

Community: Myths, Tips, and the Marketing Mix

Ashley Faus & Devin Bramhall



Ashley Faus

/ashleyfaus



Director

Integrated Product
Marketing

 **ATLASSIAN**

Devin Bramhall

[/devinbramhall](#)



Advisor

Marketing & Agency
Growth

Host

Don't Say Content



People don't
wanna talk
to logos

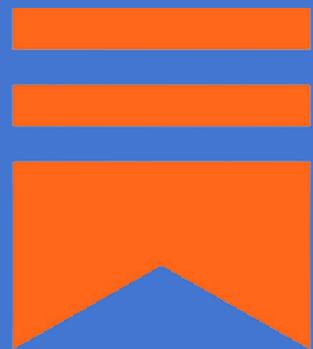
People want to learn from and connect with

- peers
- friends
- experts they trust



BOSTON CONTENT





Growth Hackers



**Why do B2B brands
struggle to build
community?**



Community-Led Growth

com· mu· ni· ty :

A feeling of fellowship with others as a result of sharing common attitudes, interests, and goals



Community-led Growth

Brands **engaging with** their fans, users, and employees to **build connection** through common experience of a challenge and interest in exploring solutions.



2,500



Why it works

Community-led Growth

.01

WOM

Flyweel

.02

Brand

Moat

.03

Feedback

Loops





REC

Google+



 **Devin Bramhall**
springpad.com/devinemily

Google+

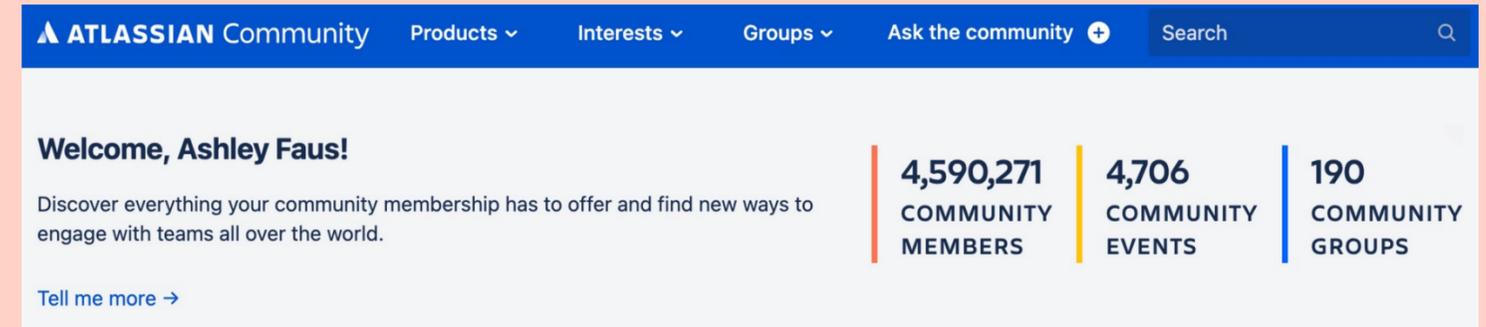


Art Gelwicks
Google+, Springpad User, Community Founder

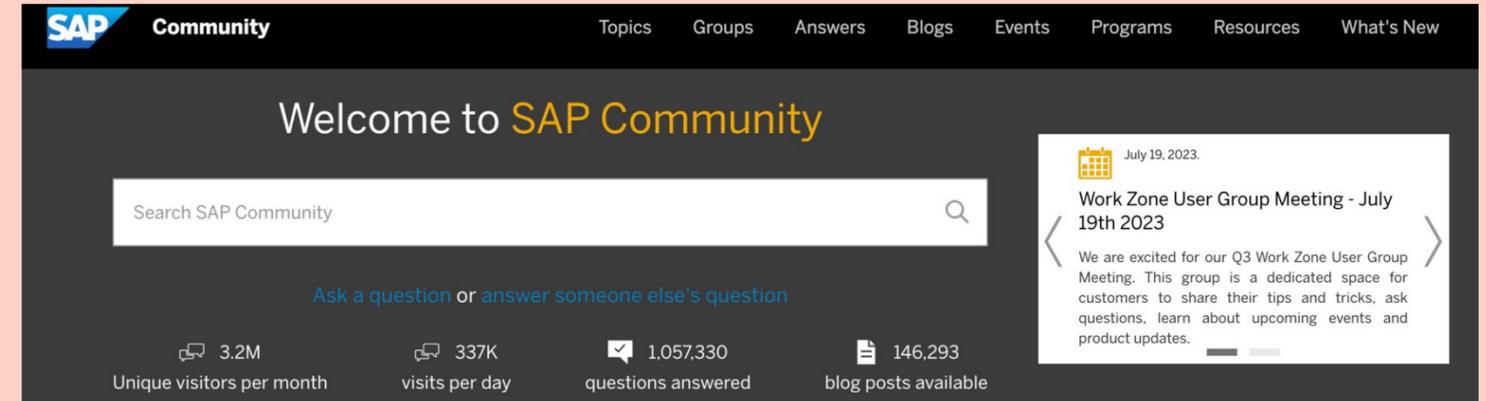
00:00:00

HD

More Communities



The screenshot shows the Atlassian Community homepage. At the top, there is a navigation bar with the Atlassian logo, 'Community', and several menu items: 'Products', 'Interests', 'Groups', 'Ask the community', and a search icon. Below the navigation bar, a welcome message reads 'Welcome, Ashley Faus!' followed by a sub-header 'Discover everything your community membership has to offer and find new ways to engage with teams all over the world.' To the right of the welcome message are three statistics: '4,590,271 COMMUNITY MEMBERS', '4,706 COMMUNITY EVENTS', and '190 COMMUNITY GROUPS'. A 'Tell me more' link with a right-pointing arrow is located at the bottom left of the statistics area.



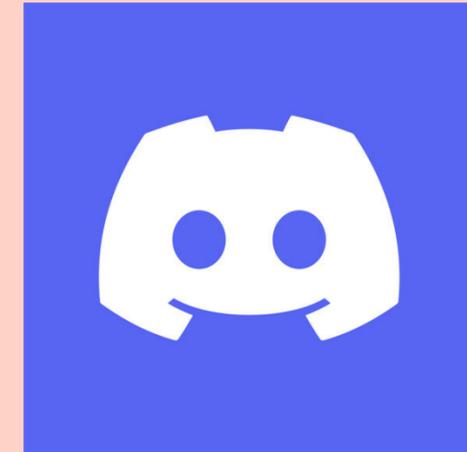
The screenshot shows the SAP Community homepage. The top navigation bar includes the SAP logo, 'Community', and a list of menu items: 'Topics', 'Groups', 'Answers', 'Blogs', 'Events', 'Programs', 'Resources', and 'What's New'. The main heading is 'Welcome to SAP Community'. Below the heading is a search bar labeled 'Search SAP Community'. A central link reads 'Ask a question or answer someone else's question'. At the bottom, four statistics are displayed: '3.2M Unique visitors per month', '337K visits per day', '1,057,330 questions answered', and '146,293 blog posts available'. On the right side, there is a featured event card for 'Work Zone User Group Meeting - July 19th 2023' with a description: 'We are excited for our Q3 Work Zone User Group Meeting. This group is a dedicated space for customers to share their tips and tricks, ask questions, learn about upcoming events and product updates.'



The screenshot shows the Cisco Community homepage. The top navigation bar features the Cisco logo, 'Community', and a list of menu items: 'Technology and Support', 'Guided Resources', 'Developer Hub', 'Partner Hub', 'Webinars and Events', 'Community Corner', and 'Cisco Insider User Group'. The main heading is 'Welcome to the Community!'. Below the heading is a sub-header: 'The Community is a hub for connecting with your peers and Cisco specialists to ask for help, share your expertise, build your network, and grow professionally.' At the bottom, there is a link for new members: 'New Here? Click here to learn more and get started.'

More Tools

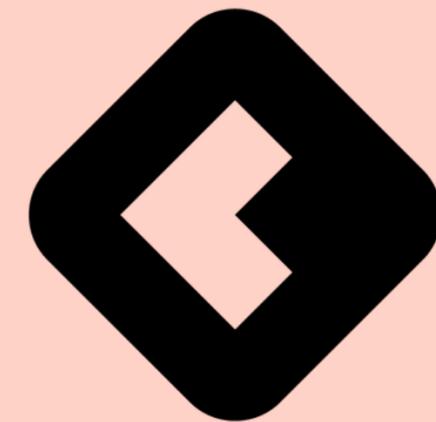
140M
MAU



10k
Creators



\$50M
Fundin
g



More Influence

53%

of all global consumers see employees as the most credible sources for learning about companies

Source: Edelman's 2019 Trust Barometer

100k - 1M

Micro influencers (100k - 1M followers) have the highest engagement rates on YouTube

Source: Statista

561%

Brand messages reach 561% further when shared by employees vs official brand social channels

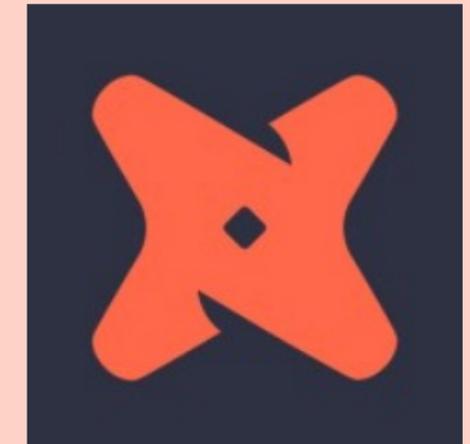
Source: MSLGroup

More Senior Roles

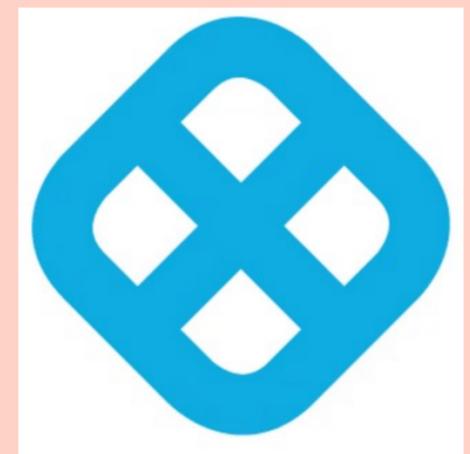
**Community & Customer
Support Lead**

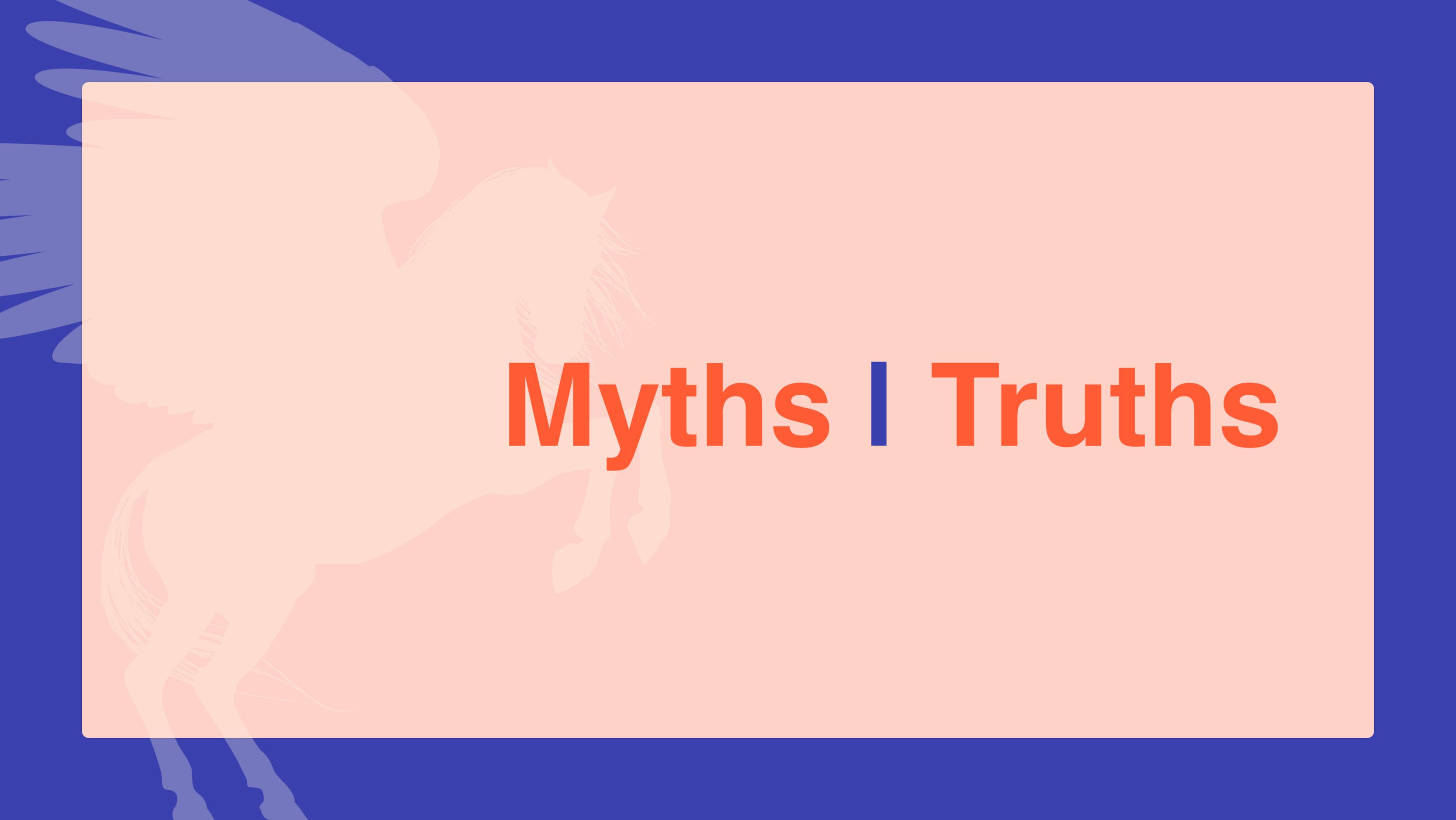


**Senior Director of
Community & Data**



**Technical Community
Manager**





Myths | Truths



Ewww

How B2B brands can overcome the ick.

Myth

Brands own & lead
the conversation

Truth

Brands participate
in and facilitate
conversation

Help Scout ❤️ Support Driven



Takeaway

Brands attract fans when they participate in community conversation.

Myth

Only
"owned community"
counts

Truth

Engage where your
audience already
spends time

Atlassian



Sara Stella Lattanzio · 1st

B2B content strategist & advisor | Sr. Marketing Manager
@Adnovum | Creating revenue-focused content strategies
for B2B & SaaS

Talks about #linkedin, #b2bmarketing, #contentstrategy,
#contentmarketing, and #socialmediamarketing

23,374 followers · 500+ connections



Sara Stella Lattanzio · 1st

If your goal is to create a few content pieces, you can just wing it.

But if you want to create a revenue-driving B2B content strate ...see more

Where are your content workflows documented?

The author can see how you vote. [Learn more](#)

Notion

39%

Google Docs/ Word + templates

43%

Other (add below 📌) ✓

11%

What are content workflows??

8%

189 votes · Poll closed · [Remove vote](#)



Ashley Faus · You

1w ...

Director of Integrated Product Marketing, Atlassian

Gonna be real biased and add Confluence, Trello, and Jira Work Management 😊

We use Confluence to document the key investment areas in terms of topics, assets, and channels, as well as w ...see more

Like · 🧠👍❤️ 6 | Reply · 8 Replies



Sara Stella Lattanzio **Author**

1w ...

Content & LinkedIn strategist | I help B2B & SaaS co...

Was thinking of you. Definitely could use some tips on how to use Jira for content marketing. 😊

Like · 🗨️ 1 | Reply



Sara Stella Lattanzio **Author**

1w ...

Content & LinkedIn strategist | I help B2B & SaaS co...

Ashley Faus that's exactly the template I was looking at this morning. Maybe we might ask you for some product links 😂

Or maybe an EU Ashley version that works in CS

...see more

Like · 🗨️ 2 | Reply



Abby Stiris · 1st

1w ...

Product Marketing Manager at Atlassian

Did I hear **Jira Work Management**? 🙄

Great post **Sara Stella Lattanzio**, also wanted to share this in-depth guide we wrote specifically for marketing teams: <https://www.atlassian.com/software> ...see more

Like · ❤️🗨️ 3 | Reply



Ashley Faus · You

1w ...

Director of Integrated Product Marketing, Atlassian

Abby Stiris love when a fellow teammate chimes in 🙄

Sara Stella Lattanzio I hope that^^ guide is helpful for you and the team 😊

Like · ❤️ 2 | Reply



Sara Stella Lattanzio **Author**

1w ...

Content & LinkedIn strategist | I help B2B & SaaS co...

This woman deserves a raise 🙌

Like · 🗨️ 1 | Reply



Sara Stella Lattanzio **Author**

1w ...

Content & LinkedIn strategist | I help B2B & SaaS co...

Thanks soooo much! I will discuss it with out team. That's what i call premium support 🙌

Anthony Barringer

Like · ❤️🗨️ 4 | Reply

Takeaway

Brands will see better results when they embrace a **decentralized** definition of community.

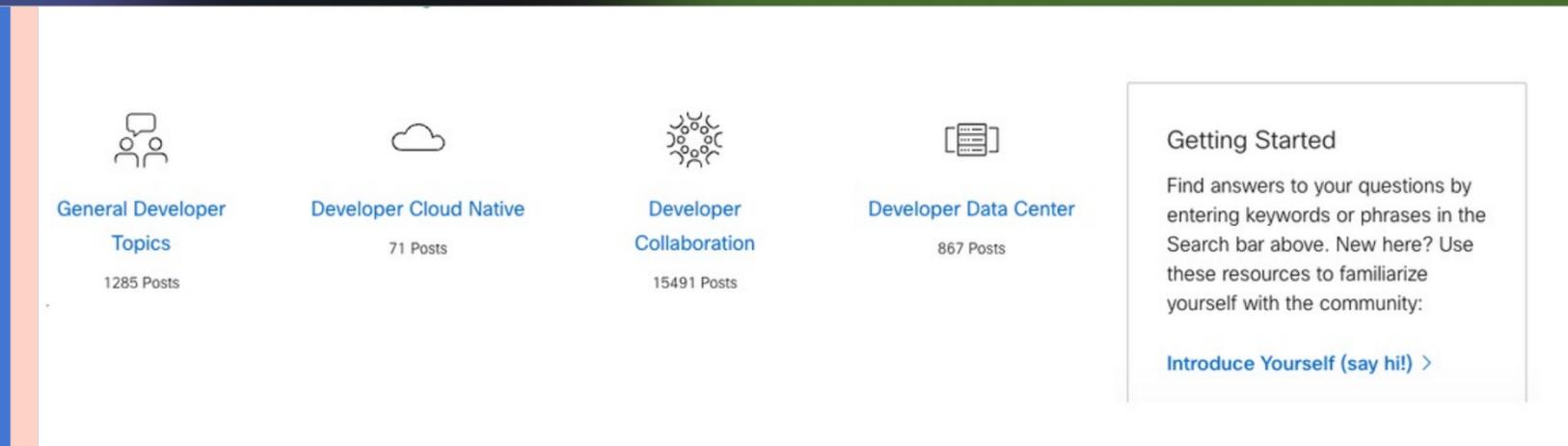
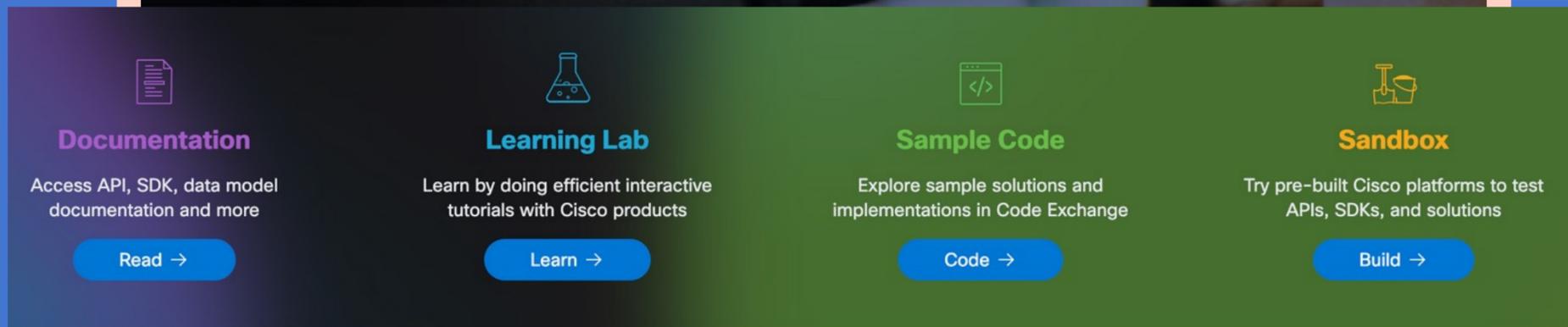
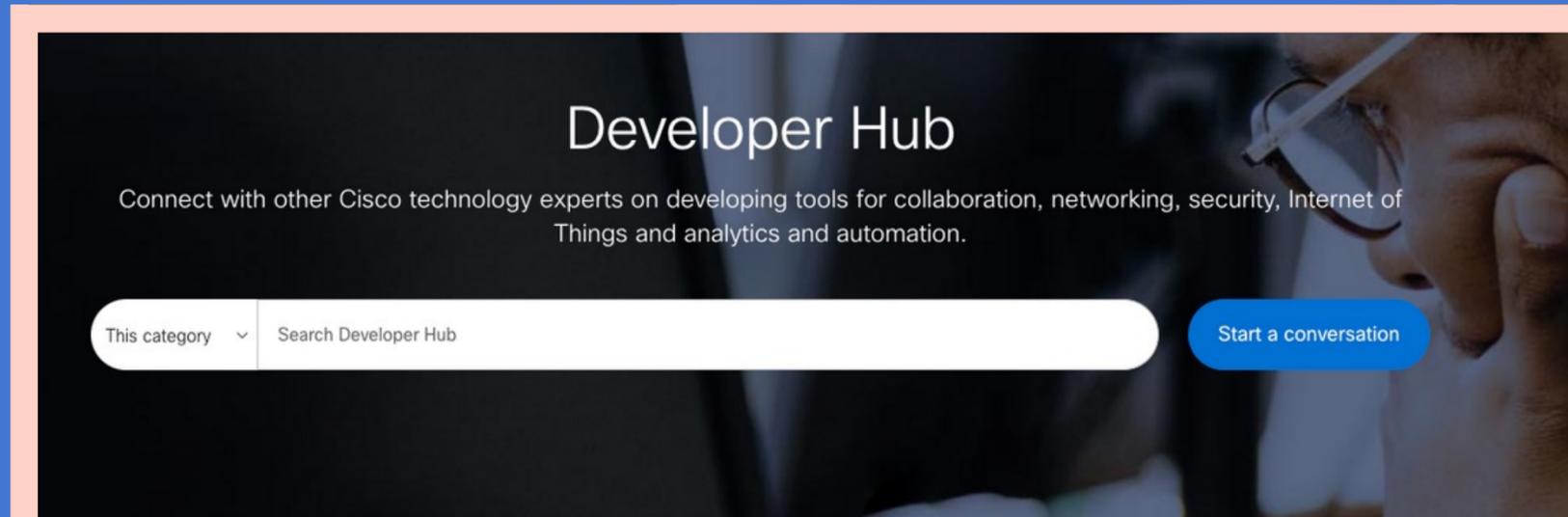
Myth

Focus only
on prospects and
users

Truth

Community is
about ALL
like-minded people

Cisco Developer Community

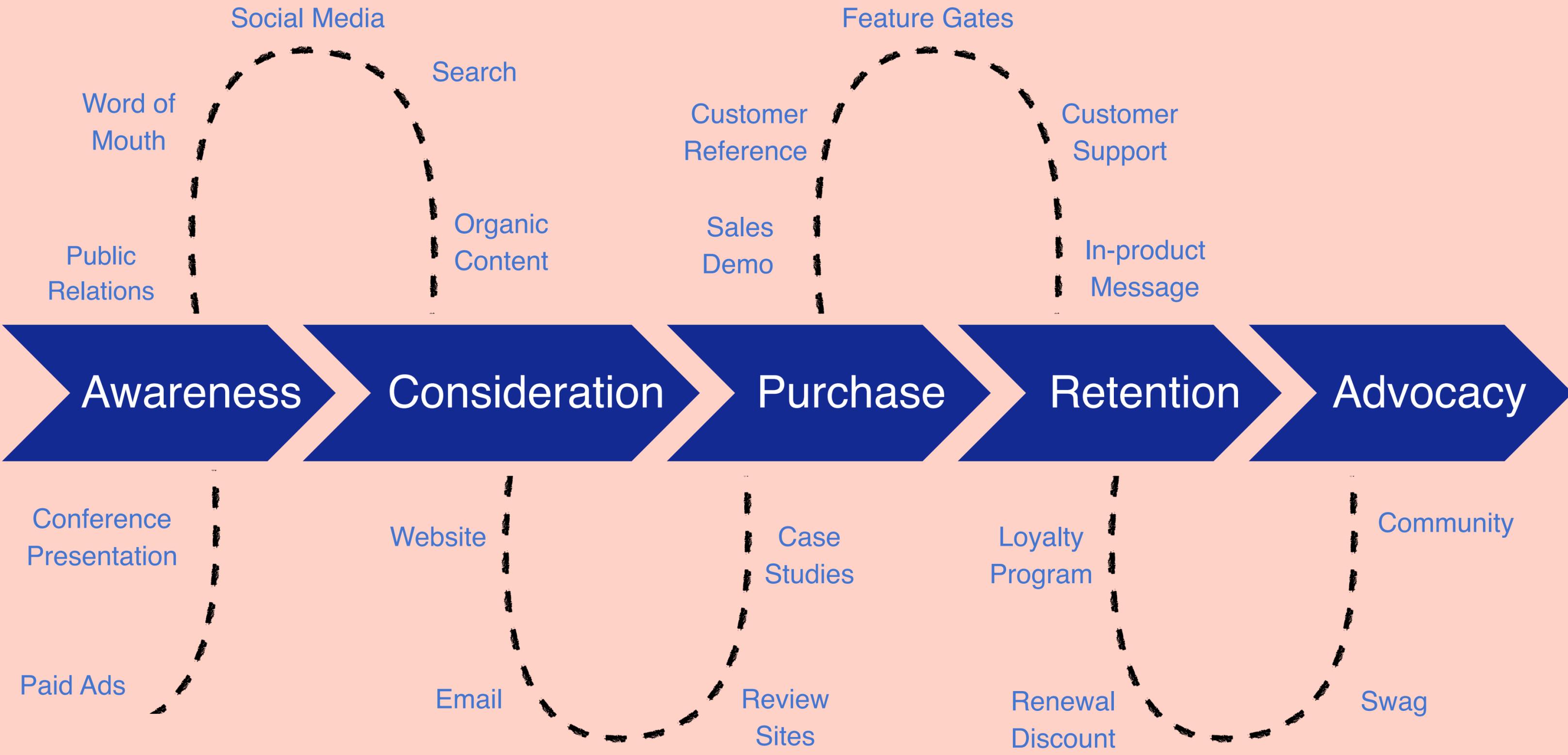


Takeaway

Empower employees to engage and support the ideas and culture of the community.



Community in the Marketing mix



Awareness

Consideration

Purchase

Retention

Advocacy

Social Media

Feature Gates

Search

Word of Mouth

Customer Reference

Customer Support

Public Relations

Organic Content

Sales Demo

In-product Message

Conference Presentation

Website

Case Studies

Loyalty Program

Community

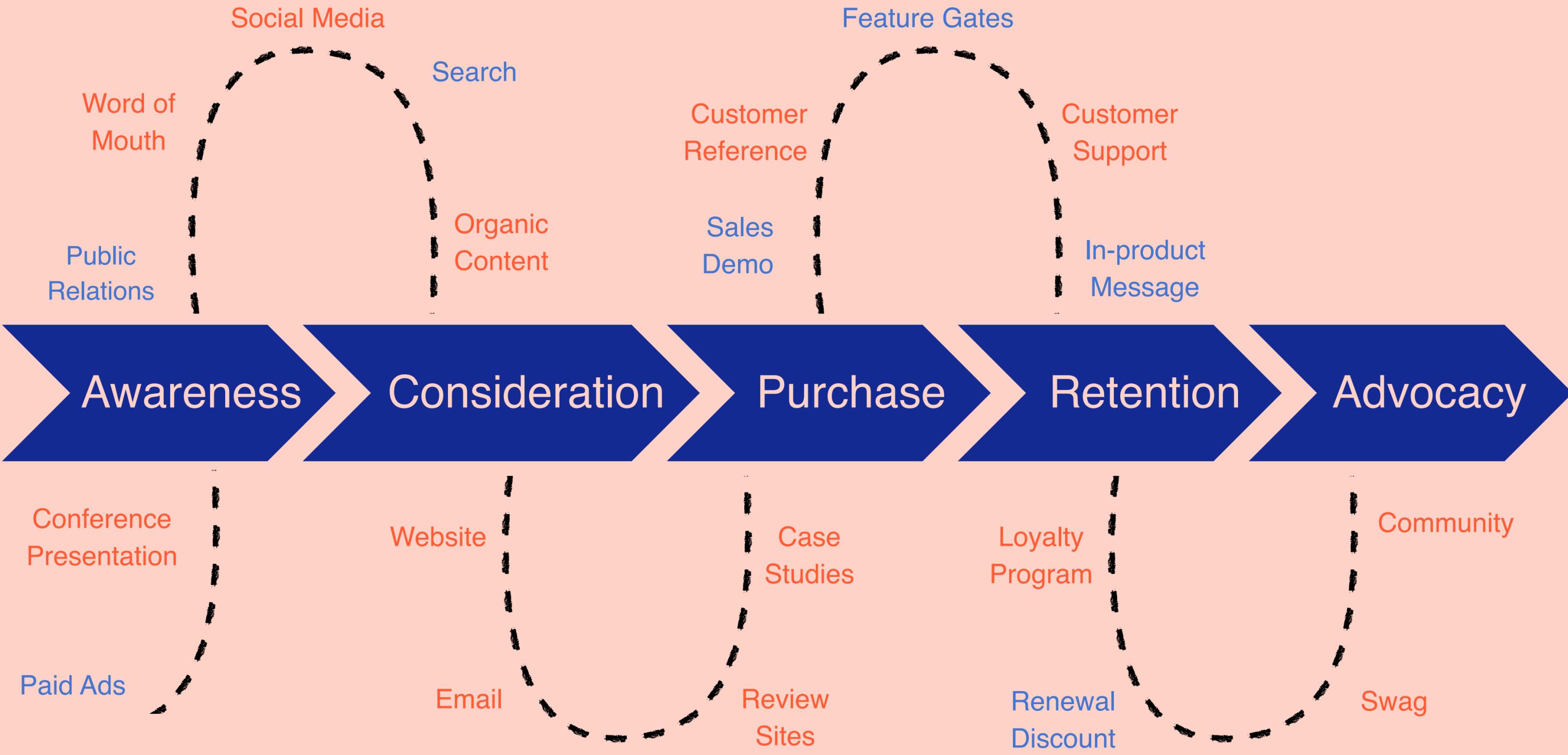
Paid Ads

Email

Review Sites

Renewal Discount

Swag



01. RESEARCH

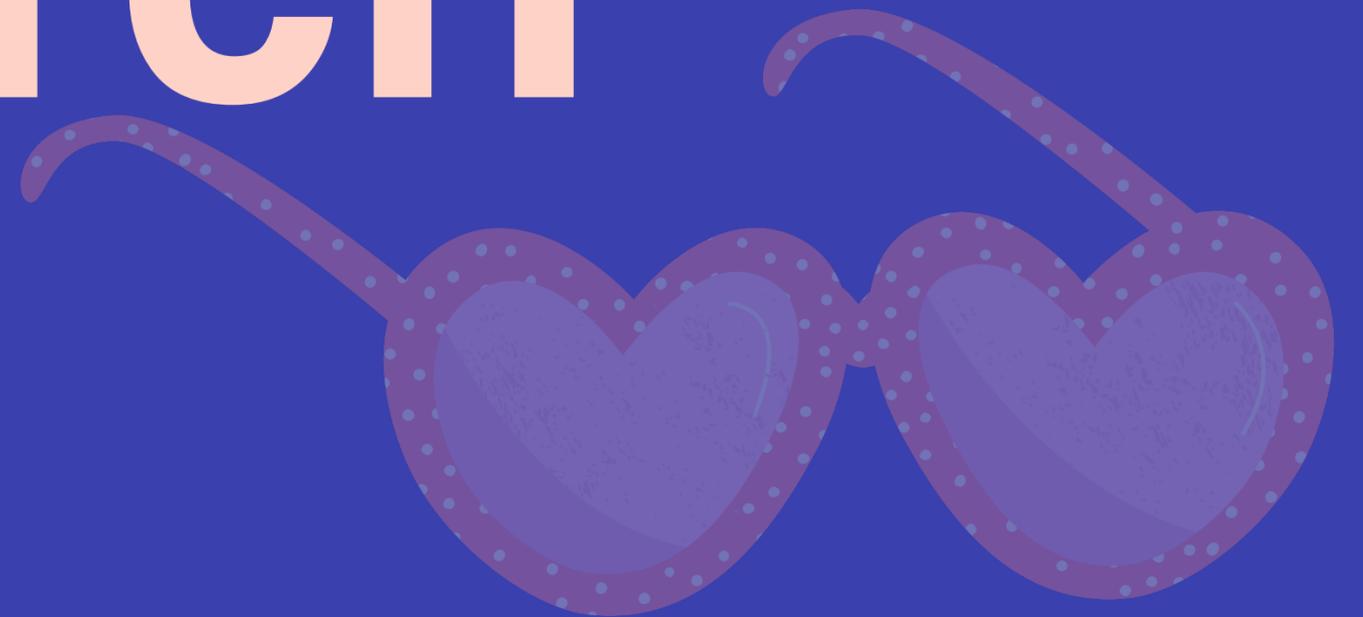
02. ACTIVATE

03. BRING IT TO LIFE

A sunburst graphic consisting of numerous thin, light blue lines radiating from a central point at the bottom right of the slide, creating a fan-like effect.

**GETTING
STARTED**

Research



Audience



Relevant Topics

Conversation Sweet Spot



Dangerous Woman®
@dangerouswco

Whatever you think you can't do, just know that there is someone who is confidently doing it wrong right now. They have no plans at doing it better either and people are paying them to do it. Please believe in your own excellence as much as they believe in their mediocrity.



People

- **Who do you want to develop relationships with?**
- **Where do they engage with their community?**
- **Do you have employees who are already engaging in communities?**



Topics

- **What questions is your audience asking?**
- **What shared interests are they discussing?**
- **What unique insights do you have to share?**



Spaces

- **Where are they already having conversations?**
- **Who else is active in these communities?**
- **What are the rules of engagement for brands?**

WHY BUILD



- Become the go-to space for that topic
- Easier to measure when you're the host
- More control over community culture & guidelines
- Launch attracts attention

WHY JOIN

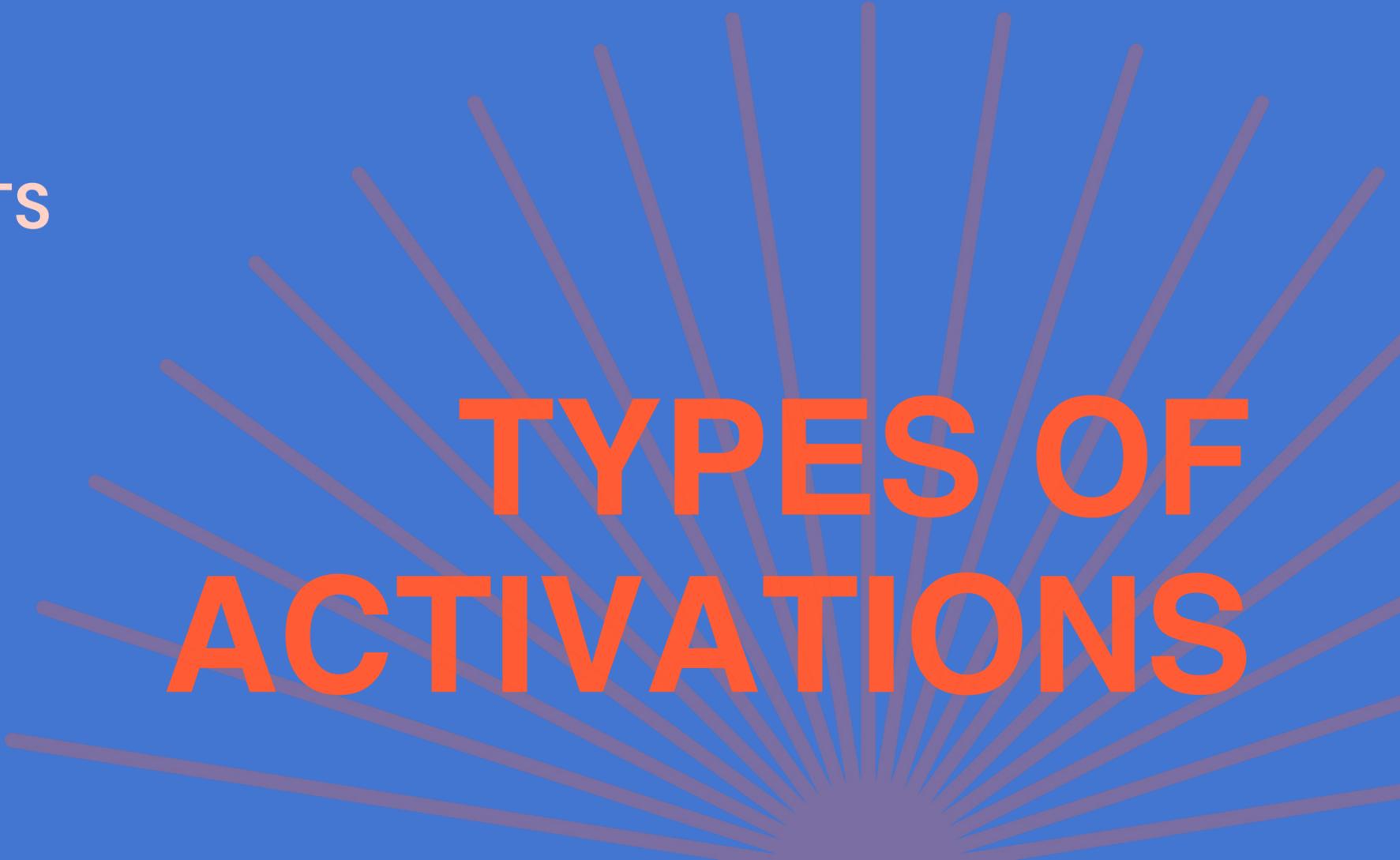


- Draft off existing momentum
- Altruism = engagement
- Associate yourself with thought leaders and influencers
- Less expensive
- Employees might already be there (lack of friction)

The background is a solid blue color with several stylized purple lightning bolts scattered across it. The bolts are jagged and point in various directions, creating a sense of energy and movement.

Activate

- 01.** ENTHUSIASTS
External
- 02.** INFLUENCERS
Macro & Micro
- 03.** EMPLOYEE EVANGELISTS
EGC
- 04.** MARKETING TEAM
Amplify Community

A decorative sunburst graphic consisting of numerous thin, light blue lines radiating from a central point at the bottom right of the page, extending upwards and outwards across the right side of the image.

TYPES OF ACTIVATIONS

CRITERIA

- Talking about the brand/product
- Engaging in advocacy activities for your brand or products

Enthusiasts

APPROACH

- Alpha/beta access, announcement previews
- Teach them how to build THEIR personal brand
- Share + boost THEIR content

Atlassian Creators Program

John Funk • 2nd
Atlassian Jira Administrator, Atlassian Community Lead...
6d • 🌐

I live and die by Automation Rules in Jira. Wait!! What's this??

It's Automation for Confluence!! And it's rolling out now! See this super duper blog post from Atlassian for the announcement.

Laura Holton, MA. CMktr. ACIM. • 2nd
Growth Marketing Manager at Valiantys | Atlassian Com...
1w • 🌐

Our name is creators... [#AtlassianCreators](#) 🙌

January was full of surprises but one of the biggest was being accepted to join the [Atlassian](#) Creator Program Pilot, a sparkly new initiative from the Atlassian Community and their awesome communi-team ✨

A special shout out to [Kalee Williams](#) and [Jessica Huck](#) for kicking off our first ever office hours today, getting us primed with our Playbook and excited for the weeks ahead (and that's not just because swag was mentioned!).

So watch out, watch out for all new content to be out from these amazing individuals via you guessed it... [#AtlassianCreators](#). And in the meantime don't forget there's huge pool of knowledge and topics being created every day on 📌 <https://lnkd.in/dM-sQiZT> 💙

[#AtlassianCommunity](#) [#CommunityLeaders](#) [#ContentCreator](#)
[#CommunityEngagement](#) [#Atlassian](#)



Katarzyna Zofia Pawlak • 2nd
Chief Product Officer & Co-founder @Appsvio | Atlassia...
1w • Edited • 🌐

📢📢📢

I'm delighted to announce that I've been selected for the Atlassian Creators Program Pilot 🥳 The [Atlassian](#) team will support me (and other members) in creating unique and awesome content for you. In addition, I'm glad that my friends from the Atlassian Community, whom I've been following for a long time, also joined the program. They have great ideas and extensive knowledge that they're happy to share. Follow [#AtlassianCreator](#), so you don't miss the content we publish!

[Jessica Huck](#), [Kalee Williams](#), and the rest of the team - thank you for your trust 🙏 I hope our joint activities will be very successful and meet with great interest in the ecosystem (and not only).

Below I'm sharing with you an article I've recently published. I hope it will inspire you to plan your trip to Team '23 in Las Vegas. And remember, we'll see you in Berlin next week for Atlassian Presents: Unleash! 📢

[You and 87 others](#) 7 comments

Influencers

CRITERIA

- Talking about relevant topics with a relevant audience
- Neutral/positive towards your brand or products

APPROACH

- Join THEIR discussions
- Host them as guests for community events
- Select paid partnerships

SAP Paid Influencers

 **Helen Yu** ✓
@YuHelenYu

Reunited with many friends at SAP #SAPPHIRENOW Influencer Kick-off today.

Excited to Think Beyond Tomorrow, Innovate and Inspire one another.

Mark your calendar for June 2 and Register here 🗓️:
reg.sapevents.sap.com/flow/sap/sapph...



SAP SAPHIRENOW
SAPHIRE 2021

Welcome to our
SAPHIRE 2021
Influencer Community!

THE CONNECTED EXPERIENCE links The SAPHIRE NOW Global Keynote and Track Days through an interconnected experience with the Social Media Wall Host and B2B influencers.

Get Started

Powered by Trackr



 **Helen Yu** · 1st
Board Director, Fortune 500 Advisor, Top 50 Women in Tech; Host of C...
2mo · Edited · 🗨️

On Day 2 of SAP Sapphire, valuable customer insights were shared. **Scott Russell** started the keynote by presenting success stories from **Cirque du Soleil Entertainment Group**, **Hanesbrands Inc.**, **Intel Corporation** and **Boom Supersonic**, highlighting **SAP's** ability to grow with businesses at speed and scale.

I interviewed **Clemencia Vera** from **NineDot Energy**, a clean energy company with less than 200 employees. Clemencia emphasized their need for a partner with agility, scalability, a strong ecosystem and flexibility. SAP's pre-built functionalities, such as security services and features addressing industry and regulatory requirements, allowed Nine Dot to focus on core competencies and strategic objectives. Leveraging **SAP S4HANA** public cloud, they are streamlining the creation of key financial processes with agility through a digital lens within just ten weeks.

The fireside chat on sustainability with **Sebastian Steinhäuser**, the Chief Strategy Officer, was a highlight of Sapphire. The "green ledger" gained traction with live customers, demonstrating SAP's commitment to embedding sustainability throughout the value chain. Sebastian acknowledged that sustainability adoption is still at an early stage with inherent risk, emphasizing the importance of strong ecosystems. The conversation highlighted the role of

Overall, Sapphire left me feeling energized, empowered, and excited about the boundless possibilities ahead.



Bring it to life

Research



Action



Continuity + Depth



BE RELIABLE

Engage at consistent
volume/cadence for
6 months (min)



DON'T BE HAPHAZARD

Optimize engagement
based on evidence

Engagement Spread

70%

Engage with community posts

Starting your own community? Deploy enthusiasts to seed initial convos

30%

People AT your company post

<5%

As-needed brand posts

Product releases & updates, exclusive access, survey or feedback, giveaways

Value exchange / Peer groups

Even exchange of value in the form of knowledge and relationships.
Engage as equals.

CURIOSITY

Both parties are open to new perspectives & actions, listening & experimenting

TRUST + AFFINITY

Brand is authentic, relates to the circumstances of their community & shares knowledge & unique opportunities

Strength in Community

“What you go after eludes you,

**“What you go after eludes you,
what you become, you attract.”**

Nairobi community:
5-year anniversary AND
chapter founder's birthday!



RAD

Rants w/ Ashley & Devin

Tuesday
Sep 12th @ 11am ET



/ashleyfaus

/devinbramhall

