

# LIVELIKE

## THE IMPORTANCE OF CREATING COMMUNITY

## Why Is Building a Community So Crucial?

Creating community has become a critical factor in allowing companies to grow and create deeper brand affiliation. Users want to have a source of social connection to a brand and feel a sense of belonging when interacting with either the brand itself or its surrounding users community.

Not only does community building improve user retention, it also fosters user acquisition, as it promotes word-of-mouth marketing from your loyal fans.

**"66% of branded communities say that the community has had an impact on customer retention."**

**"68% of branded communities say that the community has helped create new leads."**

To be clear, **brand community** is not the same as **brand awareness**.

While building a community of brand fans can help to foster brand awareness, the goal of community building is not to spread the word about your business, but to connect and resonate with users on a deeper level.

How businesses foster and generate community is something that must be done in a thoughtful and true-to-brand manner, something that is certainly easier said than done. Your users want to feel like your community-building efforts are authentic and in their interest, rather than in hopes of boosting the company's growth rate or financial wellbeing.

Source:

<https://blog.vanillaforums.com/20-statistics-about-the-benefits-of-online-communities#:~:text=68%25%20of%20branded%20communities%20say,an%20increase%20in%20brand%20SEO>.

## So, How Can You Create a Community? Let's Chat.

### What is the best way to connect with someone?

#### Answer: Communicate!

Whether it's between friends, fans, or influencers, offering ways for your users to connect and communicate with one another is a great way to foster a sense of community. As a part of our community-building toolkit, the LiveLike engagement suite offers live chat forums to foster user discussion that are fit for any type of user, platform, or industry.

The overall premise of live chat is simple—provide a way for your users to interact with your brand as well as with each other to ensure clear, interactive communication. But there is more than one type of chat:

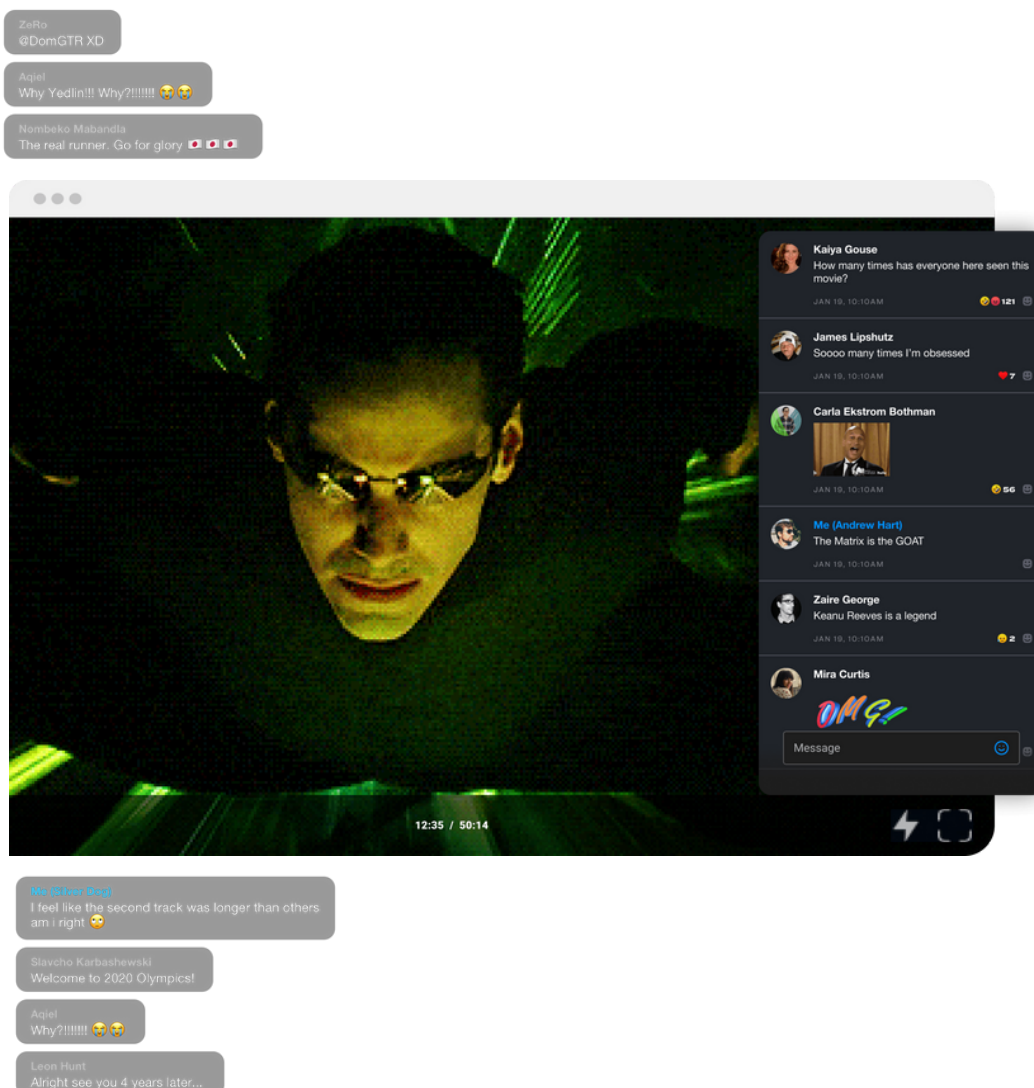
- 1 **Public Chat**
- 2 **Private Chat**
- 3 **Influencer Chat**
- 4 **Ask Me Anything**

# 1 Public Chat

The first up is Public Chat—a live chat forum that is open to all and any user that wants to participate, and displays all chat messages publicly for anyone to respond, react, or engage.

Offering Public Chat capabilities creates an open forum for your users to ask questions, leave comments, and share their knowledge of the industry with others in the community. It's a great way to spark discussion and debate between users, and foster fan engagement.

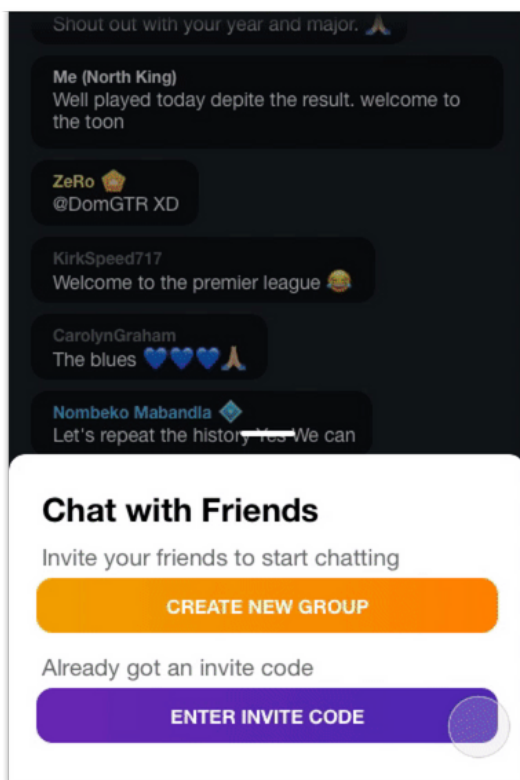
By allowing your users to communicate publicly with one another, you'll create a feeling of belonging and connect like-minded fans around the world.



## 2 Private Chat

Unlike Public Chat, our Private Chat feature allows your users to speak directly to other users of their choice in custom-created private group chats.

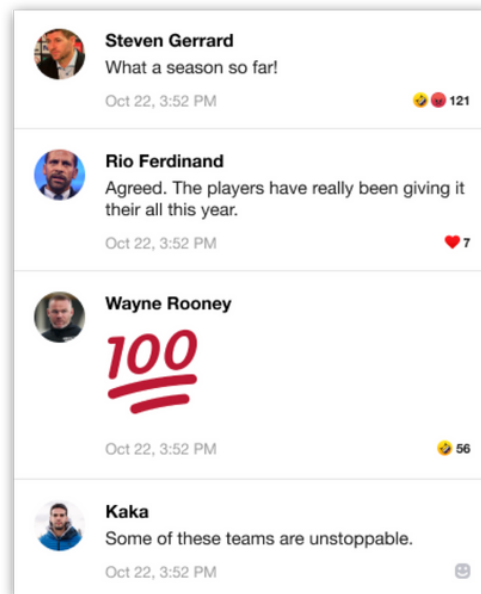
These chats are assigned unique IDs that users are required to know to enter and send messages to those in each group. Whether you're connecting sports fans, students, or movie buffs, Private Chat is perfect for facilitating smaller group discussions, one-on-ones, and more!



### 3 Influencer Chat

The only thing cooler than being able to chat with your friends and fellow fans around the world, is getting to chat to the people you look up to the most. With the Influencer Chat widget, your users will be able to witness live conversations with influential members of the community, and even have the chance to ask them questions directly.

By creating the opportunity for these interactions, you'll provide your users with a sense of proximity, personalization, and connection to their favorite athletes, musicians, and more.

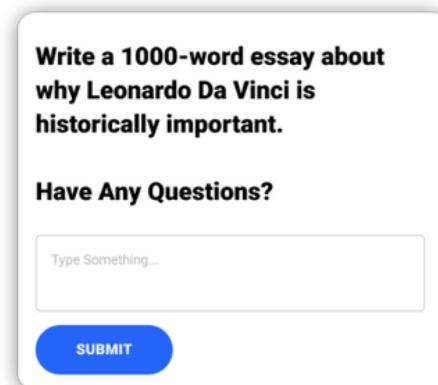
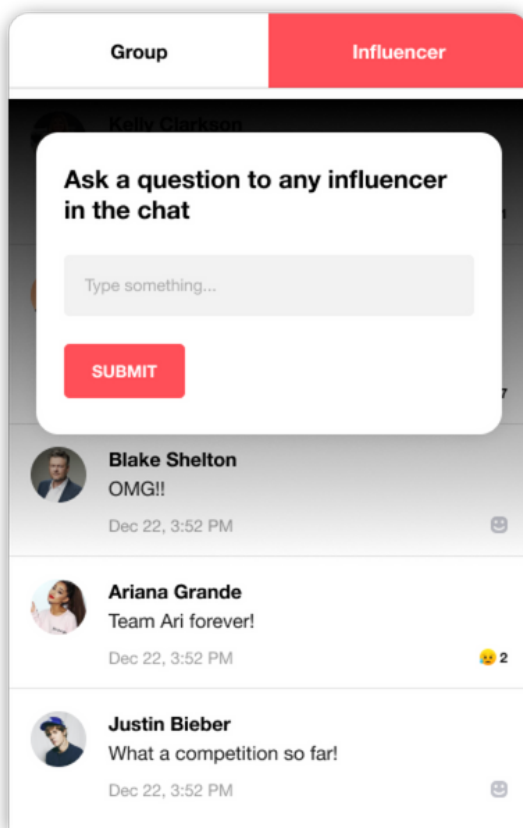


## 4

## Ask Me Anything

Last but not least, the Ask Me Anything or AMA widget not only gives your users the chance to ask the questions, it also provides you with crucial insight into what your audience is thinking and looking for.

Use AMAs to gather open-ended feedback, respond to users in real time, or even compile a list of questions from the crowd to ask the on-air talent during a live stream. With the AMA feature, you'll allow everyone using your platform to share their input, get the answers they're searching for, and maybe even see their content featured in the platform experience.



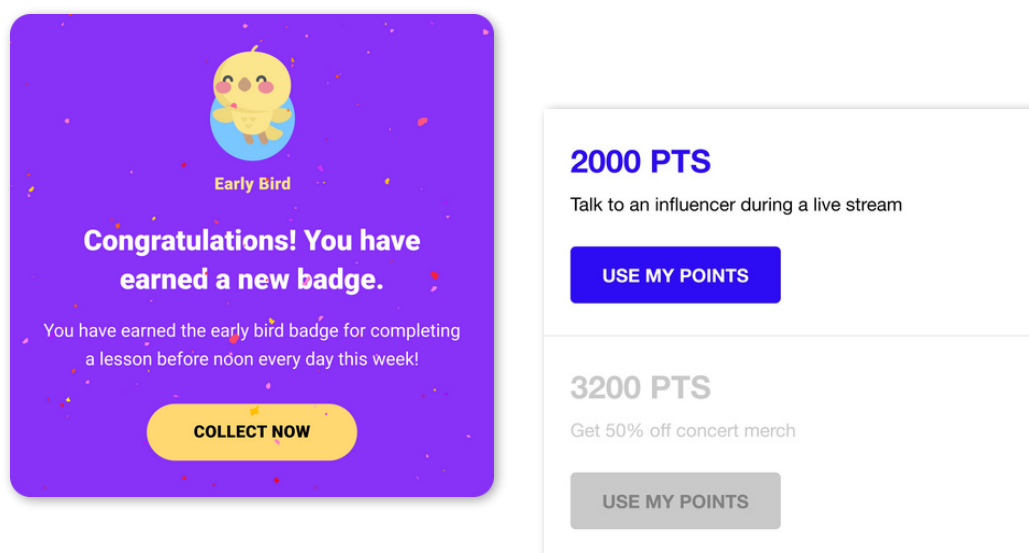
## Don't Be All Talk, Reward Your Users!

The only thing better for fostering user connections than live chat is a sense of good old fashioned rivalry. Building a strategic loyalty rewards program works to encourage user engagement on your platform while fostering a communal sense of fun, friendly competition between fans.

### Show Off Your Stuff!

Points, badges, and leaderboards work to naturally create a sense of excitement that drives community, competition, and participation on your platform.

Through the use of points and badges, you can reward your fans for completing certain actions, whether it be answering a poll or referring new users, motivating them to repeat desirable fan behavior. Paired with leaderboards, give your most loyal users the chance to flaunt their success to the rest of the community and dare others to try and beat them out of first place!



*For more information on implementing rewards for your users, see our [How to Build an Effective Loyalty & Rewards Program](#) playbook.*



# Case Studies

## WNBA

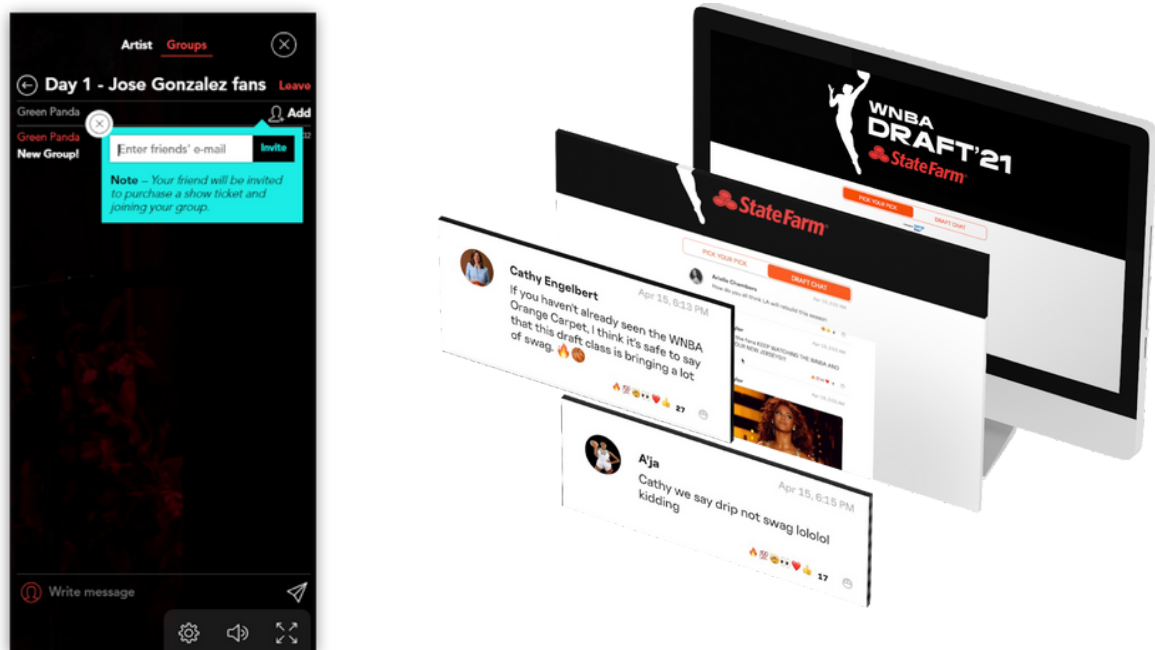
For the 2021 WNBA draft, LiveLike created The WNBA Draft Fan Zone, an interactive audience engagement platform. By leveraging the Influencer Chat, they brought together the commissioner of the league, athletes and other influencers that had a safe place for light interaction which generated great audience engagement.

### Case Study

## GIGSET

GIGSET is a music platform for artists to perform online for their audience. They have powered both Public & Private Chat Rooms using our Audience Engagement suite.

### Case Study



## About LiveLike

LiveLike is a technology company dedicated to empowering digital experiences that enable deeper fan engagement, increased retention rates, and new monetization opportunities.

Media companies from around the world and events like the Super Bowl, FIFA World Cup, NBA Playoffs, French Open turn to us to transform their platforms into communal and interactive experiences, bringing their fans closer to the action.

**Our mission is to empower digital experiences and convert audiences into engaged fans!**



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