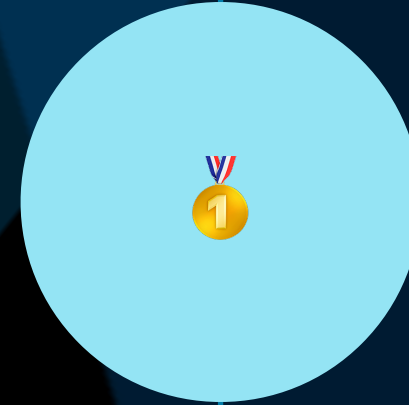
Chance to be heard



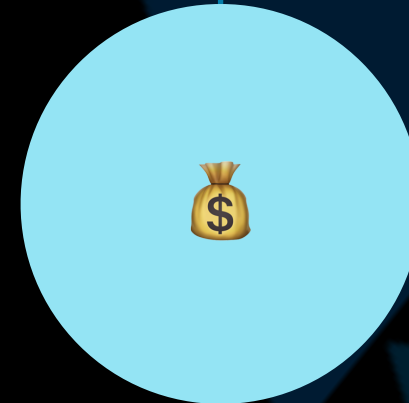
Imagine More



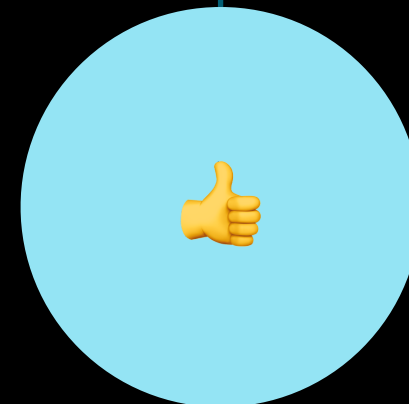
Can share status with others



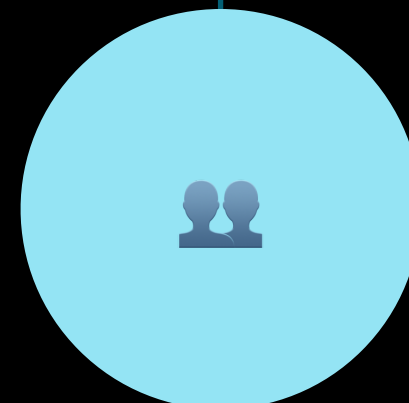
Can reward member 2 member



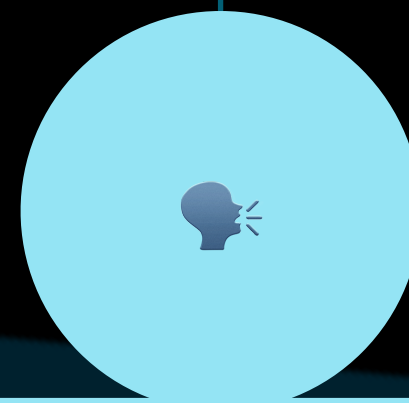
Can pass on discounts



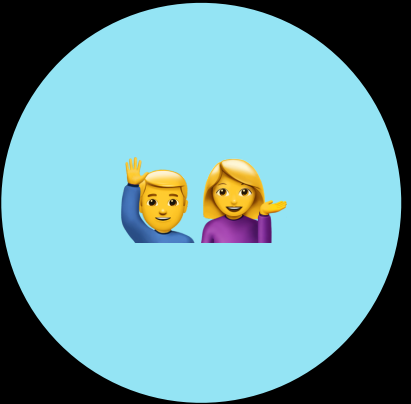
Engagement = Prizes



Can arrange meet ups & support local events & causes



Chance to amplify others



**Allow People
To Be Who
They Want To
Show Up as**

Anonymity (fluffybunny21)
Aka Anonymous To Others
Identify Known To The Brand

Pseudonymity (DD007)
Aka A Given Username
Identify Known To The Brand

Real Identity (Danny Denhard)
With Real Name With Everyone



**The Essential
Components of
Communities**

**Products
(the tools)**

The Customer

Marketing

**Support from company
& customers**

The Customer

The Customer

Finance

**Customer Support /
Customer Success**

The Customer

The Customer

**Sales & Account
Management**

**Marketing & Community
Management**

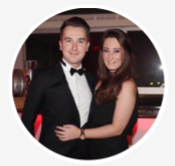
**Product
Improvements**

The Customer

What Does Community Look Like When Something Important Comes Up 🚨

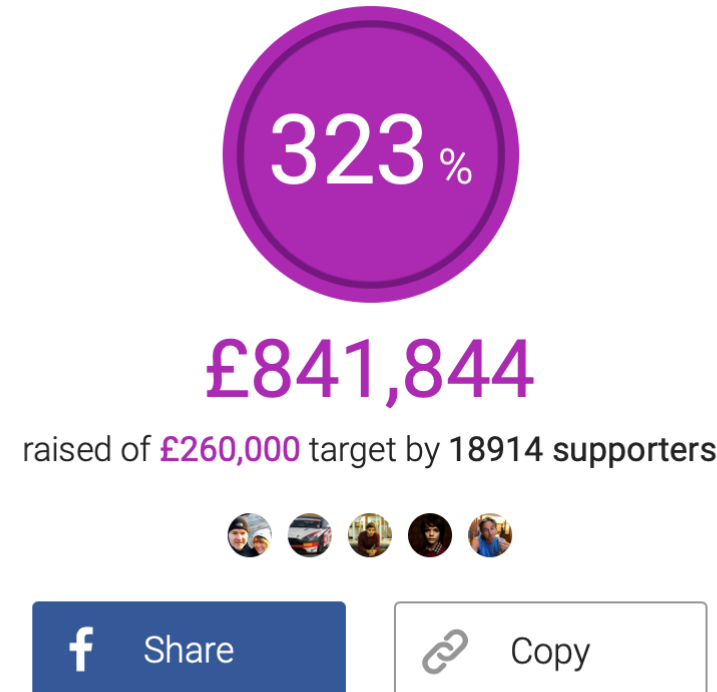
Danny Denhard >> Community Is The Next Business Moat

Community Support Comes In Many Forms



JHR
Developm...

We've raised £841,844 to Help Billy Monger beat life changing injuries, after being involved in one of the most horrific crashes Motorsport has seen



Formula 4: Jenson Button pledges £15,000 to support British driver Billy Monger

20 April 2017 | Motorsport



Billy Monger was trapped in his car for 90 minutes after Sunday's accident

Jenson Button has pledged £15,000 to a fundraising page set up to support a British Formula 4 driver who had both legs amputated following a crash.

£841844
From
18914 supporters

- Friends
- Family
- F1 Community
- GP Racers
- Local Community
- Strangers

Lewis Hamilton @LewisHamilton [Follow](#)

Congrats Billy 🙌 #inspiration #BillyWhizz @BillyMonger

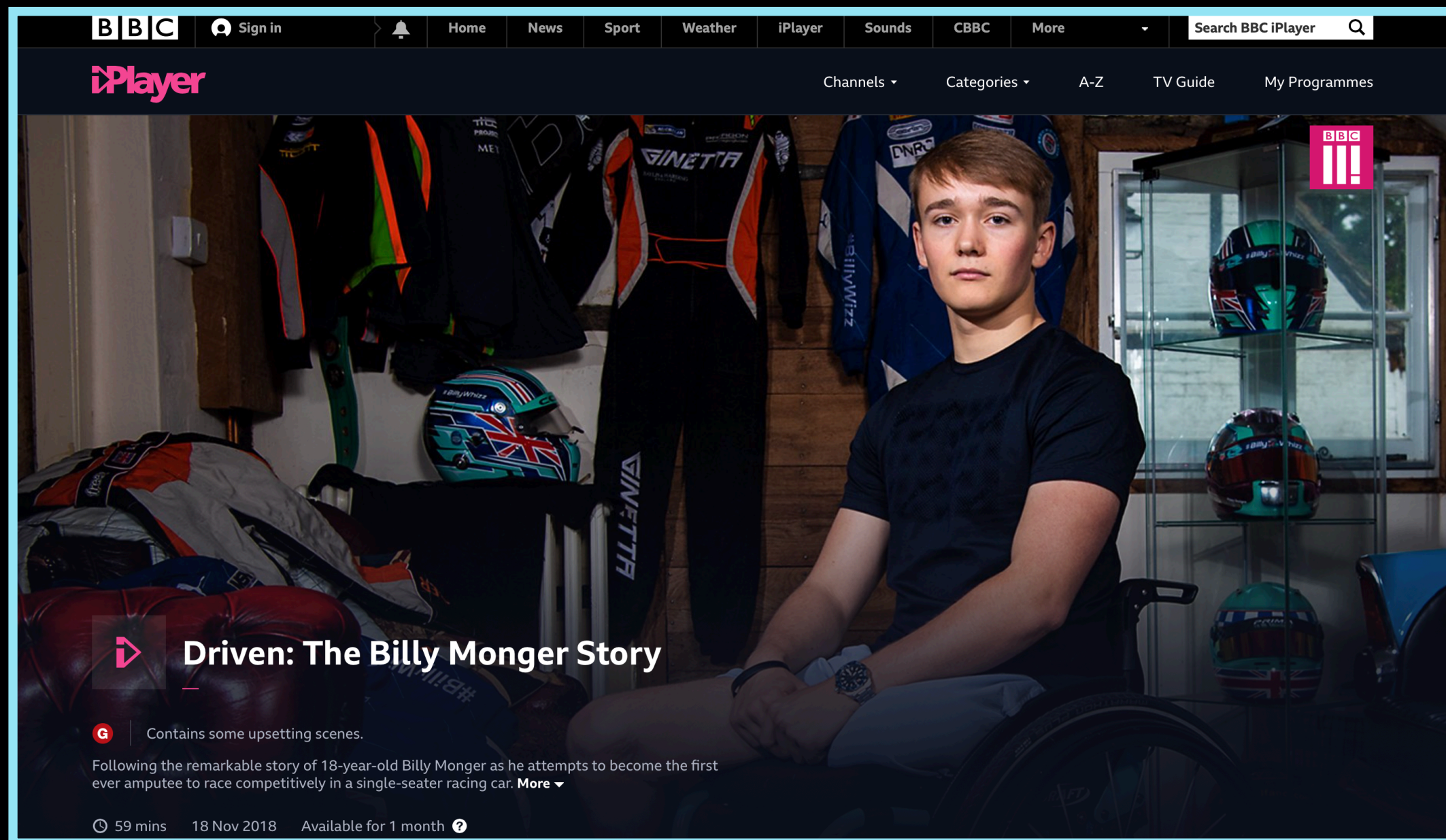
BBC Sport @BBCSport
The winner of the Helen Rollason award at BBC Sports Personality of the Year is...
BILLY MONGER.

11:48 AM - 16 Dec 2018

901 Retweets 10,786 Likes

148 901 11K

What Happened Next



Dedicated BBC Documentary



Commentating at Silverstone GP

Football Clubs Are Corporations But As Close To A Community As You Might Get...

Danny Denhard >> Community Is The Next Business Moat

Lets Take Arsenal For Example

LEAD PARTNERS — ADIDAS // EMIRATES // VISIT RWANDA



OFFICIAL PARTNERS

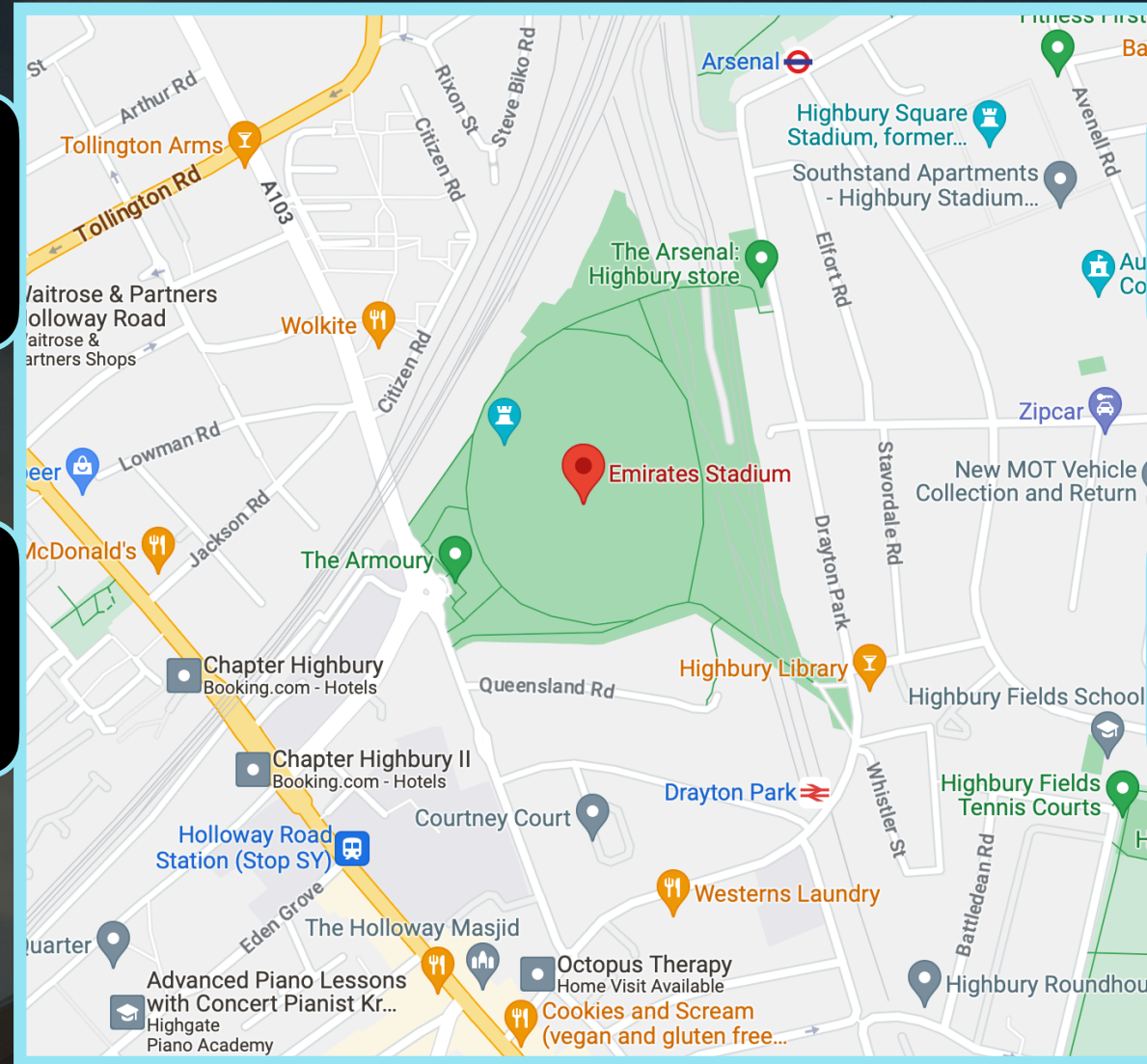
ACRONIS
BALL CORPORATION
BETWAY
ETORO
GOOGLE PIXEL
JUGO
KONAMI
PERSIL
PIXSTORY
PRIME HYDRATION
SOCIOS
STATSPORTS

REGIONAL PARTNERS

CADBURY
CAMDEN TOWN BREWERY
EXTRAMARKS
LABS GROUP
LAVAZZA
OCTOPUS ENERGY
TCL

Heart of N7

Supports local businesses



Sponsors include Adidas, Prime & Emirartes

Moved from Highbury 5 mins walk

- **Stadium Capacity: 60,704**
- **Average Ticket ~£68 - £4m Per Game**
- **~ 38m Fans Worldwide**
- **£148m in TV Revenue**
- **Transfers for 23-24 £200m**
- **Membership from £34 Per Season**

2022 Filings:

The return of supporters across 23 home fixtures (19 Premier League and 4 EFL Cup) meant matchday revenue was £79.4 million

Image Sources Wiki



Pro football clubs
relied on fans to
try and save them

JustGiving Menu Start Fundraising Search Log in Sign up

We did it!


Kevin Simons raised £40,262.34 from 1208 supporters

[Inspire others with this story](#)

or


[Start your own crowdfunding page](#)

Closed 22/11/2015



40%
£40,262
raised of £100,000 target by
1208 supporters

[Share](#)

 **We've raised £40,262 to save Northampton Town Football Club**

Kevin Simons

Northampton, United Kingdom Sports Funded on Sunday, 22nd November 2015

[Don't have time to donate right now? Set up a reminder](#)

Story Supporters 1208

The Trust is launching a fighting fund to help save Northampton Town Football

We did it!

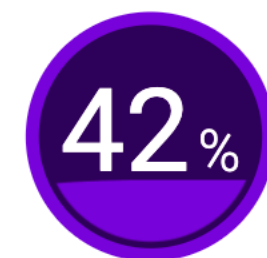
Rachel Cartwright raised £85,190.26 from 3137 supporters

[Inspire others with this story](#)

or

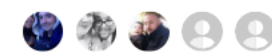
[Start your own crowdfunding page](#)

Closed 10/02/2018



£85,190

raised of £200,000 target by 3137 supporters



[Share](#)



Rachel Cartwright

We've raised £85,190 to Help save OUR football club Hartlepool United

Hartlepool, United Kingdom Sports Funded on Saturday, 10th February 2018



Don't have time to donate right now?

[Set up a reminder](#)

Story

Supporters

3137

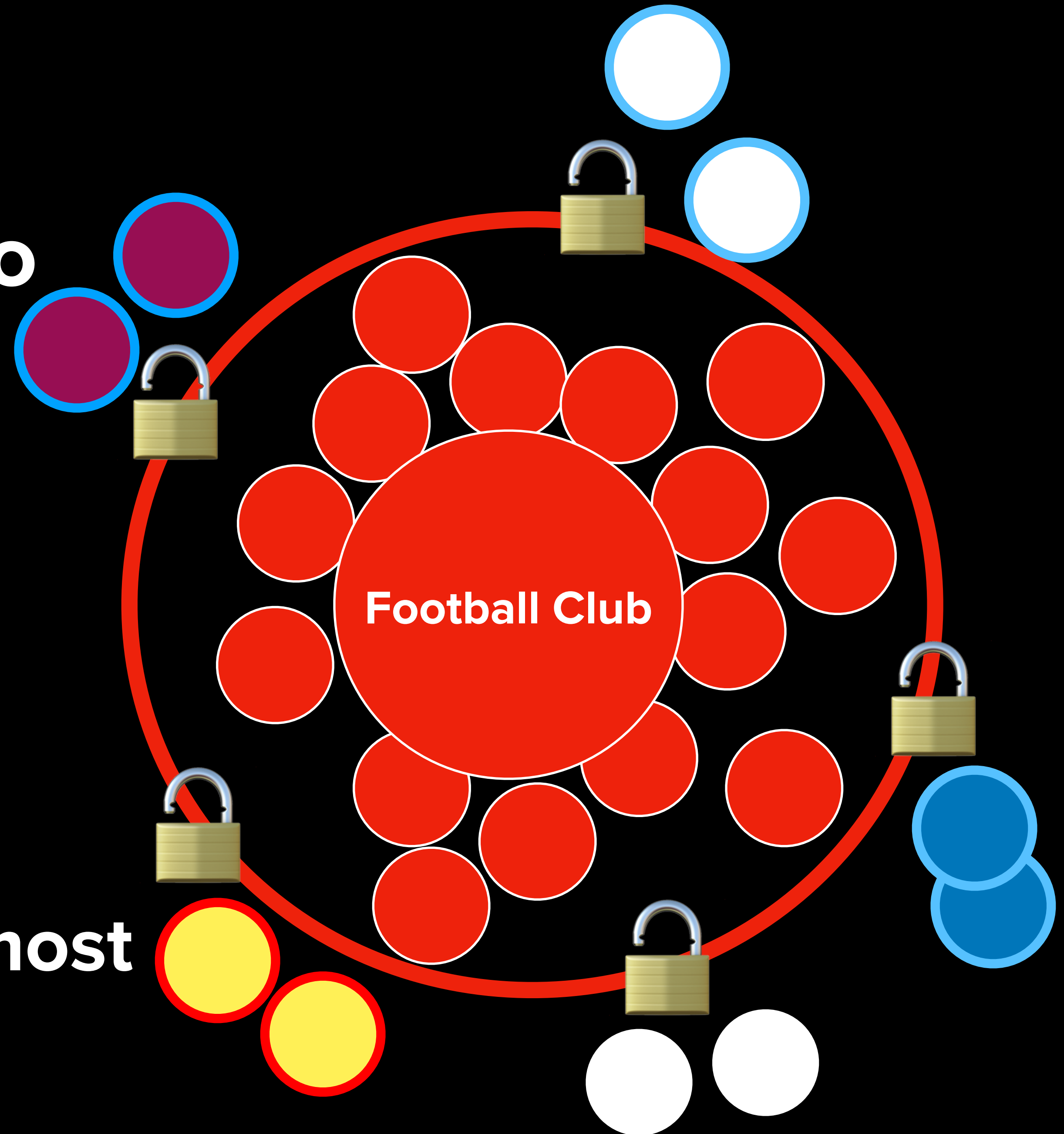


Sports Clubs = Tribal No?



When these clubs **fail**, its not just their own fans who try to save the club, their rival fans come to save them too with donations!

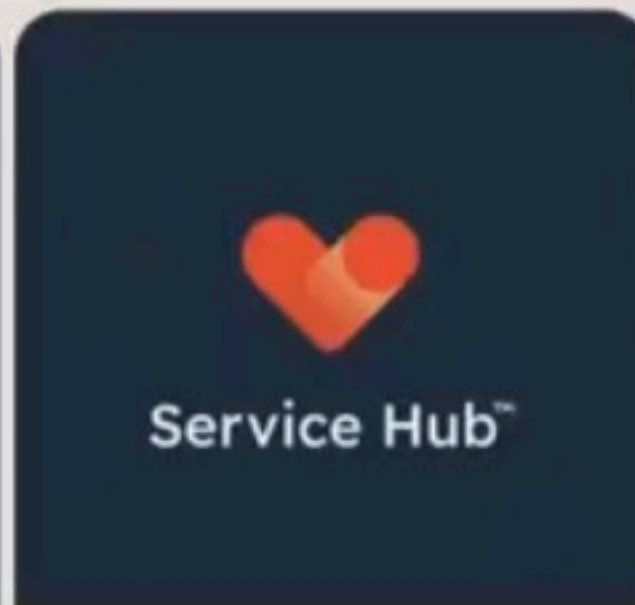
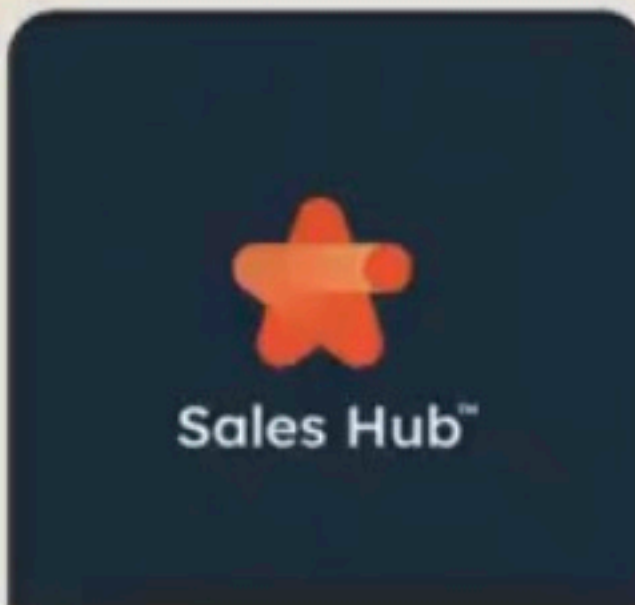
This is community!
Helping when people need it most
or when they ask for help



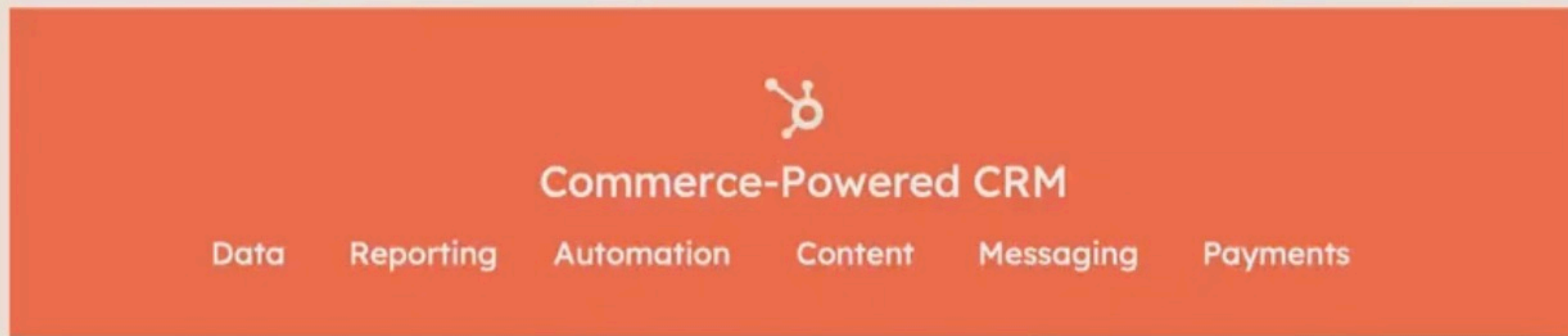
B2B Companies Do It In Public With Platforms

Danny Denhard >> Community Is The Next Business Moat

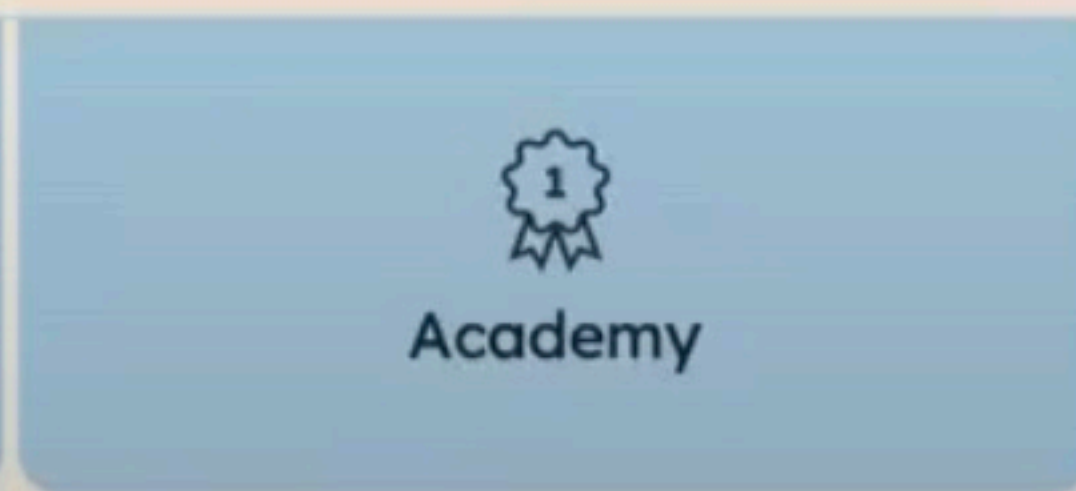
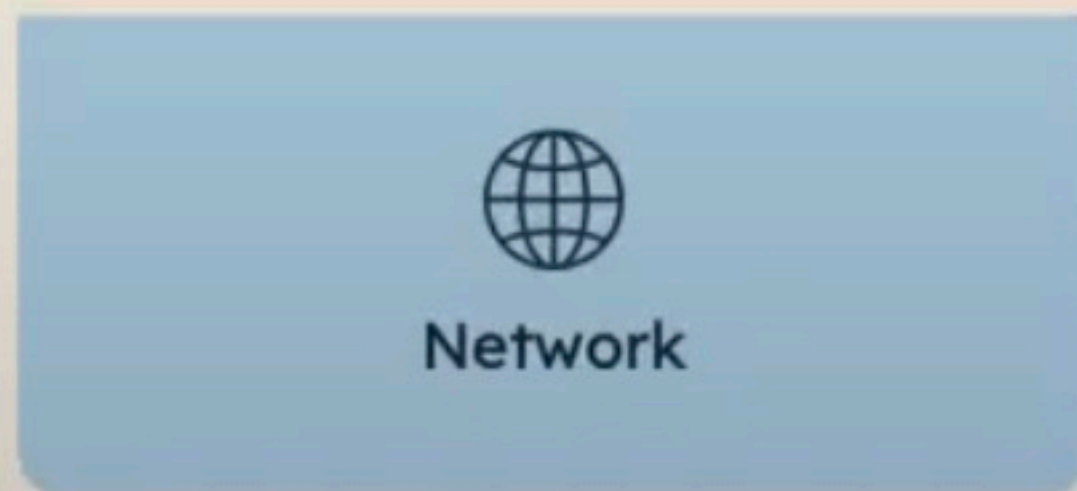
Connected
Applications



Connected
Platform



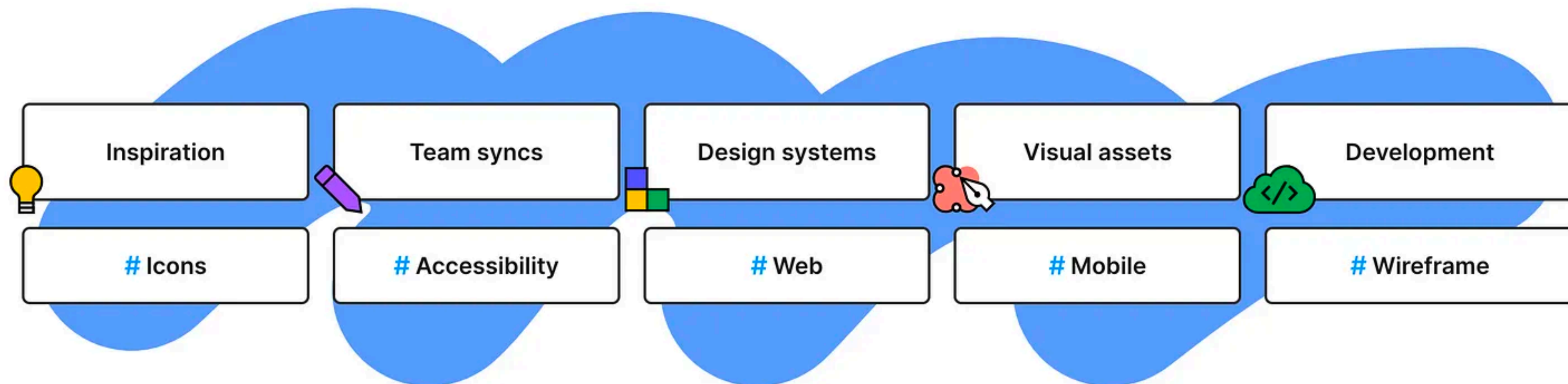
Connected
Community



2022: HubSpot “Connected” - Community People => Marketplace => Business

Welcome to Figma Community

Explore thousands of free and paid templates, plugins, and UI kits to kickstart your next big idea.

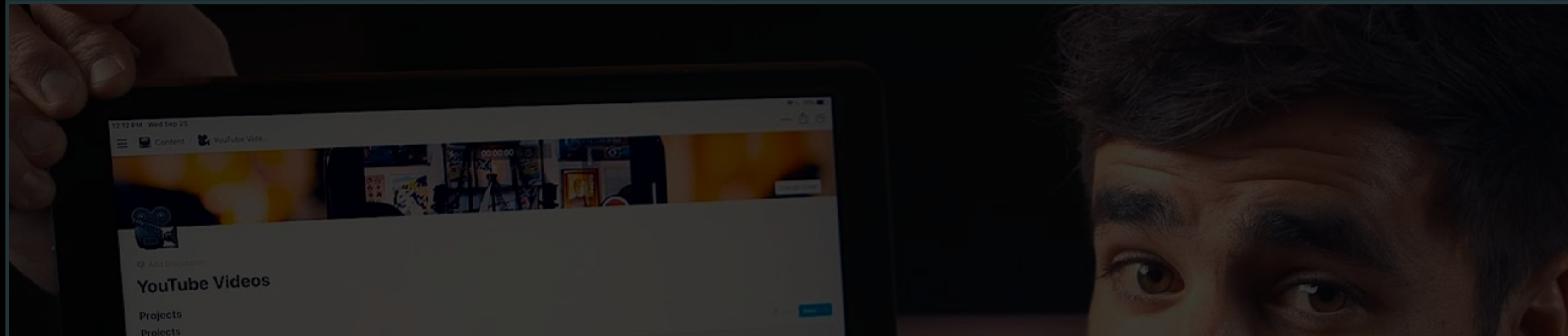


Figma came to fame in lockdowns - community around free templates, frameworks and assets. Free, expertise exchange & there is vast scale



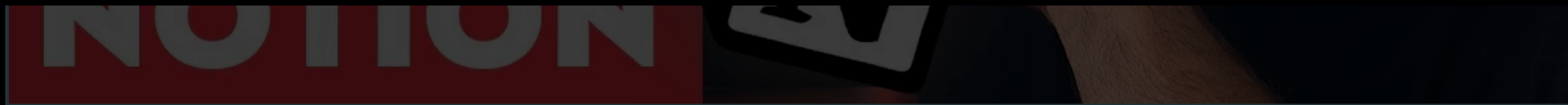
HOW I USE NOTION

Notion leveraged passionate creators to build templates and share them for free online (notion.com/community)



Quality Over Quantity?

Ask yourself is quality enough, quantity is often the component we overlook until we hit the sweet spot to concentrate on quality



Notion leveraged passionate creators to build templates and share them for free online (notion.com/community)

WTF Is The Difference?

Group, Network, Alumni, Tribe, Herd, Fandom, Community

Danny Denhard >> Community Is The Next Business Moat

We Currently Need To Label Everything - Semantics Actually Matter

🏷️ **Leader - Follower**

🏷️ **Influencer - Follower**

🏷️ **Celebrity - Fans (super fans - stalkers)**

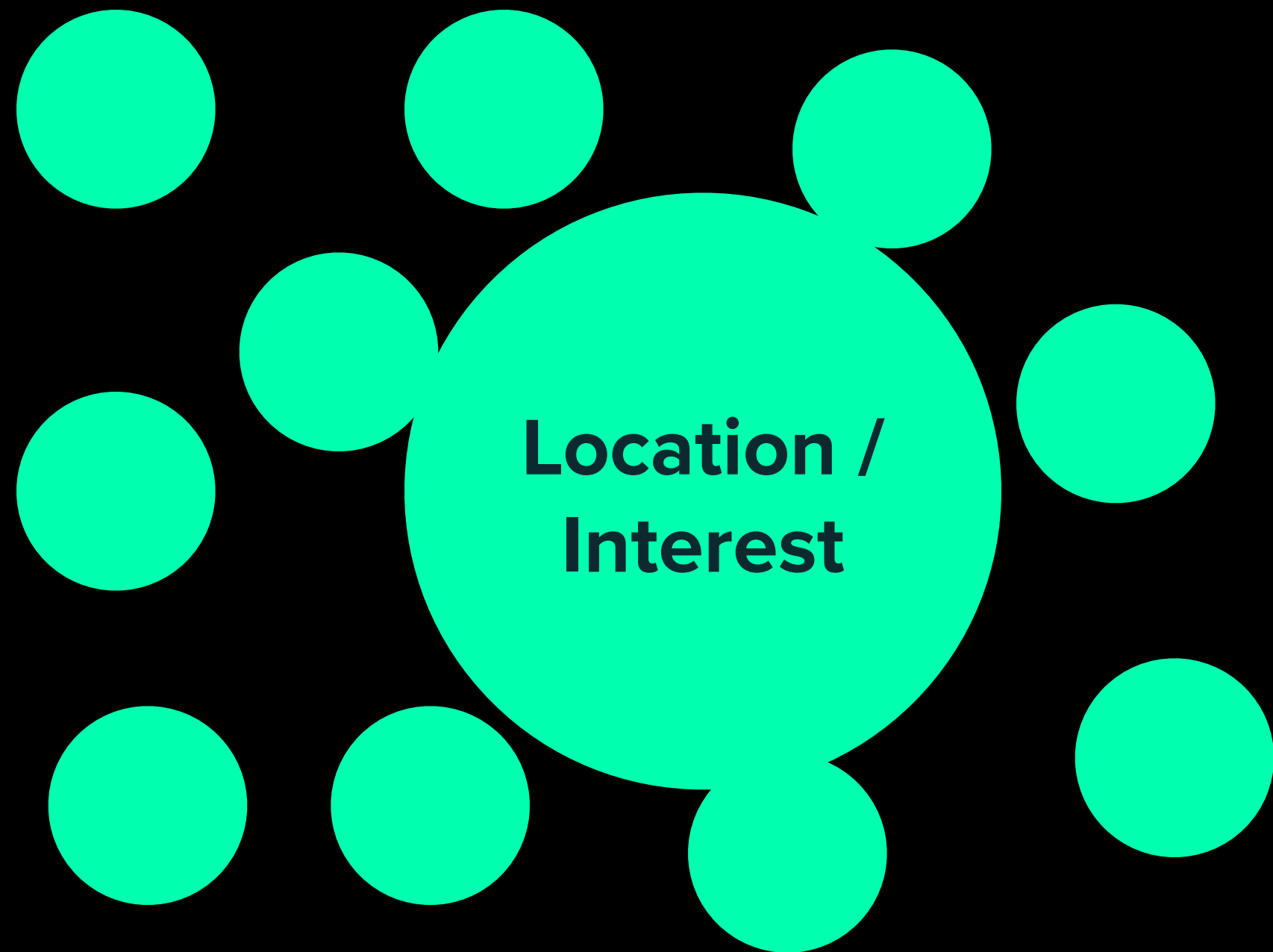
+ **Para social relationships - *this is likely happening if you have a person who is customer facing & has regular contact***

🏷️ **Cult - Followers**

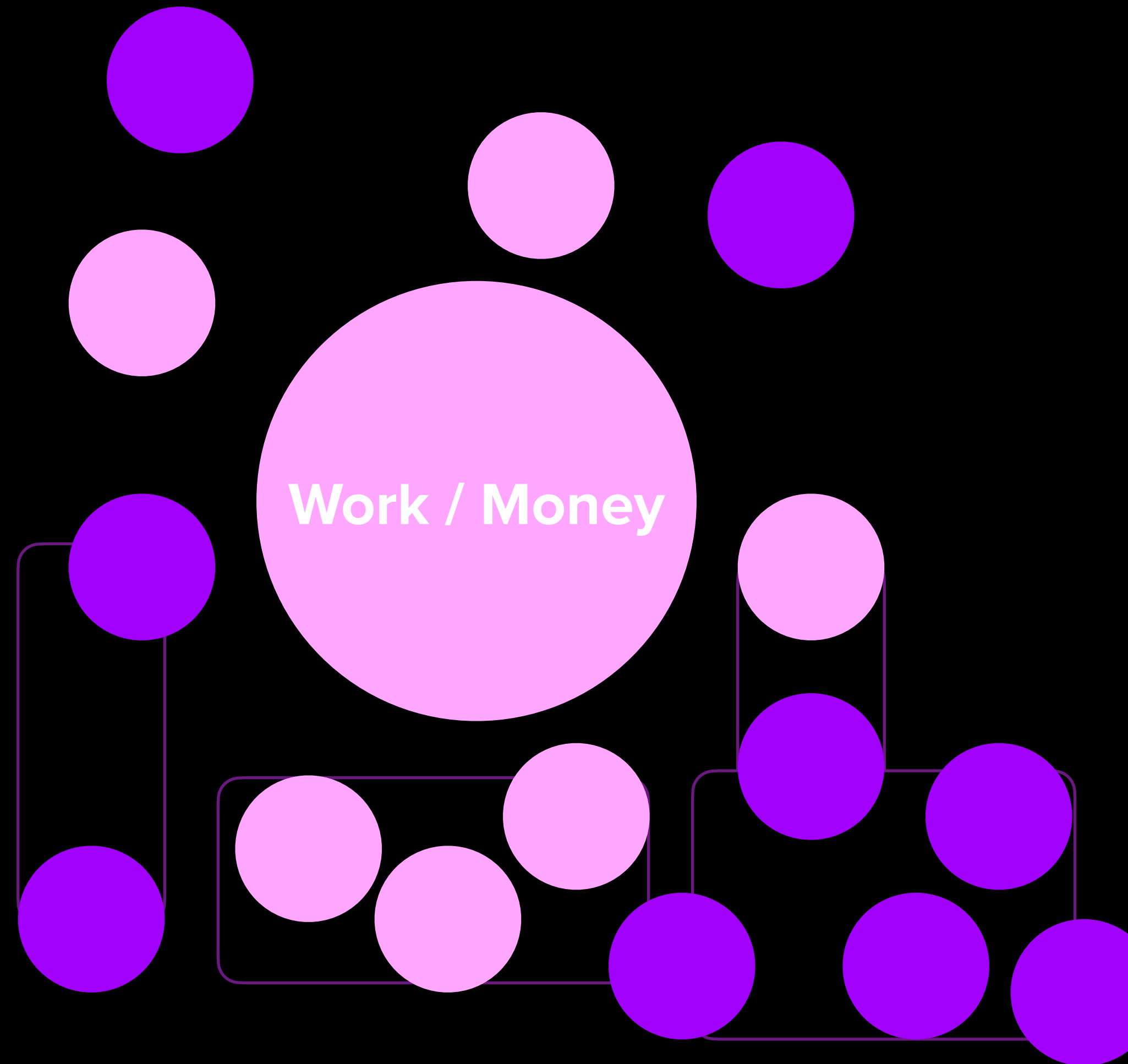
🏷️ **Religion - Followers**

🏷️ **Brand - “Customers” *Likely become brand community***

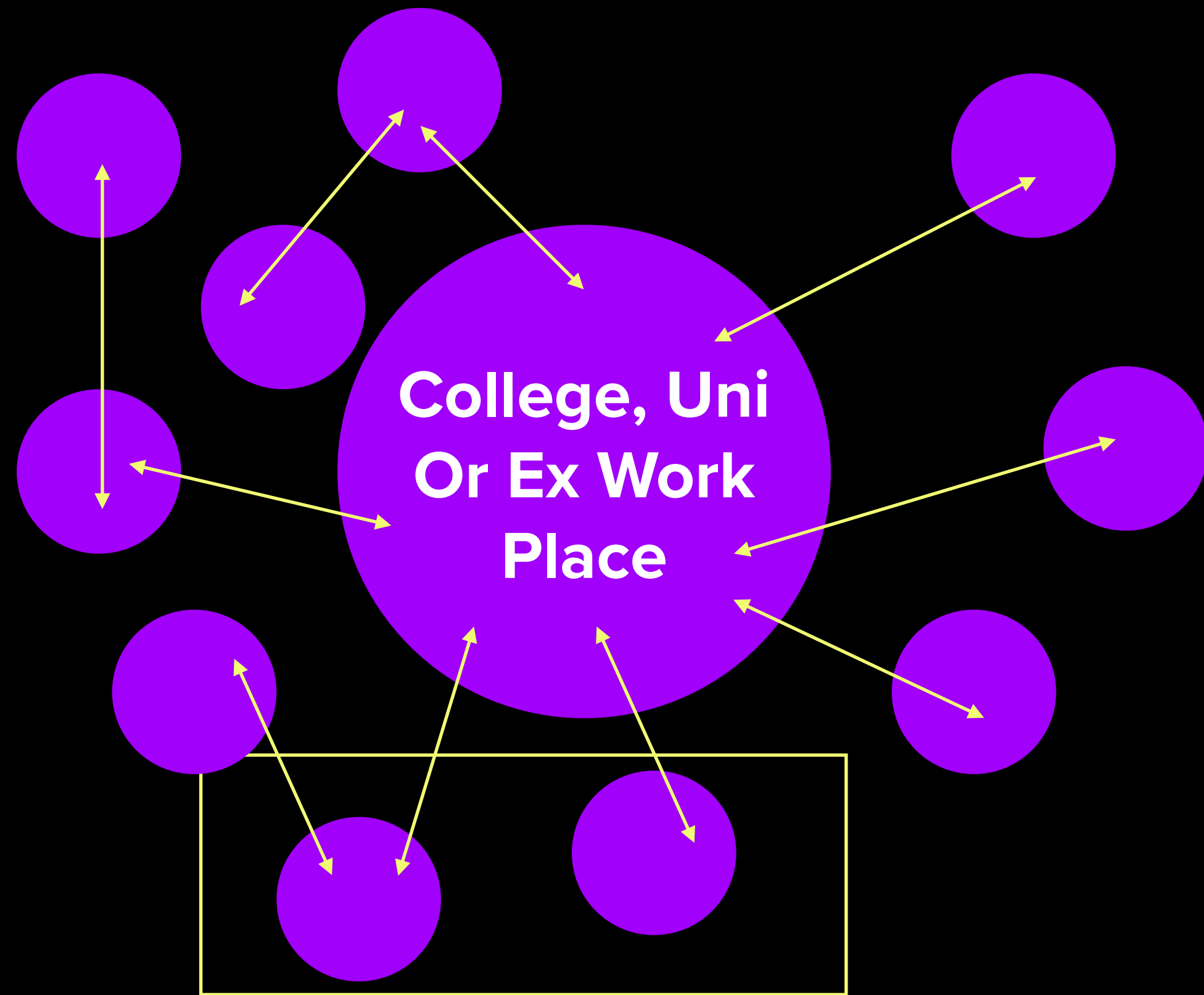
Group



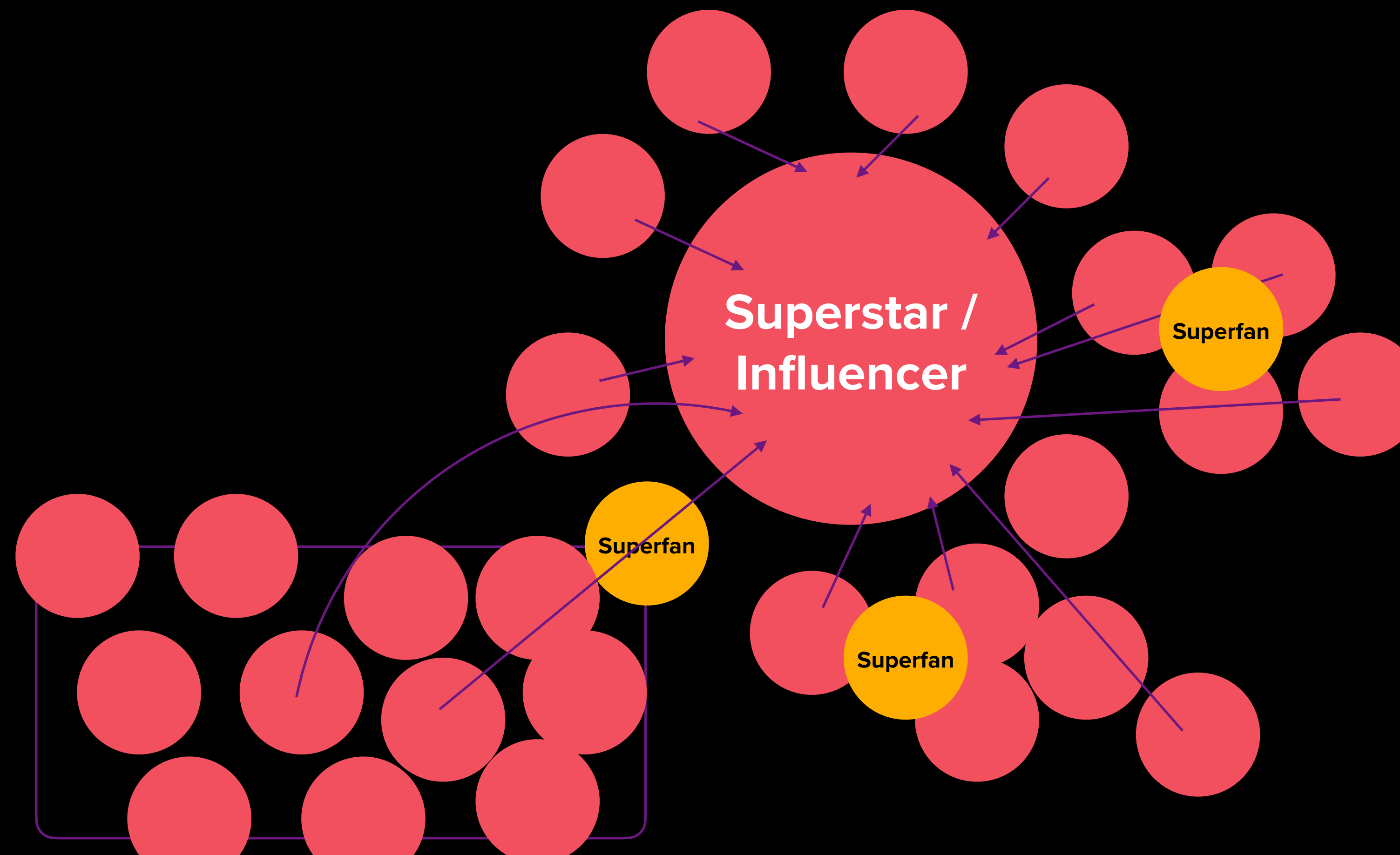
Network



Alumni



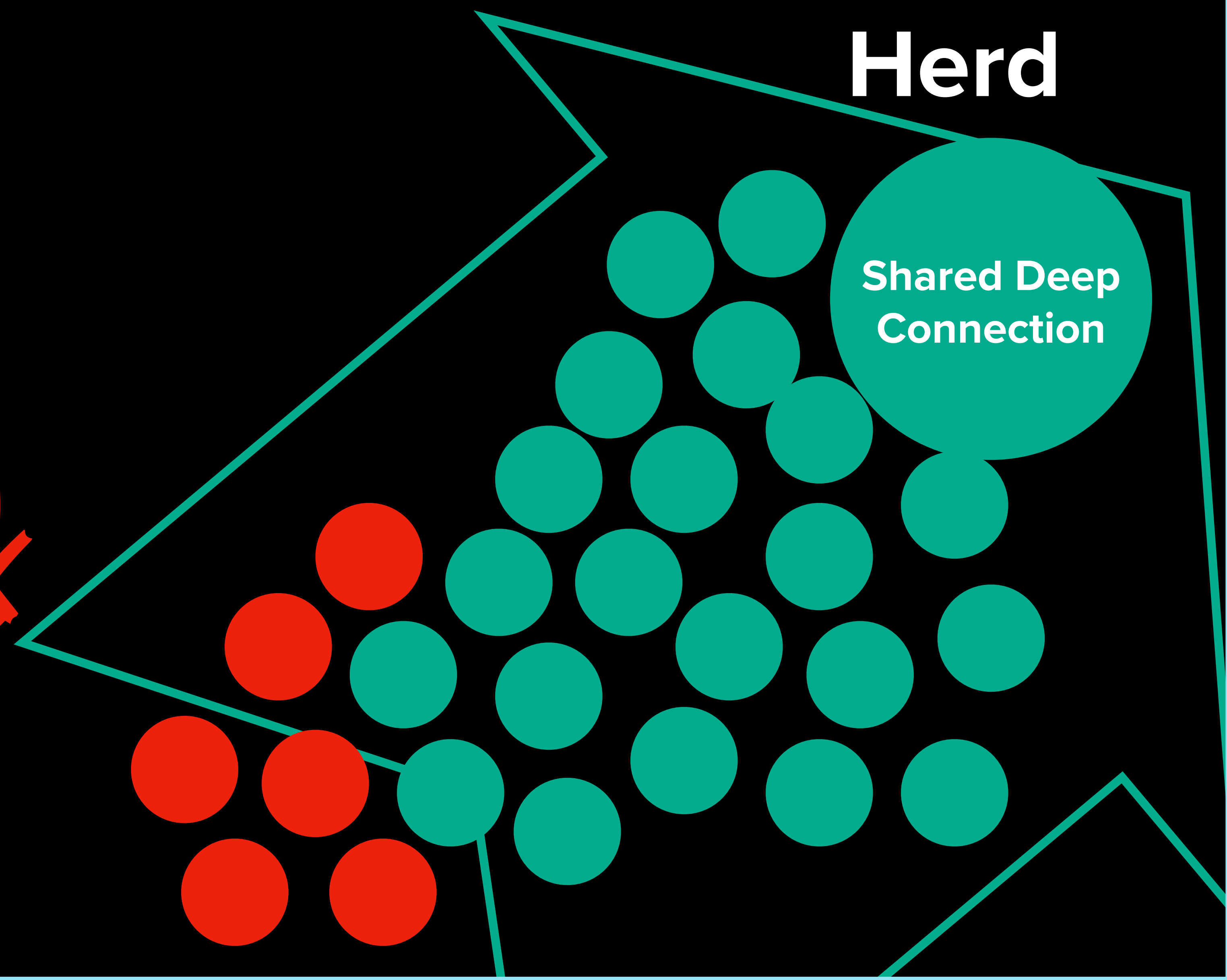
Fandom



Tribe



Herd



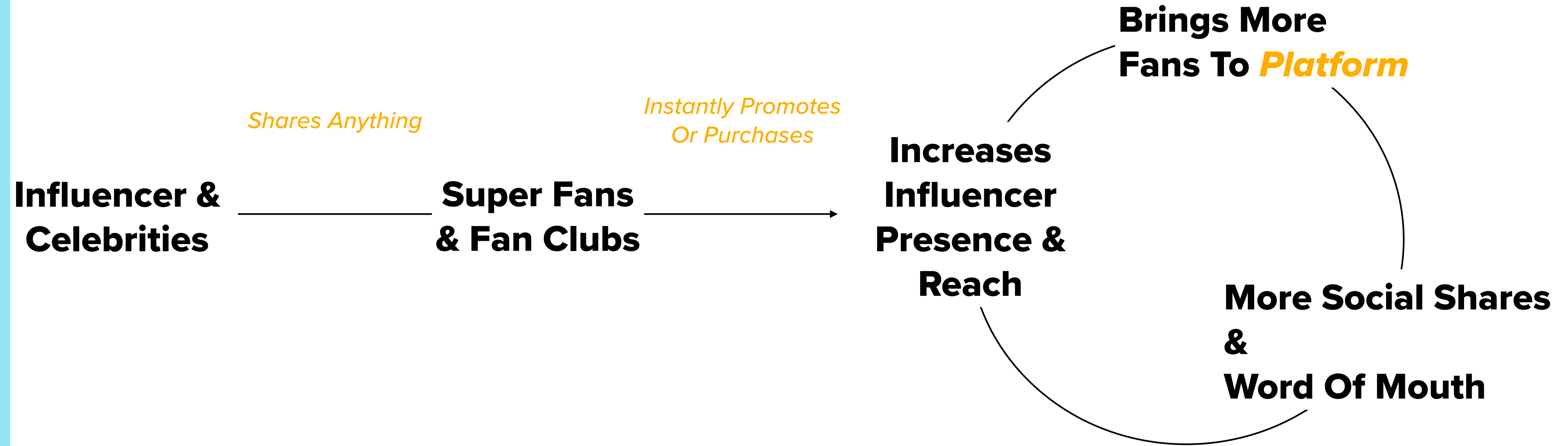
A Niche Thing

Shared Deep Connection

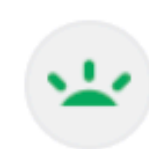
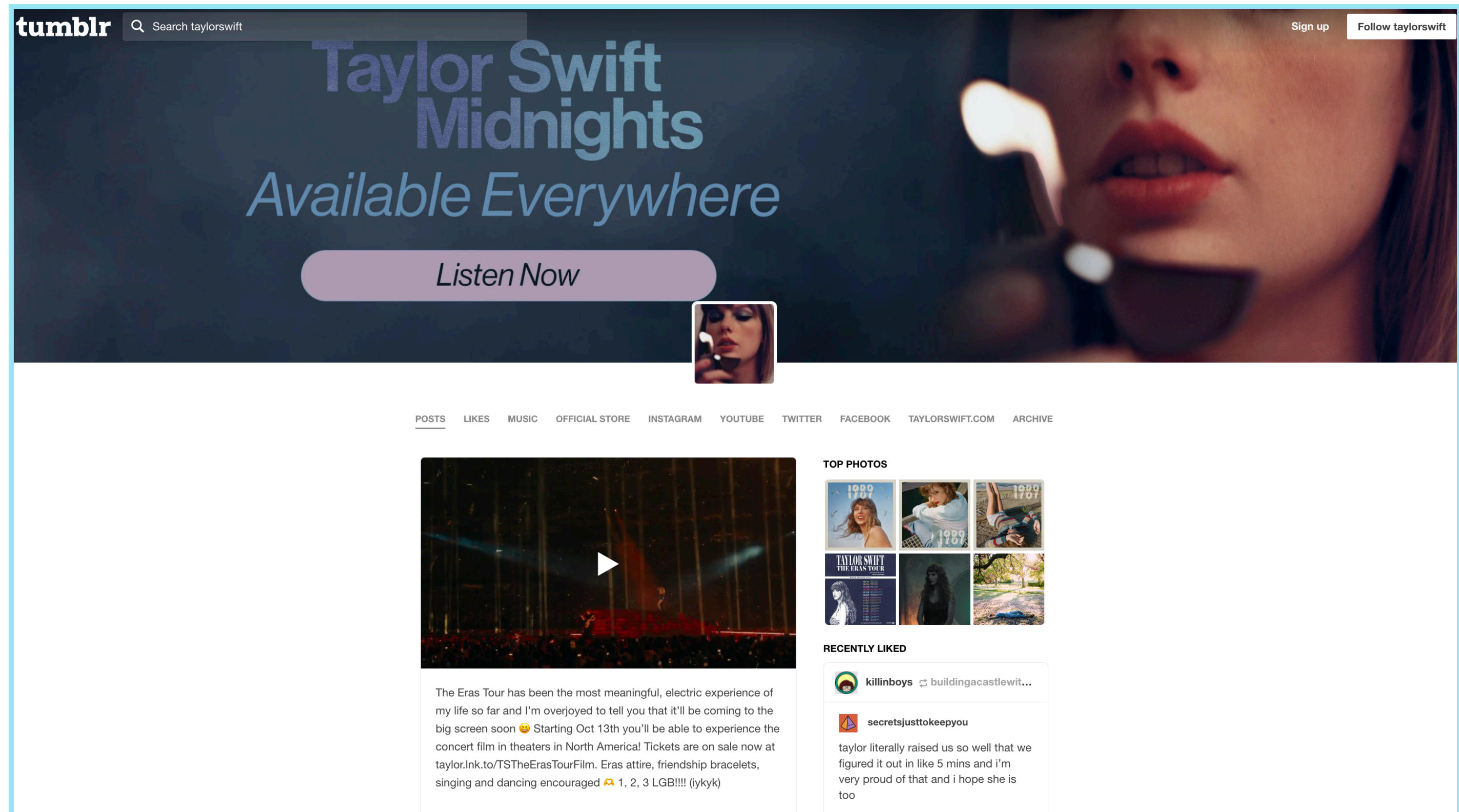
A dark, atmospheric photograph of a concert crowd. In the foreground, the backs of many people's heads are visible as they look towards the stage. The crowd is dense, and some individuals have their arms raised. In the background, a band is performing on a stage, illuminated by bright, focused spotlights that create a hazy, blue-tinted atmosphere. The overall scene conveys the energy and excitement of a live music event.

Celebrities, Influencers, Creators & SuperFans

Super Fans & Community



Taylor Swift Her Tumblr, Generosity & Her Super Fans



GoFundMe

<https://www.gofundme.com> › Home › GoFundMe Blog

5 Donations from Taylor Swift to Inspire You

In 2018, **Taylor Swift** made a \$15,500 donation to the Lauriann Bartell support fund on **GoFundMe**. Seeing **Taylor Swift** donating money inspired other Swifties to ...

Taylor Swift Community Loop

Each buy 1-2 copies



Taylor Shares
New Album Or
Re-Recorded
Album

Super Fans
& Fan Clubs
Promote To Each
Other

Increases
Taylors
Presence &
Reach

The Magic?
Taylor
Engages

Brings More
Fans To *Sales Event*

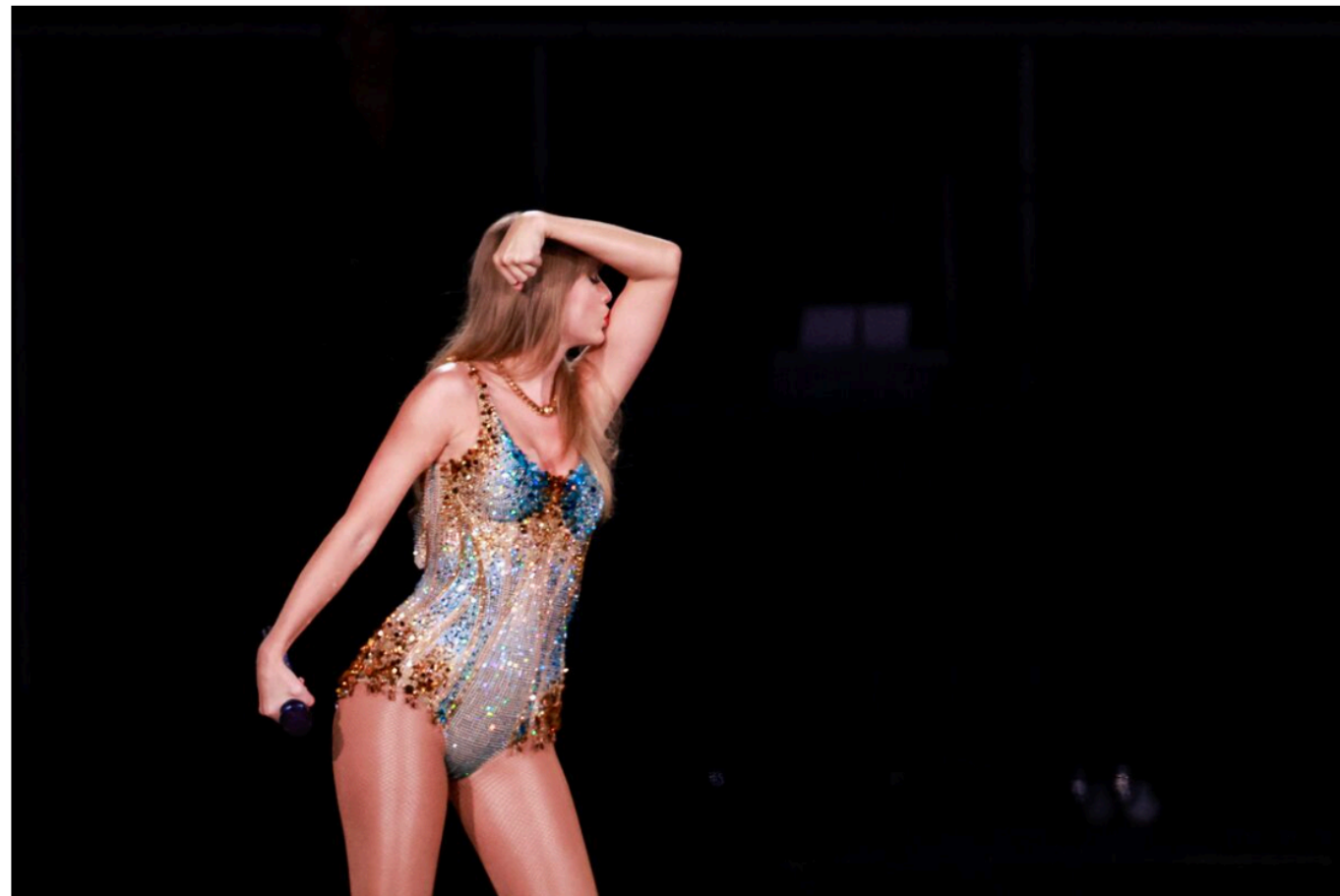
More Social
Shares
&
Word Of
Mouth

Sells
Out
Global
Concert

Taylor Swift Community = Earnings

Taylor Swift, Beyoncé and Barbenheimer Are Expected to Add Billions to US Economy

Economists see “once-in-a-blue moon” boost from the concerts and movies supporting third-quarter growth.



Taylor Swift performs during her Eras Tour at Sofi stadium in Inglewood, California, on Aug. 7. Photographer: Michael Tran/AFP/Getty Images



Culture > Music > News

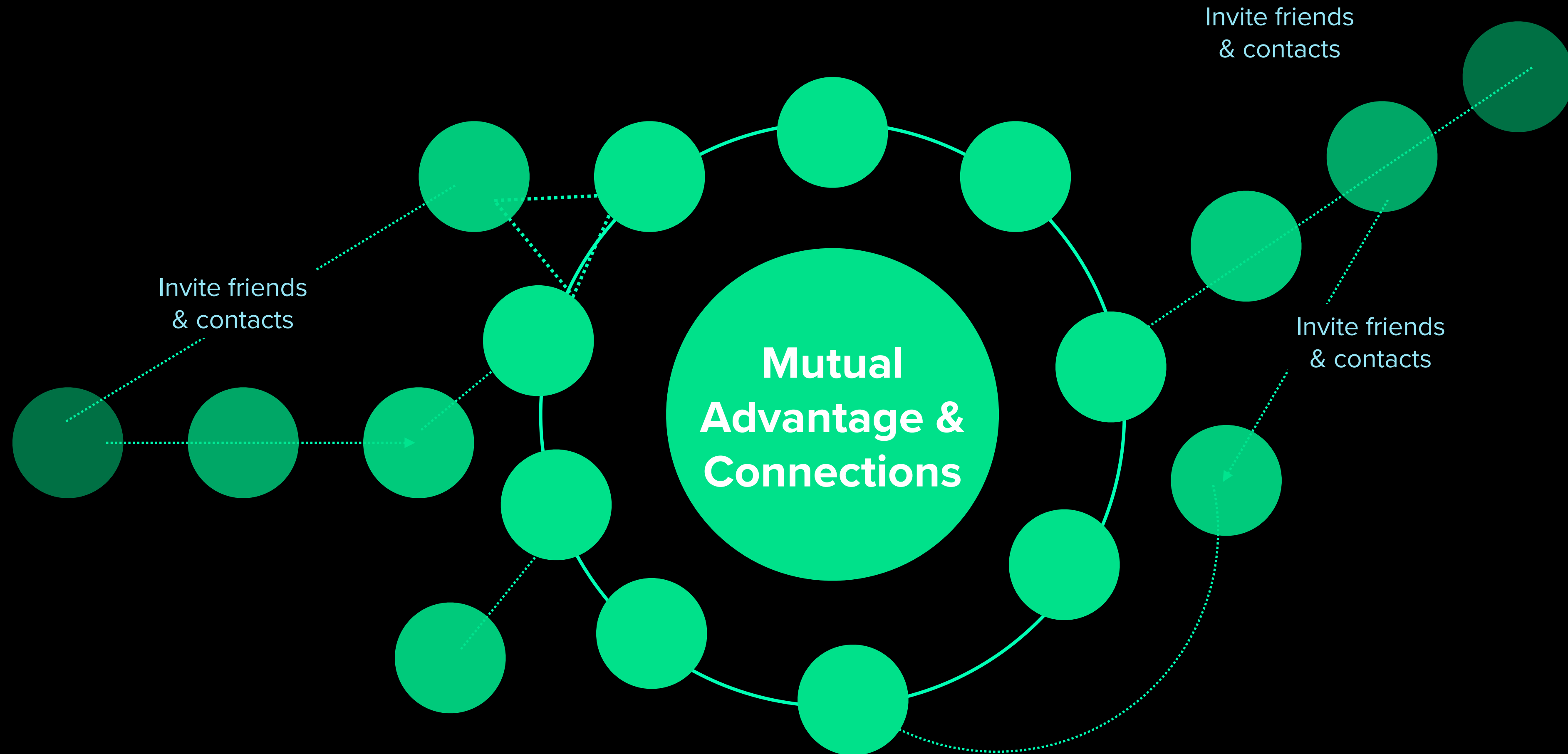
Taylor Swift moves closer to billionaire status with lucrative Eras tour

Singer is currently midway through her first tour since 2018

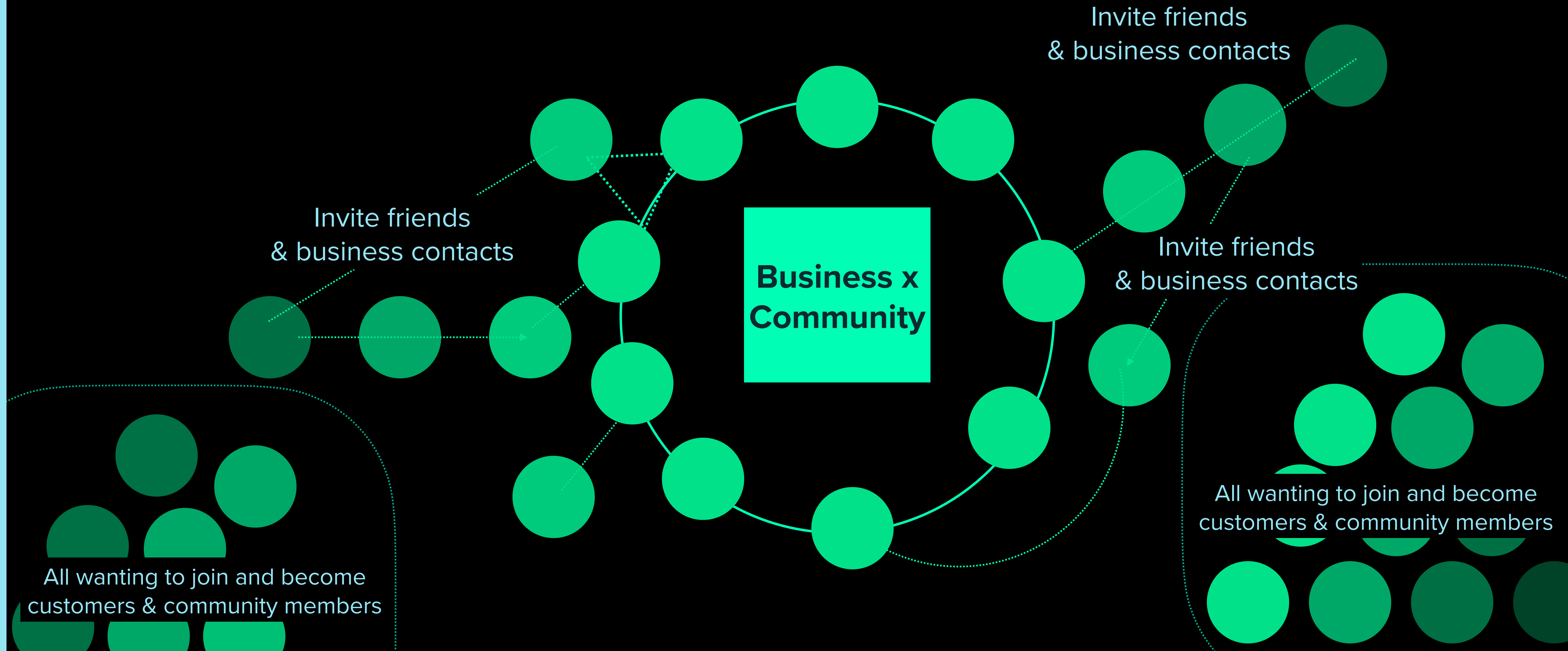
Listen to this traptial podcast 🖐️

<https://dannydenhard.com/tswiftpod>

Community



What Community Businesses Look Like



Why Community Matters: **Retention**

Most business just rent their customers for one purchase.

Communities grow purchases together

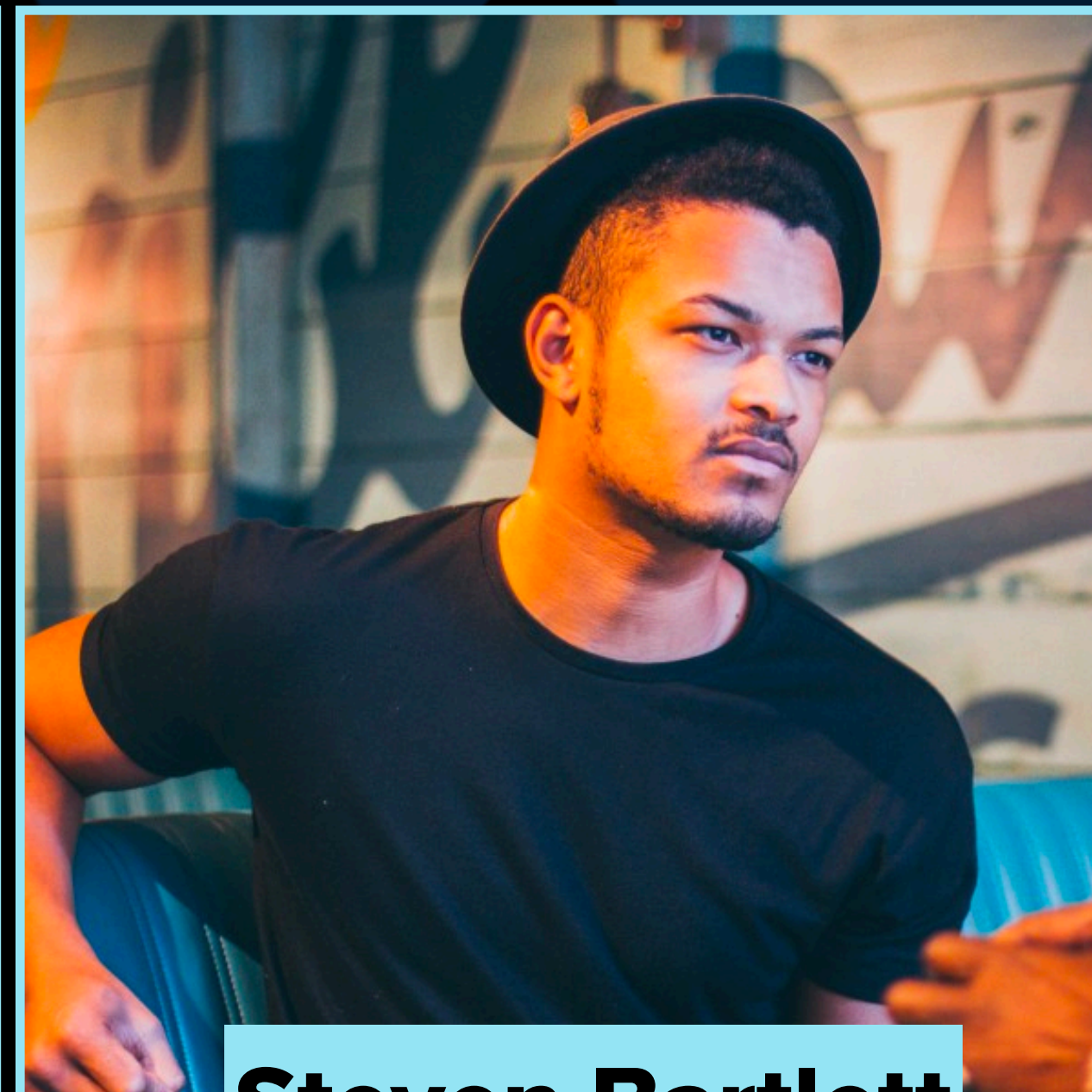
The T-Swift Of Company Community Will Likely Exist In The Very Near Future... Or Does It Already Exist?



Gary Vee



“Mrs Hinch”
Aka Sophie Hinchliffe



Steven Bartlett



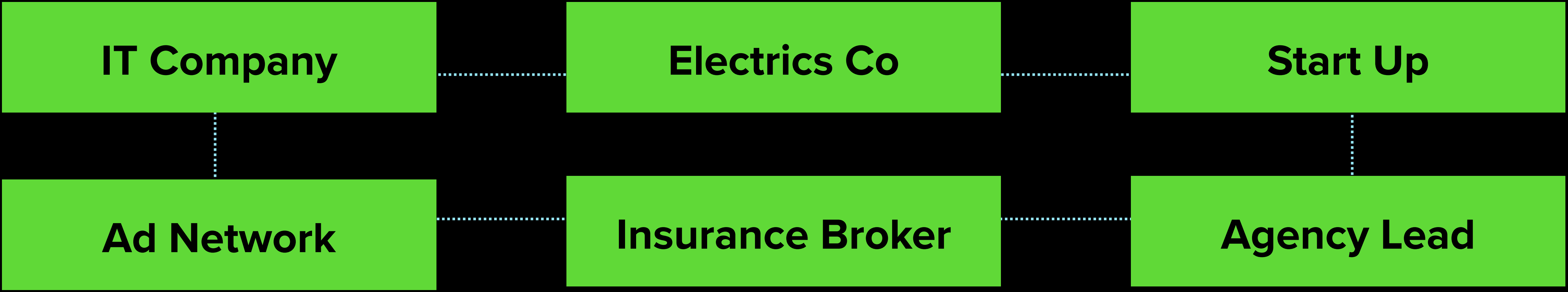
Kim K

*Or any of the
Kardashians
or Jenners*

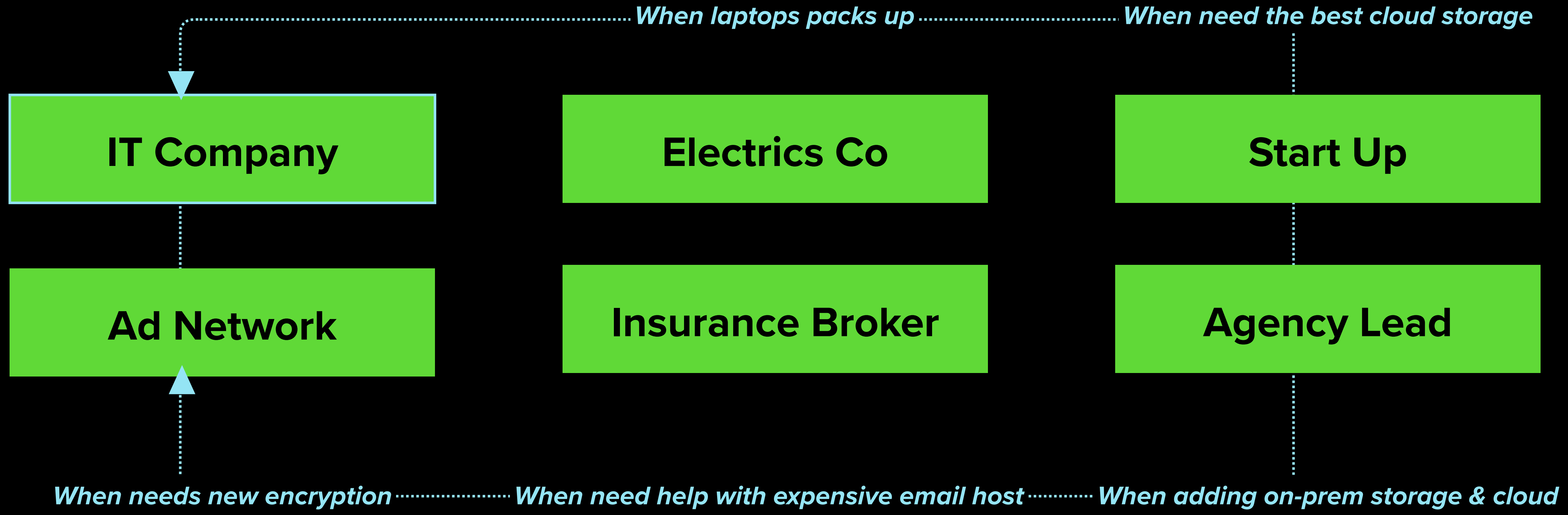
B2B Community Already Exists...

Danny Denhard >> Community Is The Next Business Moat

Masterminds = Community



Masterminds = Community Helping Each Other



Co-Working Was Potentially Community

When needs large MacBook order

When needs new router extenders

IT Company

SaaS Startup

Creative Agency

Femtech Company

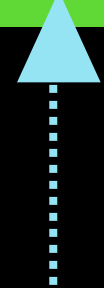
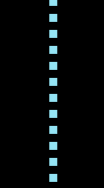
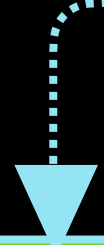
Bank Satellite Office

Legal Startup

When needs to move from Outlook to G-Suite

When needs extra 1st line support

When needs extra secure cloud storage



**There are 4 key
areas of community
here**

1

Trust of IT company output

2

Putting own ***status*** at risk recommending IT company

3

Understanding there will be ***business*** recommended when asked

4

Knowing by recommending their community members it makes the mastermind group **stronger**

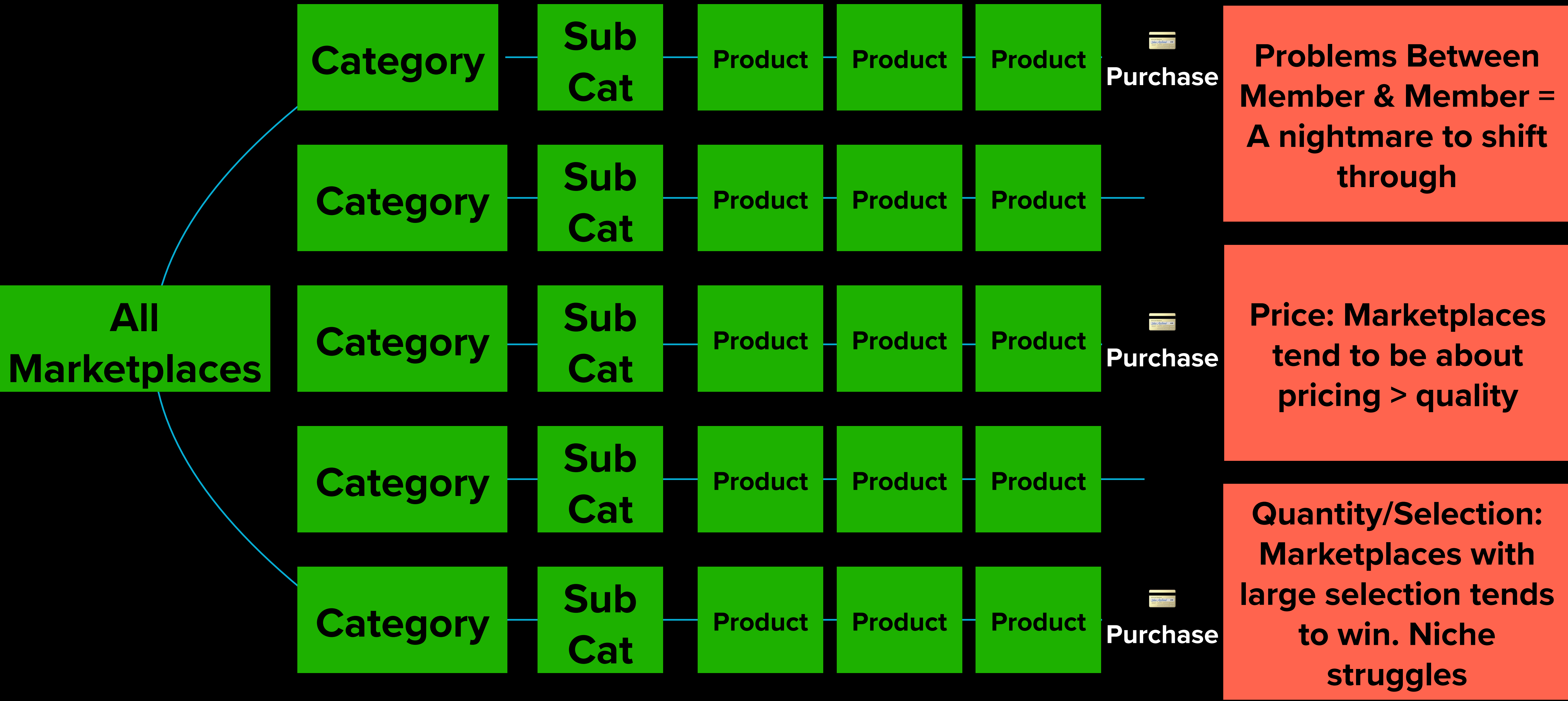
Bonus

B2B: Knowing there could be kick back or introducer fee

How Marketplaces Could Be Smarter

Danny Denhard >> Community Is The Next Business Moat

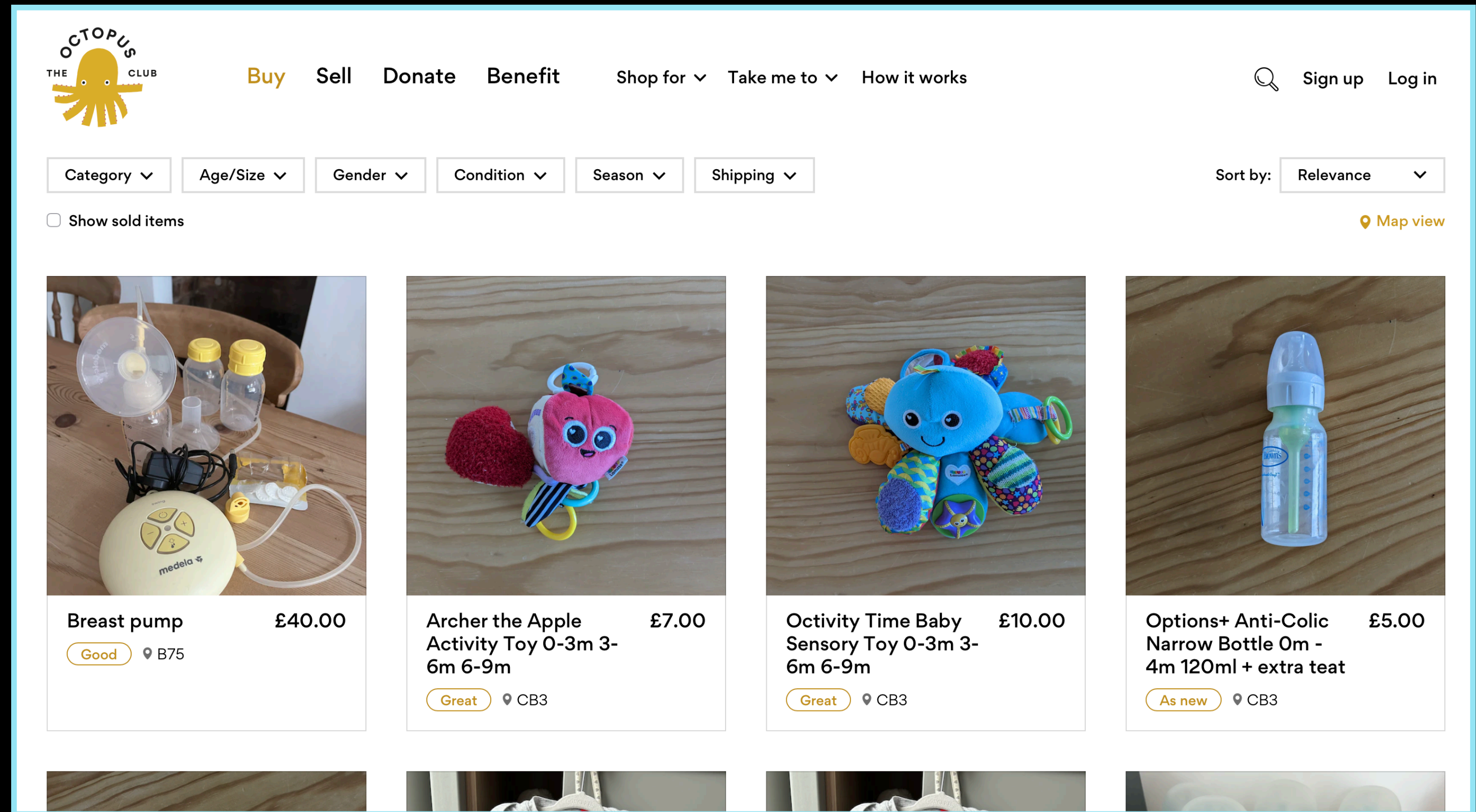
Marketplaces = Sales



* I advise The Octopus Club * Club 🐙 *

The parents share brilliant tips, tricks as well as buying & selling items.

This is a community being built



Babies favourite for 6 months

Wash by hand

Used to only sleep with this toy

Wash at 20c

Tags removed to save you worrying

Use cream before use to save chaffing

Best working pump after struggles

Unlock on the left hand side for quicker release

Just use hot soapy water not dishwasher

The **Risks** & **Benefits** Of Community



The better pros and cons

Risk Vs Benefits (Better Pros & Cons)

Benefits

Risks

Turning customers into advocates through rewards and conversation

Having a much bigger audience for customers to voice their discontent

Ability to lead the industry not just follow it

Community members will self police - if they don't like an important decision they will voice it

Hide most of what you are doing from competitors

Cost association - need real tracking to prove its worth the investment

Move away from social networks and having to pay for distribution

Loss of engagement - needs a community manager who can engage members, start conversation & help to drive commerce 🦄

Direct relationship with your customers, gain better and deeper level of insights

Saving no to product updates or changes can feel harder & have more opinions than others

The Potential Dark Side Of Community - Reddit 🙄🙄

Over 7K Reddit communities go dark in protest over API pricing increase

The protest action highlights a key flaw in the platform's volunteer-led moderation approach as the affected subreddits have a combined subscriber count of 2.7 billion.

Reddit Have A Community Revolut

- API price change
- Result of poor product and wanting to make money
- Impacted free moderators of thousands of subreddits
- Mods took matters into their own hands
- Lasted months - some still ongoing issues

Search 7262,7806 subreddits are currently dark.

5+ million:

r/askwomen private	r/bestof private	r/bitcoin private	r/BlackPeopleTwitter private	r/buildapc private	r/Confession private	r/ContagiousLaughter private
r/cryptocurrency private	r/dadjokes private	r/EatCheapAndHealthy private	r/facepalm private	r/FoodPorn private	r/gardening private	r/HistoryMemes private
r/HumansBeingBros private	r/mademesmile private	r/malefashionadvice private	r/me_irl private	r/mildlyinfuriating private	r/minecraft private	r/nba private
r/nextfuckinglevel private	r/oddlysatisfying private	r/Parenting private	r/pcmasterrace public	r/photography private	r/programming private	r/ps4 private
r/stocks private	r/therewasanattemp public	r/tinder private	r/WatchPeopleDieInside private	r/Whatcouldgowrong public		

Quick Community Pitch Story

Danny Denhard >> Community Is The Next Business Moat



I Pitched A BIG Idea A Few Years Ago

It was likely too big

- It was a bigger global **JustGiving** or GoFundMe
- It was going to be the worlds biggest “*giving*” community
- There was a domain we owned that would have been perfect
- We had: Charity, Crowdfunding, Commercial partners - A working 3 sided marketplace
- The **problem** it would solve: We didn’t have a community - we had groups of incredible people supporting friends, family and community
 - What was missing: Giving more than money.
 - What’s more than money? Time & Energy
 - Companies could donate resource better than just volunteering to do tasks



- **Imagine** being able to donate time, energy or money to causes you actually care or are passionate about
- **Imagine** signing up to share and being able to support local communities when it suits you
- **Imagine** being able to go for a coffee with someone who's lonely (safely)
- **Imagine** being able to drop off someone for a job interview
- **Imagine** helping someone struggling with their vet bill (*there's thousands per month*)
- **Imagine** buying kids books for those who need it

Why Community Wins Wallet Share

Danny Denhard >> Community Is The Next Business Moat

I used to have 2 sayings that
used to drive my teams **MAD**

A large pile of US one-cent coins (pennies) is shown, with a glass bowl on the right side. The coins are scattered across the frame, and the bowl is partially filled with them. The background is dark, and the coins are the primary focus.

“No One Budgets For Emotion”



“Emotions Unlock Wallets”

This is why community works, it unlocks wallets & connects you at a deeper human level (including with the business); their reps & the community members.

Think about this...

Community: Moving The Metrics That Matter

Danny Denhard >> Community Is The Next Business Moat

**Metrics we
have to
obsess about**

CAC

ROAS

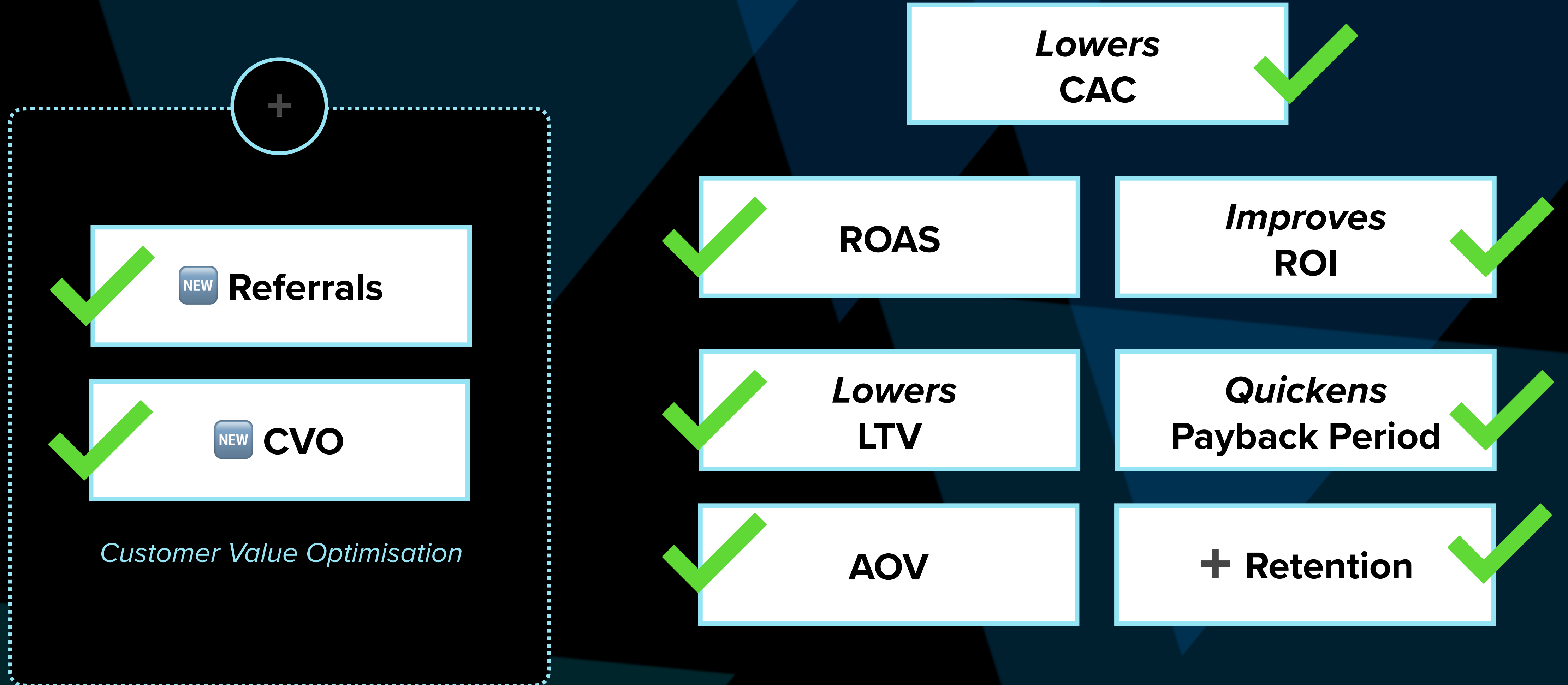
ROI

LTV

Payback Period

AOV

Where Community Helps



Go & Win Community Based Business

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Top Tips To Win Community

- 🏷️ Create a name for the members
- 🇬🇧 Supply them with a badge or a flag (or merch) to wear with pride
- 🌐 Create a safe space (*like our space / our country*) online & then encourage company driven IRL meetings (sub-communities form around this)
- 💙 Give something to believe in (*more than just a product or series of products*)
- 👥 Reward (with small thanks, points & discounts) for being part and turning up
- ✅ or ❌ There has to be guidelines (*not hard rules - rules are made to be broken, guidelines are followed more*)
- 🗣️ Have some of its own language (*specific words and abbreviations - top marks for those who create a guideline or community dictionary*)
- 🔄 Conversation not comms (*feedback and conversations are critical*)
- 👤 A chance to meet up and be rewarded (*Yes IRL not just over URL*)
- 10 A score - a way to understand how good or connected you are

🙏 Thank You! 🙏

Download this deck @ [dannydenhard.com/
community](https://dannydenhard.com/community)

Danny Denhard >> Coach // Consultant // Advisor

Yes email is still essential in 2023 & will be 2024, 2025...

coach@dannydenhard.com

>> Or come connect with me on LinkedIn - dannydenhard.com/linkedin

SCAN ME

