Webinar - The Role of B2B Communities in Customer Engagement & Advocacy

Key Takeaways from Dani

- **Four major pillars** which community provides value to:
  - Marketing —> Advocacy
  - Support —> Deflection
  - Education —> Content
  - Engineering —> Innovation

- Your top customers represent an opportunity to have a **direct impact** on your company's ability to **upsell and retain those accounts** and **expand your business** through referrals.

- Community has a big impact on **professional development -** a great way to crowdsource and leverage the **one to many model to reach professional goals.**

- The top percent of your **most engaged users** are the **foundation and secret sauce** for your community. They become **part of your extended team** once they have proven you can trust them.

- Provide basic resources to the most engaged users for them to be able to **run communities on their own.**

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Key Takeaways from Scott

- "Community is a Team Sport"
It is really important that the **customer is a part of the team** that's building the community.

- To **accelerate the flywheel**, advocates can provide stories or social proof, answer users' questions, become experts in the community, and help with new ideas.

- Good ways to evaluate engagement are **stickiness, community, responses, gamification,** and **product usage.**

- Tactics for increasing engagement:
  - Leverage automation
  - Share background of experts, answer people, etc
  - Embed into your products and services
  - Co-create
  - Reduce Friction

- Think of community as a customer engagement platform or an integrated service.

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