

Action Guide

436: Practical tips for creating a product/brand community

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Application Questions

1. Does your product currently have a community? How does or how could a community benefit your product work?
2. If you don't have a community, would you like to consider starting one?
3. How would you design your community? What value would it provide?



Actions to Take

What to Do Now

- Consider whether a community could be valuable for your customers and product.
- Call your top users and explore how a community could be valuable to them.

What to Do Soon

- Make your community a place where members can collaborate and create content together.
- Think through your incentive structure, ensuring you provide a prompt that causes a customer to take an action that is rewarded. Remember to keep those steps in order: prompt, action, reward.