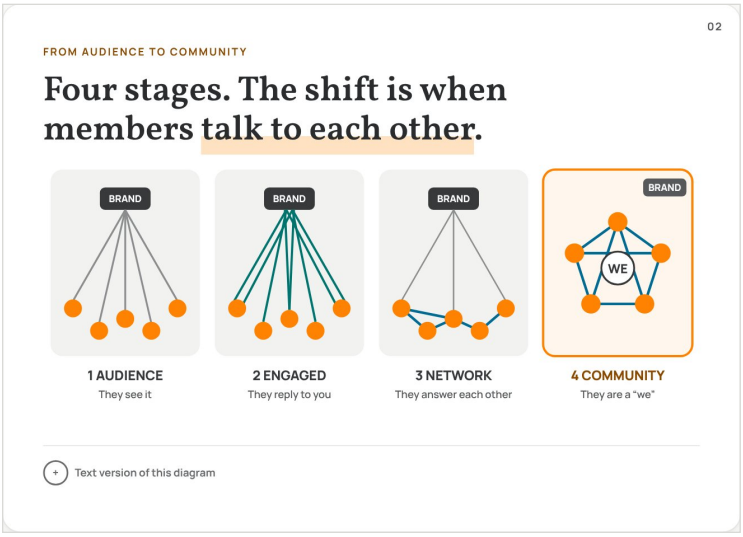
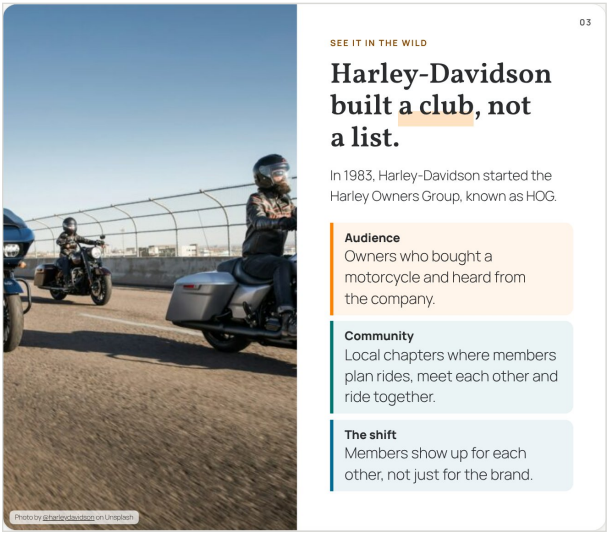


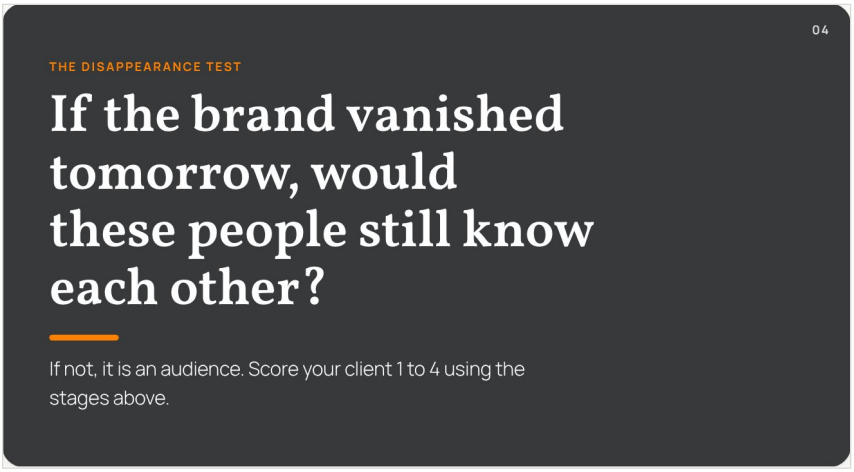
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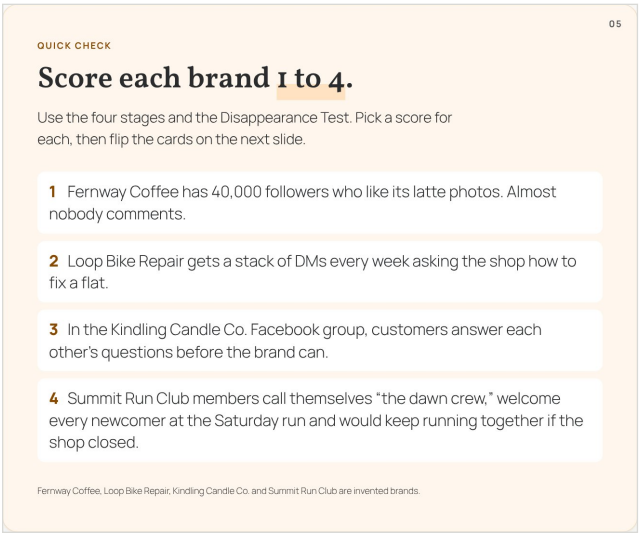
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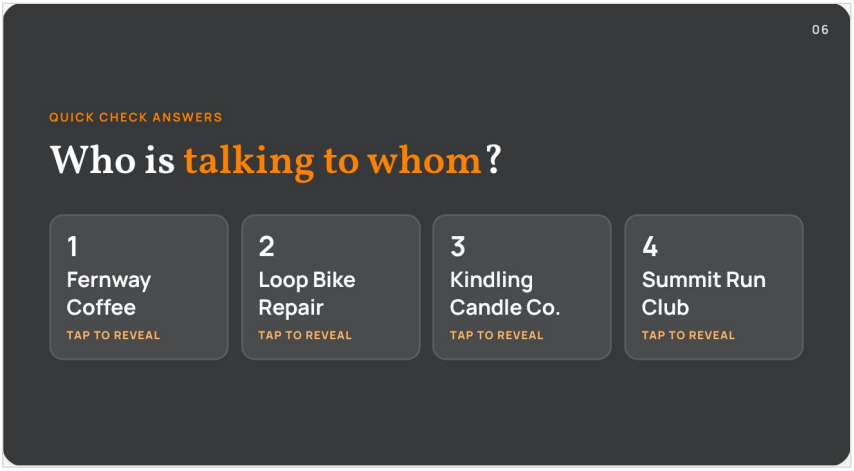
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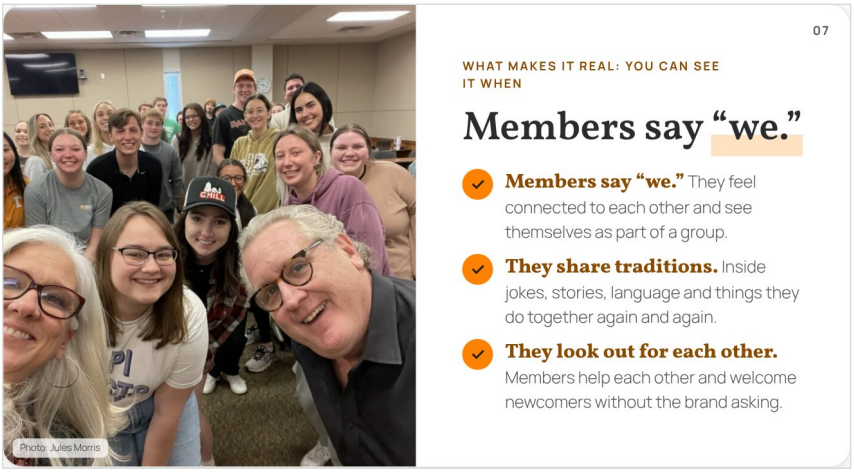
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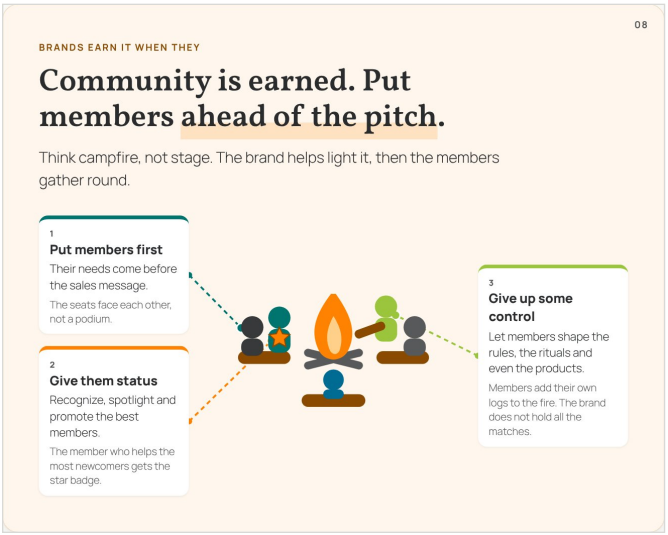
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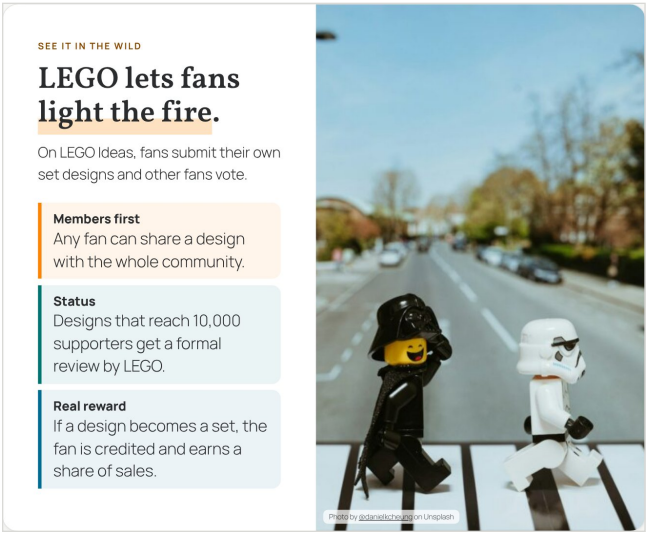
Slide 6



Slide 7



Slide 8



Slide 9

10

GUT CHECK: THE STICKER TEST

A sticker says who they are.

Look at the stickers on laptops, water bottles and cars. People put a brand there when it says who they are, not just what they bought.

Try it now: whose sticker is on your laptop, and why that one?



Photo: Quilia on Unsplash

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11

NOT EVERY BRAND NEEDS ONE

A forum link or a big follower count is not a community.

Building one takes real effort and support from the whole company. Sometimes a loyal audience is the right goal.

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12

REAL BRANDS IN ACTION

See it in real brands.

Each case study shows these ideas at work. Open one to read the full story.



Lululemon: building the brand through local people, not celebrities

Lululemon grew by recruiting local instructors, hosting free classes and turning stores into gathering places, which shows that community can be a business model and not just a campaign.

The lesson: Community is a business strategy, not just a marketing tactic.

Image courtesy of Lululemon

Read the case study →



Glossier: a beauty brand that started as a conversation

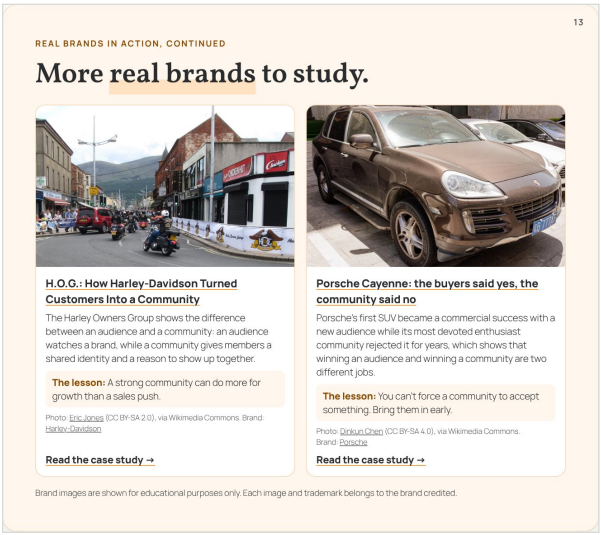
Glossier grew from a blog audience into a community that shaped its products and spread the word, and its later struggles show that a community has to be earned again as it changes.

The lesson: Brands built with community at the core have a natural advantage.

Image courtesy of Glossier

Read the case study →

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13
REAL BRANDS IN ACTION, CONTINUED
More real brands to study.
H.O.G.: How Harley-Davidson Turned Customers Into a Community
The Harley Owners Group shows the difference between an audience and a community: an audience watches a brand, while a community gives members a shared identity and a reason to show up together.
The lesson: A strong community can do more for growth than a sales push.
Photo: Eric Jones (CC BY-SA 2.0), via Wikimedia Commons. Brand: Harley-Davidson
Read the case study →
Porsche Cayenne: the buyers said yes, the community said no
Porsche's first SUV became a commercial success with a new audience while its most devoted enthusiast community rejected it for years, which shows that winning an audience and winning a community are two different jobs.
The lesson: You can't force a community to accept something. Bring them in early.
Photo: Dinkun Chen (CC BY-SA 4.0), via Wikimedia Commons. Brand: Porsche
Read the case study →
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