INBOUND 23

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

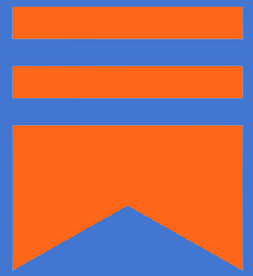
People want to learn from and connect with

- peers
- friends
- experts they trust

BOSTON CONTENT

geek.

GeForce 7 Series
FULL-THROTTLE GRAPHICS
DELL



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

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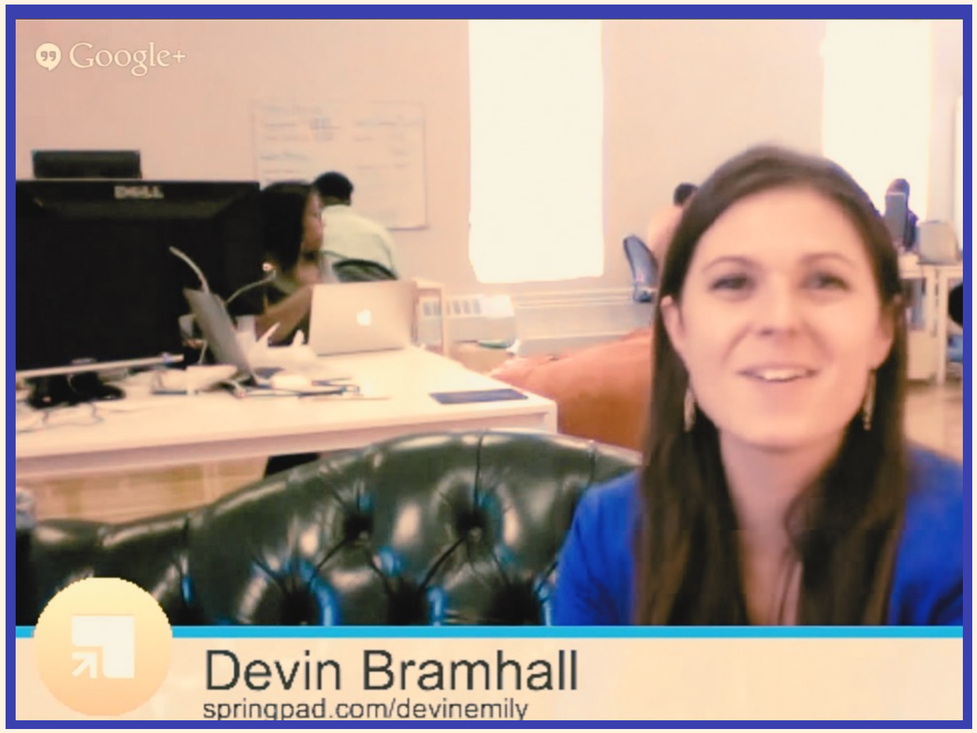

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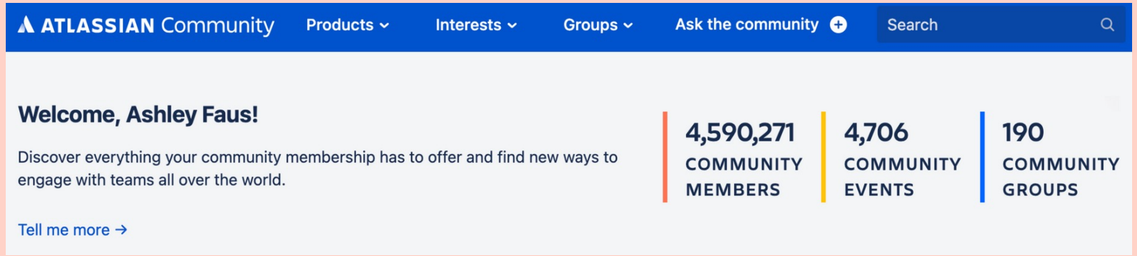
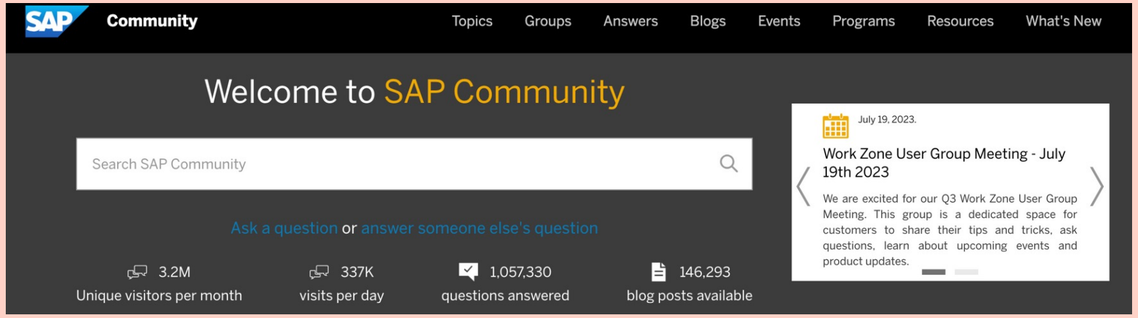
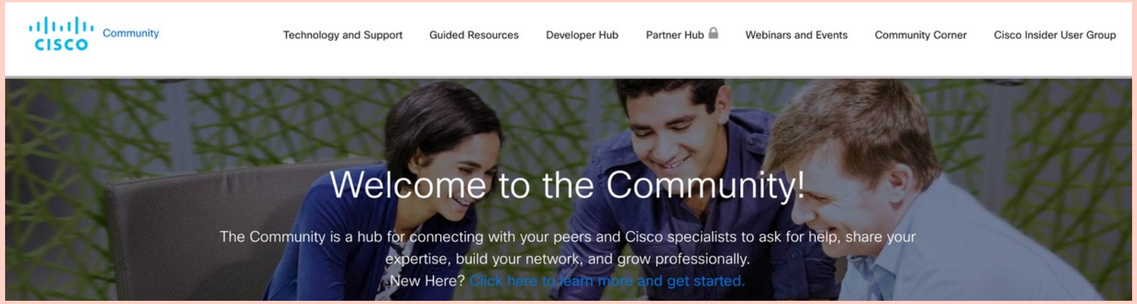
HD

More Communities







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.

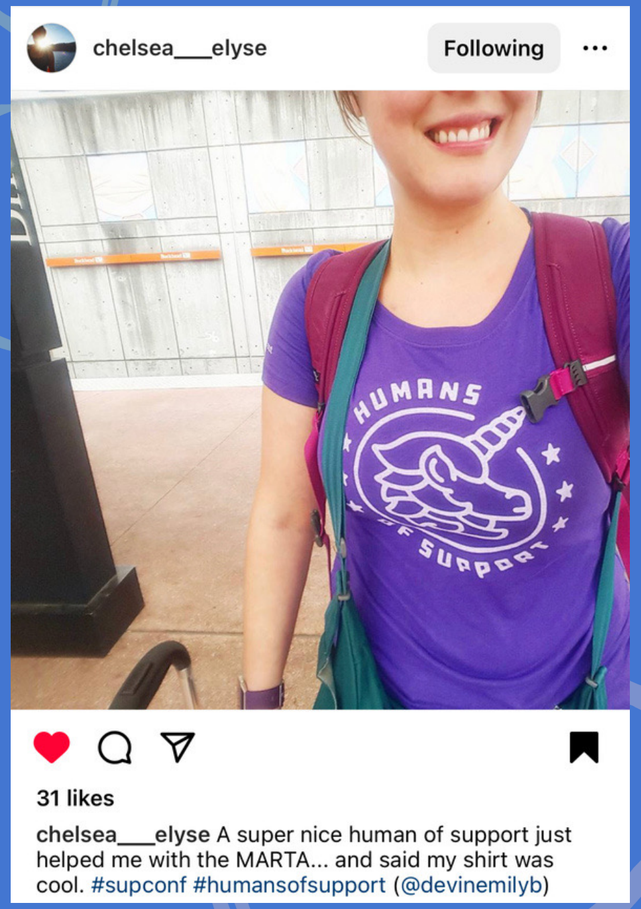
Myth

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.

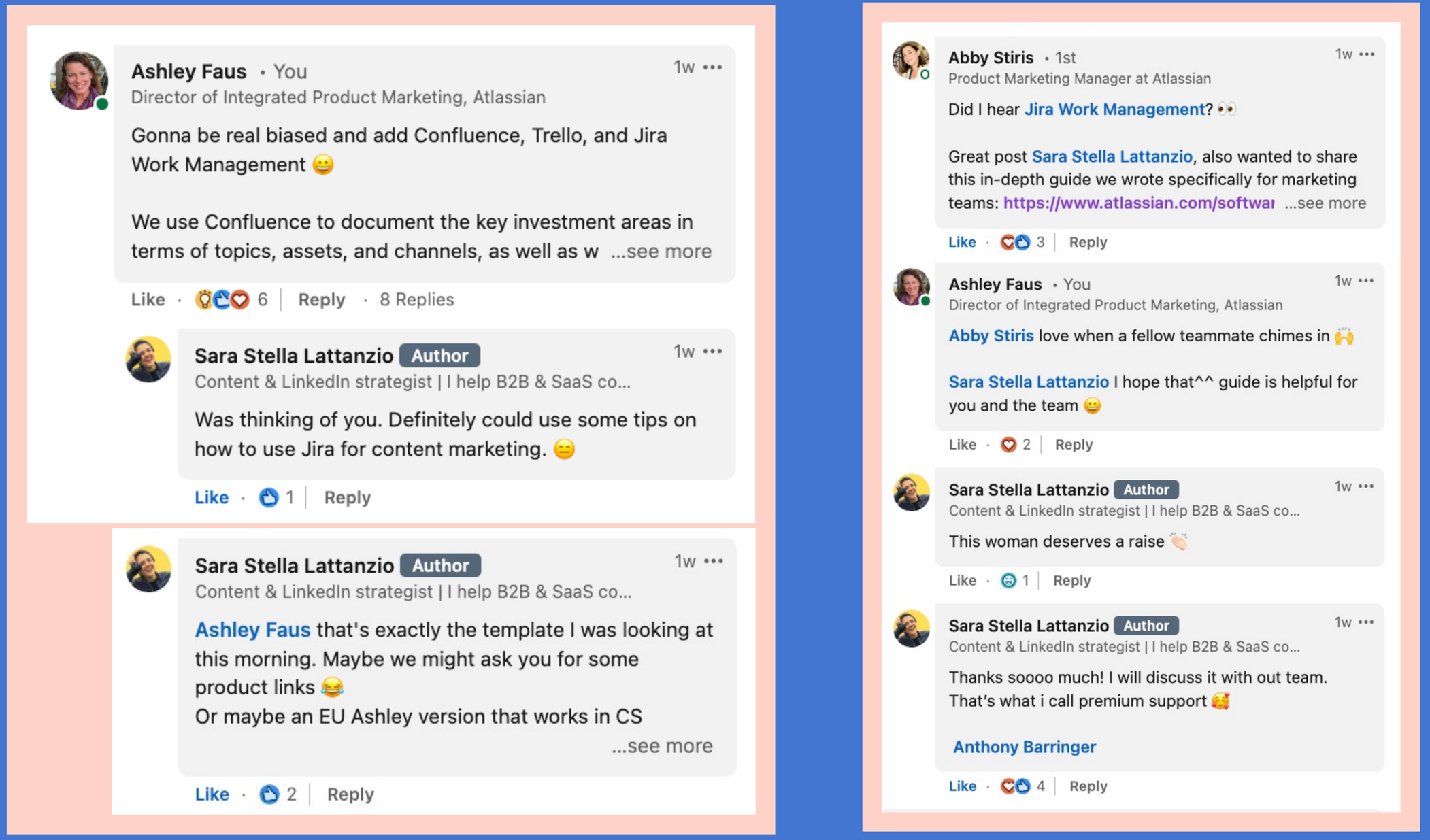
But if you want to create a revenue-driving B2B content strate ...see more

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
Director of Integrated Product Marketing, Atlassian
1w

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
Content & LinkedIn strategist | I help B2B & SaaS co...
1w

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

Like · 1 | Reply

Sara Stella Lattanzio Author
Content & LinkedIn strategist | I help B2B & SaaS co...
1w

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
Product Marketing Manager at Atlassian
1w

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/softwar ...see more

Like · 3 | Reply

Ashley Faus • You
Director of Integrated Product Marketing, Atlassian
1w

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
Content & LinkedIn strategist | I help B2B & SaaS co...
1w

This woman deserves a raise 👏

Like · 1 | Reply

Sara Stella Lattanzio Author
Content & LinkedIn strategist | I help B2B & SaaS co...
1w

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.

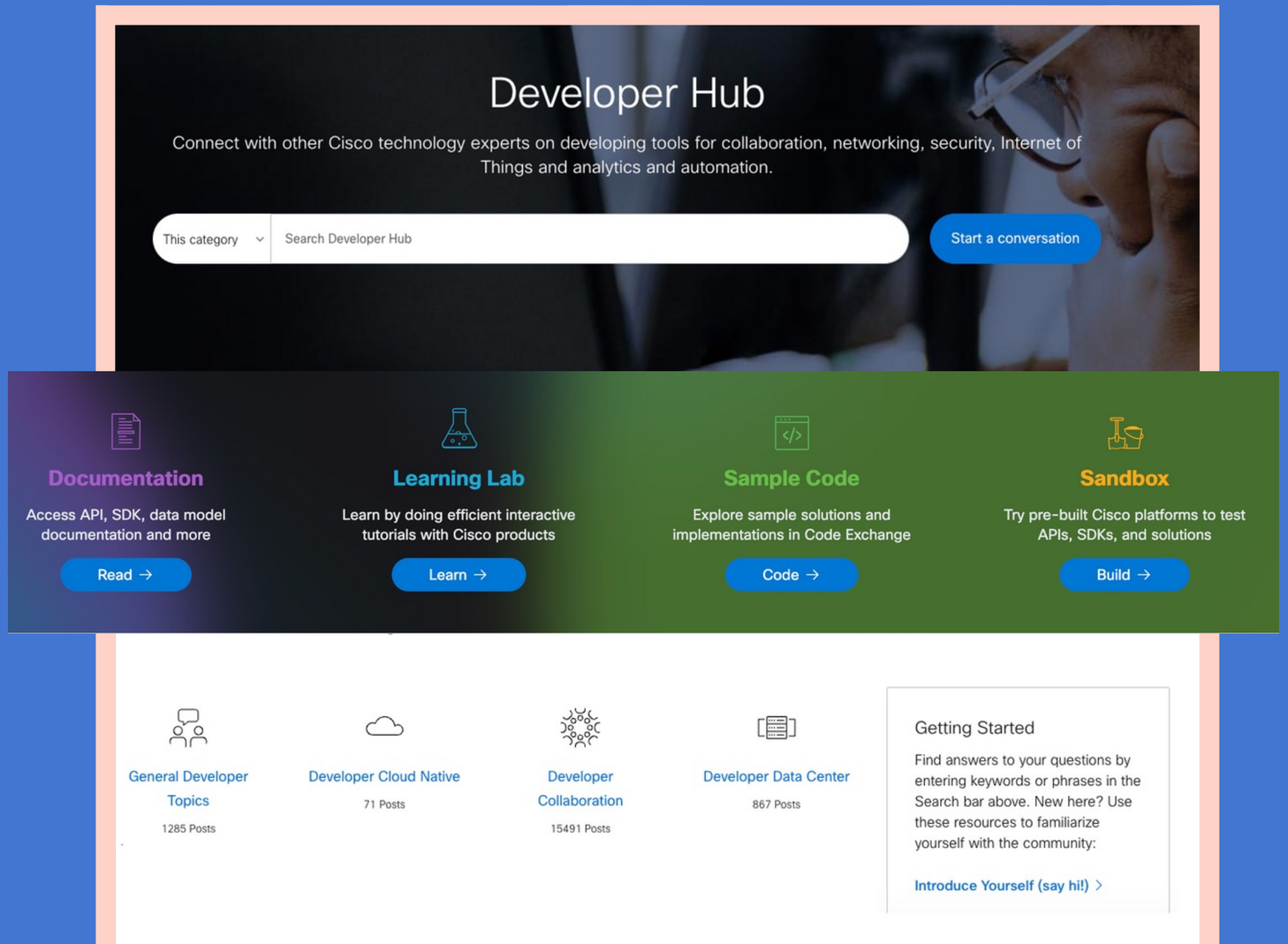
Myth

Focus only
on prospects and
users

Truth

Community is
about ALL
like-minded people

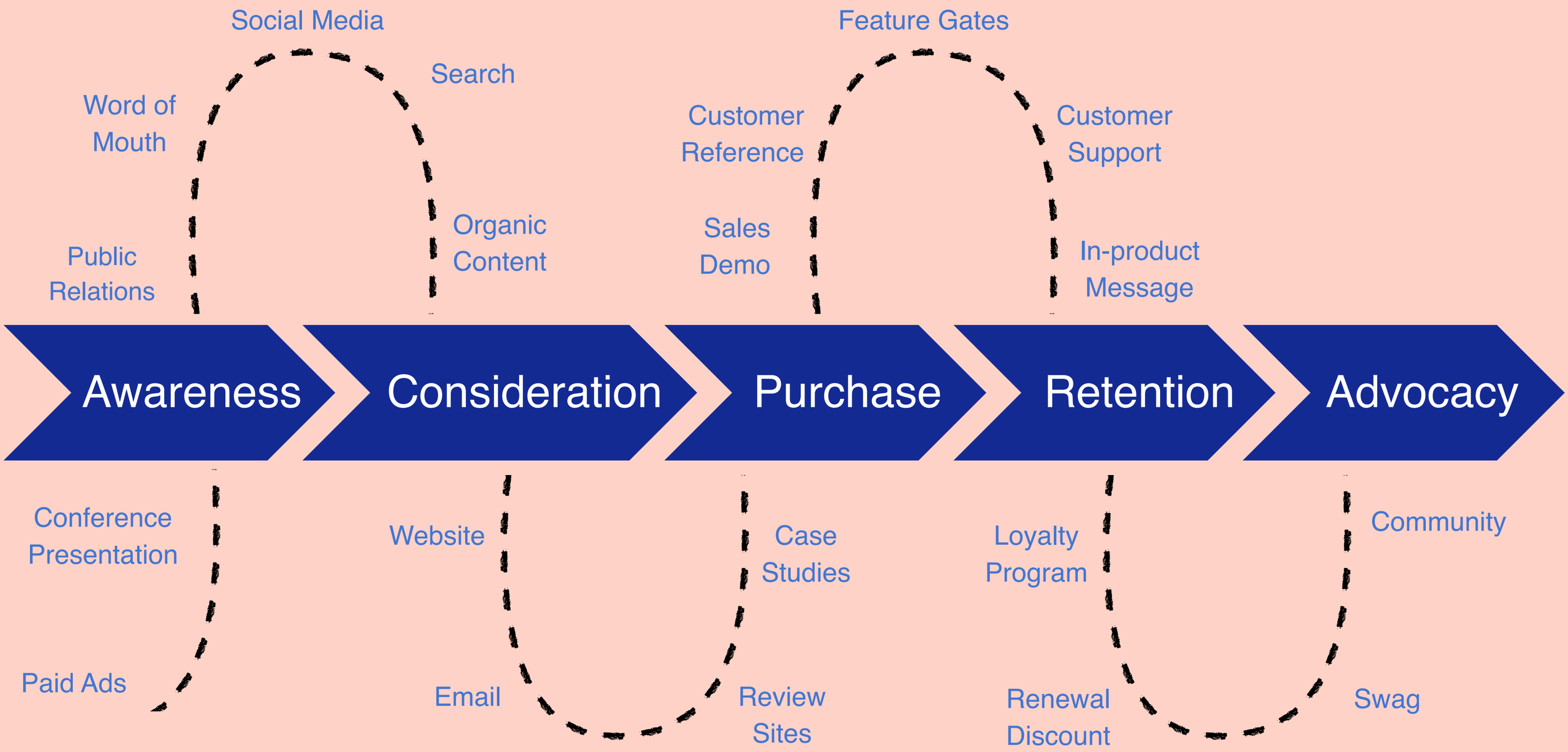
Cisco Developer Community

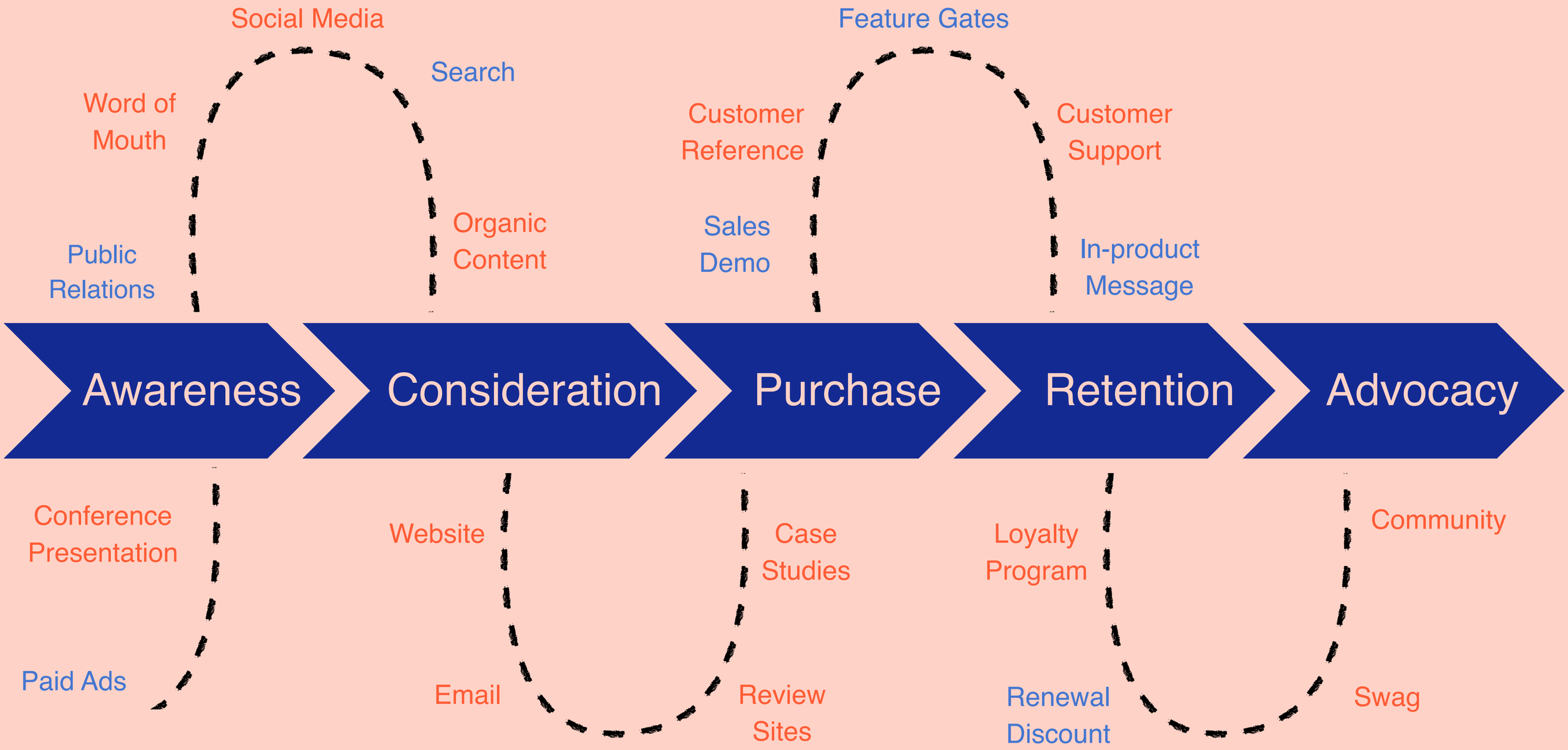


Takeaway

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

Community in the Marketing mix


Social Media
Search
Word of Mouth
Public Relations
Organic Content
Feature Gates
Customer Reference
Customer Support
Sales Demo
In-product Message
Awareness
Consideration
Purchase
Retention
Advocacy
Conference Presentation
Paid Ads
Website
Email
Case Studies
Review Sites
Loyalty Program
Renewal Discount
Community
Swag


Social Media
Search
Word of Mouth
Public Relations
Organic Content
Feature Gates
Customer Reference
Customer Support
Sales Demo
In-product Message
Awareness
Consideration
Purchase
Retention
Advocacy
Conference Presentation
Paid Ads
Website
Email
Case Studies
Review Sites
Loyalty Program
Renewal Discount
Community
Swag

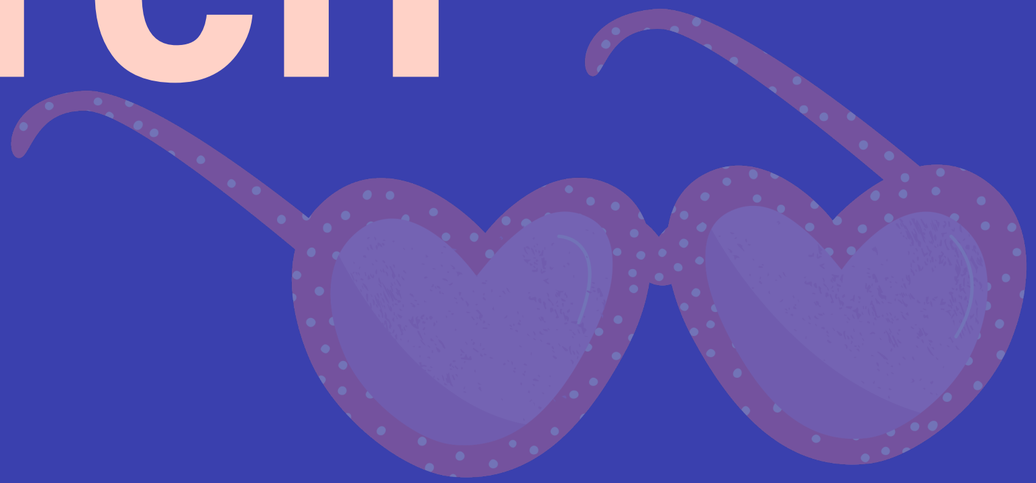
01. RESEARCH

02. ACTIVATE

03. BRING IT TO LIFE

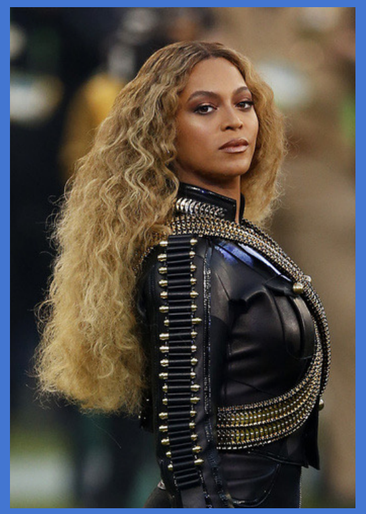
GETTING STARTED

Research



Audience

Conversation Sweet Spot



Relevant Topics

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)

Activate

01. **ENTHUSIASTS**
External

02. **INFLUENCERS**
Macro & Micro

03. **EMPLOYEE EVANGELISTS**
EGC

04. **MARKETING TEAM**
Amplify Community

TYPES OF ACTIVATIONS

Enthusiasts

CRITERIA

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

APPROACH

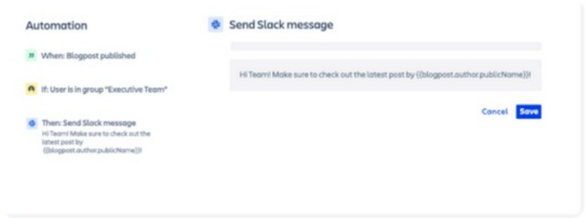
- Alpha/beta access, announcement previews
- Teach them how to build THEIR personal brand
- Share + boost THEIR content

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.



You and 296 others 17 comments • 11 reposts

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

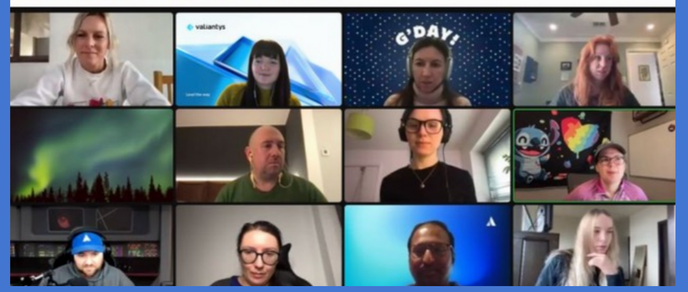
Our name is creators... #AtlassianCreators

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

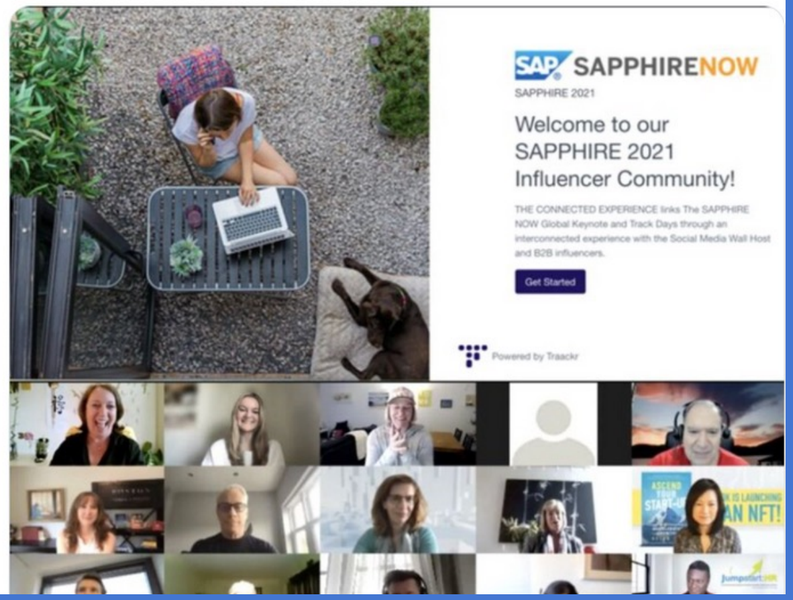
SAP Paid Influencers

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...



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 Steinhaeuser**, 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. Sabastian 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

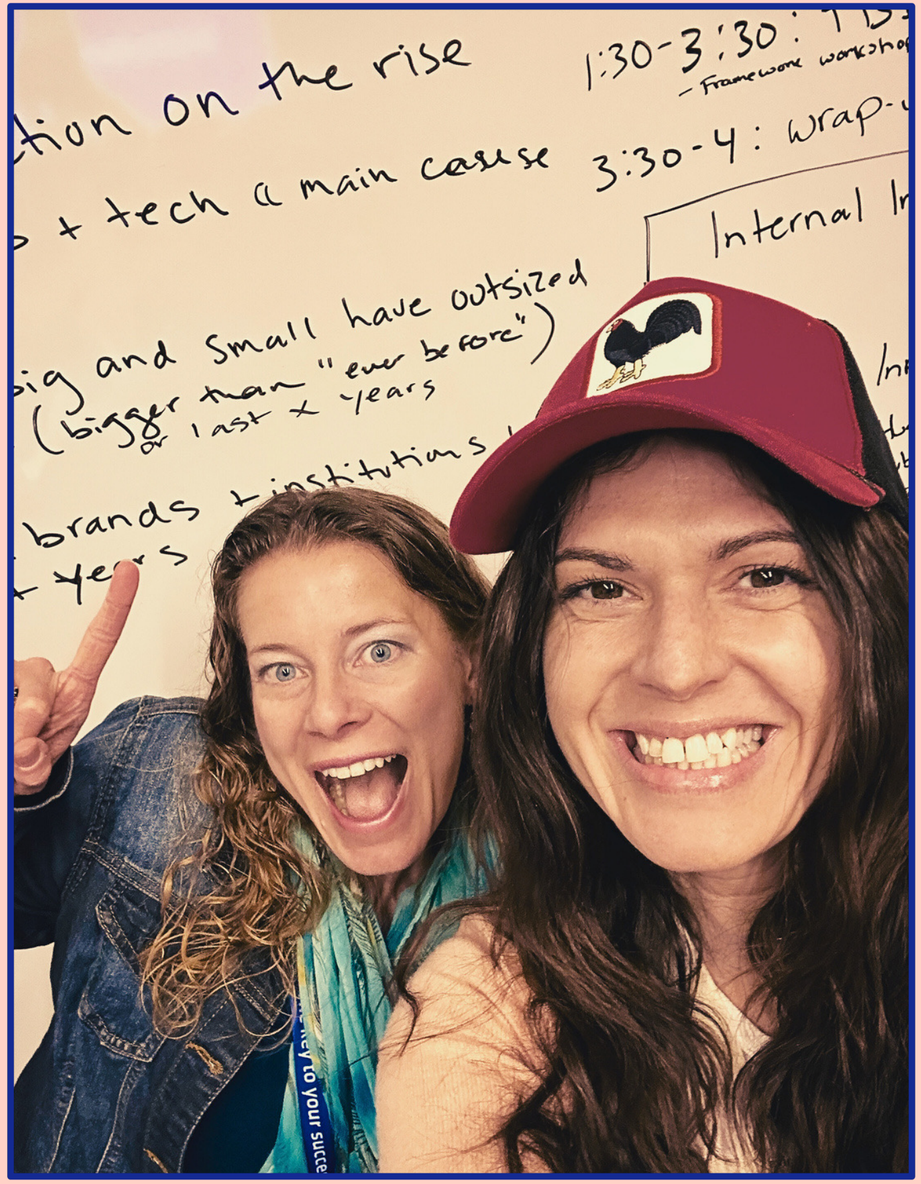
Brand is authentic, relates to the circumstances of their community & shares knowledge & unique opportunities

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