



INDIEGOGO.

Checklist: Ways to engage with your community

Many companies are rethinking how they approach their business. They're finding that more and more, they need to focus on engaging with community to convert new customers, increase lifetime customer value, lower the cost of customer service, and more. Nearly 80% of founders report building a community of users as important to their business, and 28% describe it as their moat. **Community is what differentiates crowdfunding.** It's the backbone of every campaign at Indiegogo.

But It's not always easy to figure out how to engage with a community. The checklist below can help to guide you with proven strategies.

1. EASY WAYS TO GET STARTED:

The quickest and easiest way to connect with backers on Indiegogo is to use some of the tools that are built into the Indiegogo platform. The updates and comments features are great channels for incorporating many of the tips in this checklist.

○ Post campaign updates

Use the [Campaign Updates](#) feature to make updates about your campaign right on your campaign page, where they'll be easier for current and future backers to see. (If you need some help writing your updates, [check out these templates.](#)) This is a great way to get feedback in real time, as your backers [can leave reactions](#) to your updates.

○ Use backer comments

Use the [Backer Comments](#) feature to create a forum for your backers to connect with you and with each other. It's a straightforward way to make space for community right on your campaign page.

2. TALK TO POTENTIAL BACKERS:

○ Answer user questions regarding your perks

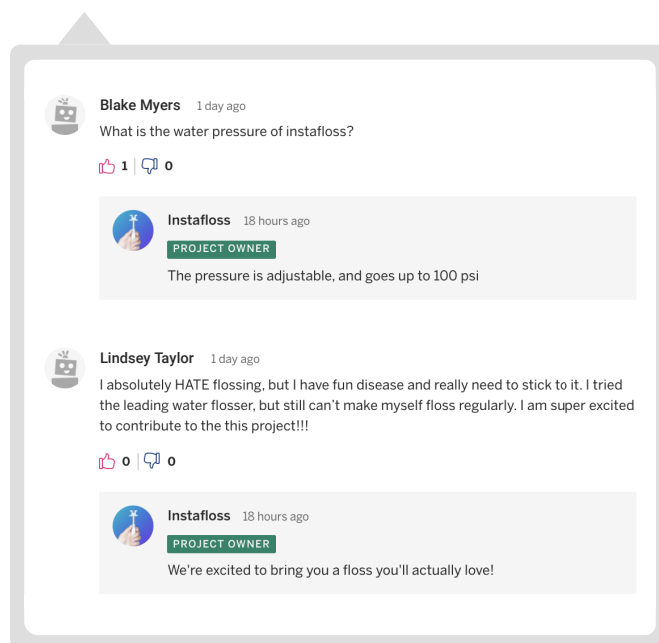
Are users questioning the feasibility of your ideas? Are they unclear on how everything works? Start a discussion and welcome further questions. It's a great way to build brand loyalty and instill confidence that backers are supporting the right campaigner. It can also be a great way to attract the lurkers who may be looking for more information beyond what is on your campaign and FAQ pages.

○ Learn more about why users are interested in your campaign

Ask questions around their interests. What do they find appealing? Is there anything that they find unappealing that you have an opportunity to fix? Not only will this help build rapport with your community, it will also give you valuable insights into what people want and help you build a campaign page that addresses the needs and questions of your customer base.

○ Keep conversation going with Open Comments

If you opt into Indiegogo's [Open Comments](#) feature, it allows any logged in user to make a comment on your campaign page. It gives people who have not yet backed your campaign an opportunity to interact with you, and helps you foster new connections. When Open Comments isn't activated, only people who have backed your campaign can leave comments.



○ Provide frequent updates and answer each comment in the comments section

Demonstrate that you are an active participant in your community by making [regular updates](#) on your campaign page. You should also reply to each and every comment in the comments section. These are some of the most visible ways to signal that you are paying attention to your community.

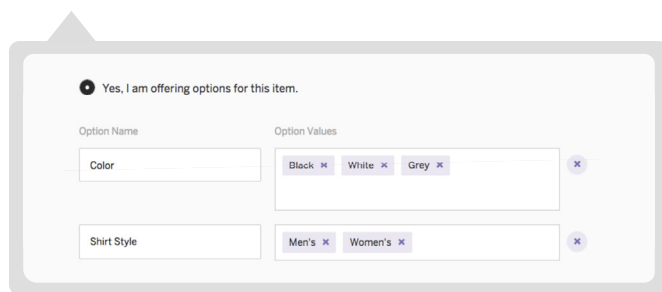
○ Engage with existing online communities

There might already be a community where your product easily fits in. Find a way to meaningfully engage with it. Emphasis on the "meaningful:" Don't simply find an online forum and start spamming it about your product. Presumably your product exists in a space that you're passionate about, so finding things to talk about with an online group shouldn't be challenging.

3. GET YOUR COMMUNITY INVOLVED IN MAKING YOUR PRODUCT:

○ Provide options for users to get involved with perk development

Ask what customizations, like color options, your community would like to see to tailor your product to their needs. You can also get feedback on your delivered product and then use that information to make your next version even better. You can also survey your backers to find out what they'd like to see if you released a new version. Comment voting and update reactions (explained below) are great ways to survey users about perks they'd like. And unlike doing surveys off-platform, they drive people back to your campaign page.



The screenshot shows a form titled "Yes, I am offering options for this item." It has two columns: "Option Name" and "Option Values". Under "Option Name", there is a text input field with "Color" entered. Under "Option Values", there are three buttons: "Black", "White", and "Grey", each with a small "x" icon to its right. Below this, there is another "Option Name" field with "Shirt Style" entered. Under "Option Values", there are two buttons: "Men's" and "Women's", each with a small "x" icon to its right.

○ Have backers use comment voting to highlight comments

Indiegogo lets users upvote comments, which allows users to easily surface information that might be relevant to them and can help you get a quick gauge of what ideas or proposals are most popular.

○ Get a handle on backer feelings with update reactions

When you post an update on Indiegogo, it gets automatically sent to your backers and you'll be able to [see their reactions](#) at the bottom of the update. Did they react with a happy face? Or a confused face? You can also copy the direct link to each update to send it to anyone who may have missed it.

○ Encourage users to have a dialogue about what types of other products they like in relation to your space

Are you building an ebike? What other ebikes do your users like? What can you learn from these other products to make yours better than those?

4. DEMONSTRATE WHY YOUR COMMUNITY SHOULD BACK YOUR CAMPAIGN:

○ Provide a shared purpose and values: Why are you coming together?

Crowdfunding is about more than just the product; it's about the story of the campaign. Crowdfunding backers are often drawn to crowdfunding because of a campaign's mission, purpose, and values. If you have something to share - eg. personal story, why you launch the campaign, struggles, excitements, small wins along your entrepreneur journey - be sure to do so. This is your chance to tell your story.

The MATE story



Do you know why Copenhagen has been called the happiest city on Earth? **BIKING!**

Riding a bike gives you exercise, allows you to move freely and is the greenest form of transportation. But why aren't there more people biking everyday then?

We realised that in some countries or places, biking is not as easy as "riding a bike" and there can be many obstacles along the way that prevent you to even consider bike as an option in your journeys.

We think people would be happier on a bike that could actually remove all the downsides of biking. That's why we created MATE: to show the world how fun, convenient and rewarding riding a bike can be. So you have freedom and a constant reward of doing the right thing: for yourself, for others, for the planet.

○ Clearly define value and incentive for participation

What do they get by being a part of your community? What perks are you offering? How will you keep engagement going with time? One practical incentive for people to join a group would be with [Secret Perks](#) that's exclusively offered via the group, like a lower price, free accessories, etc. A Secret Perk can be accessed via a [special URL](#) that you'd set up in the [Campaign Editor](#). And if you provide an incentive like this before the launch, it could help boost your initial traction by giving you an additional channel for email marketing.

5. KEEP UP THE GOOD WORK:

○ Find repeatable, simple actions

Community engagement is more than a couple of quick actions. It's the result of a long commitment to your backers, and it doesn't happen overnight. Be sure to be consistent in your community building efforts so your users build behavior around these activities. Keep in mind that engaging with a community takes time, so start today. The sooner you get going, the better.



GET STARTED MANAGING A COMMUNITY.

Business is like most other things in life: It's better when it's done with other people. Engaging with your community is not only good for your bottom line, it's also good for your backers. By investing in your community, you'll go a long way towards creating a business that lasts and a backer community that helps you succeed.



READY TO ENGAGE WITH YOUR COMMUNITY?

An easy way to get started is by posting a [campaign update](#) and [responding to backer comments](#) on your campaign page.

