

Is Community Marketing the new hype?



Who am I?

I am Isabelle Finet, 43 years old.

Co-founder of Fibre Mood, an international sewing and knitting magazine annex communityplatform.

After one year we welcome 26.000 sewistas in the Fibre Mood community, 19.000 Instagram followers and subscribers from 22 countries.

Next to Fibre Mood I do have 2 real kids of 4 and 5 years old, a husband, a cat, a rabbit and a fish



Is Community Marketing the new hype?

Yes, and No

- Community Marketing is nothing more than the old fashion Word of Mouth Marketing
- What is different:
 1. social media is big business for communities
 2. the way you approach your community (find the 3 circles around your brand and be facilitator)
 3. 2-way communication between brand \leftrightarrow community
 4. Do something with the feedback of your community, don't hesitate to adapt your product



How to start your community?

1. Find your community, it already exists!

- ➔ Choose the right social medium where your community is mostly active
- ➔ Is this medium also fitting your brand?

e.g. Fibre Mood: the Sewing Community is active both on Facebook and Instagram

- ➔ Fibre Mood chooses Instagram, because of the younger audience



Nobody likes an empty pub: find the 3 circles around your brand

2. Find the people who have authority in your communities

- contact them personally and tell them about your new brand
- Involve them in the development of your brand and listen to them
- inform them at first, every time you release something new
- give them an important role (you do not necessarily need to pay them, but this is possible)
- eventually set up a group where they can communicate with each other (they know each other!)
- Warning: they are not loyal to your brand only! So make the difference!
- Make them real ambassadors for your brand

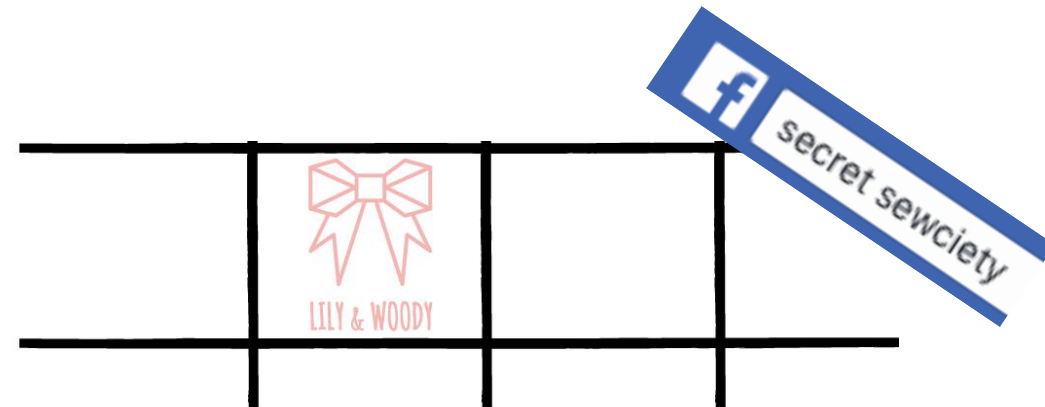
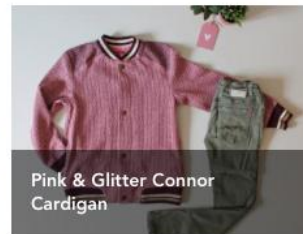
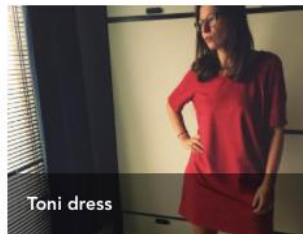
e.g. Fibre Mood: sewing bloggers



Make it yours / Create Share Inspire



Link party entries



HOME TUTORIALS FABRIC ABROAD

WOENSDAG 13 JUNI 2018

FRANCES BY FIBRE MOOD



Fill your pub eventually with even more people

2 bis. Find the professionals who have authority in your community

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- Involve them in the development of your brand and listen to them
- inform them at first, every time you release something new
- give them an important role (you do not necessarily need to pay them, but this is possible)
- ~~eventually set up a group where they can communicate with each other (they know each other!) they are competitors!~~
- Warning: they are not loyal to your brand only! So make the difference!
- Make them real ambassadors of your brand

e.g. Fibre Mood: fabric stores





Ontdek je nieuwe stoffenwinkel

Woon je in Morselt of Boom en ben je nog op zoek naar een leuke stoffenwinkel? Spring dan zeker eens binnen bij Bobby Sewing!

De praktische informatie vind je onderaan de pagina.

[Naar de winkel](#)

ABOUT

Bobby Sewing, een stoffenwinkel waar alle leeftijden met open armen en een lach op het gezicht ontvangen worden. Dus jong of oud, neem snel een kijkje achter de schermen!

[Lees hier het interview](#)



Dress My Window

Bobby Sewing participated in the Fibre Mood campaign 'Dress My Window' and even got a place among the 3 winners. This photo of the beautiful window is the result.



3. 2-way communication between brand ↔ community

- Reward your community
 - Not only the 2nd and 3rd circle: everybody!

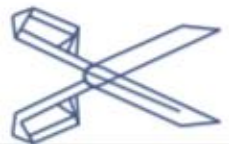
Dress my Window Competition



Fibre Mood is celebrating its first birthday by connecting Sewistas from all over the world. That's nice and all, but we think it'd be even more awesome to show each other.

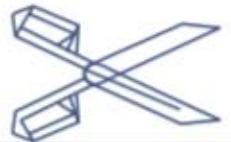
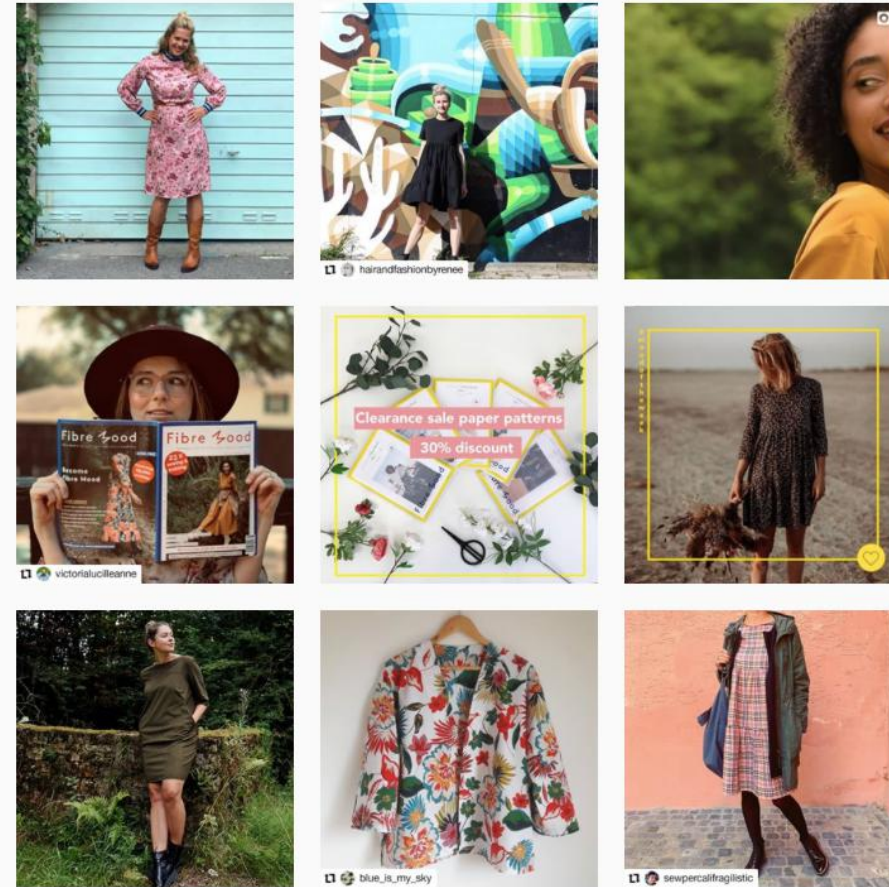
The Sewista World Tour: that means film clips and snapshot from all around the globe.

Show us where you are with your snapshot!



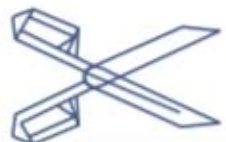
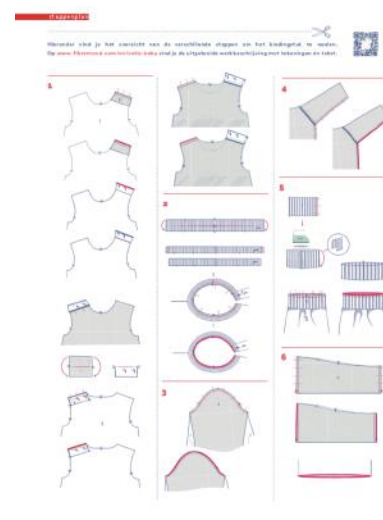
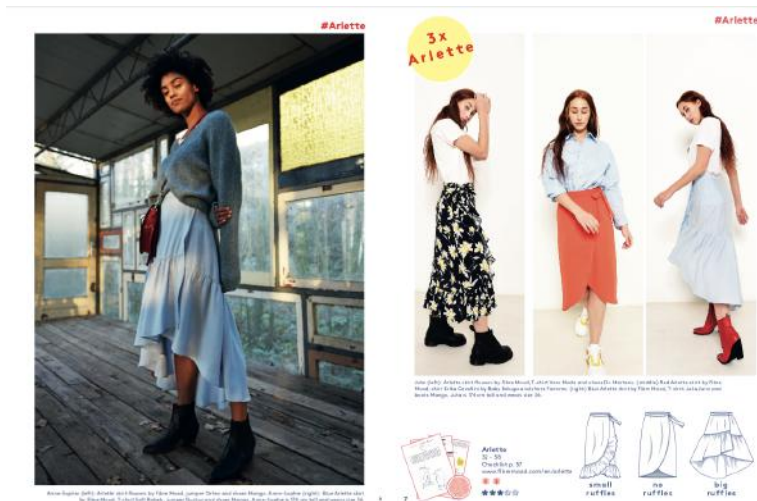
3. 2-way communication between brand \leftrightarrow community

➔ Your community is making content for you: repost, mood of the week, etc.

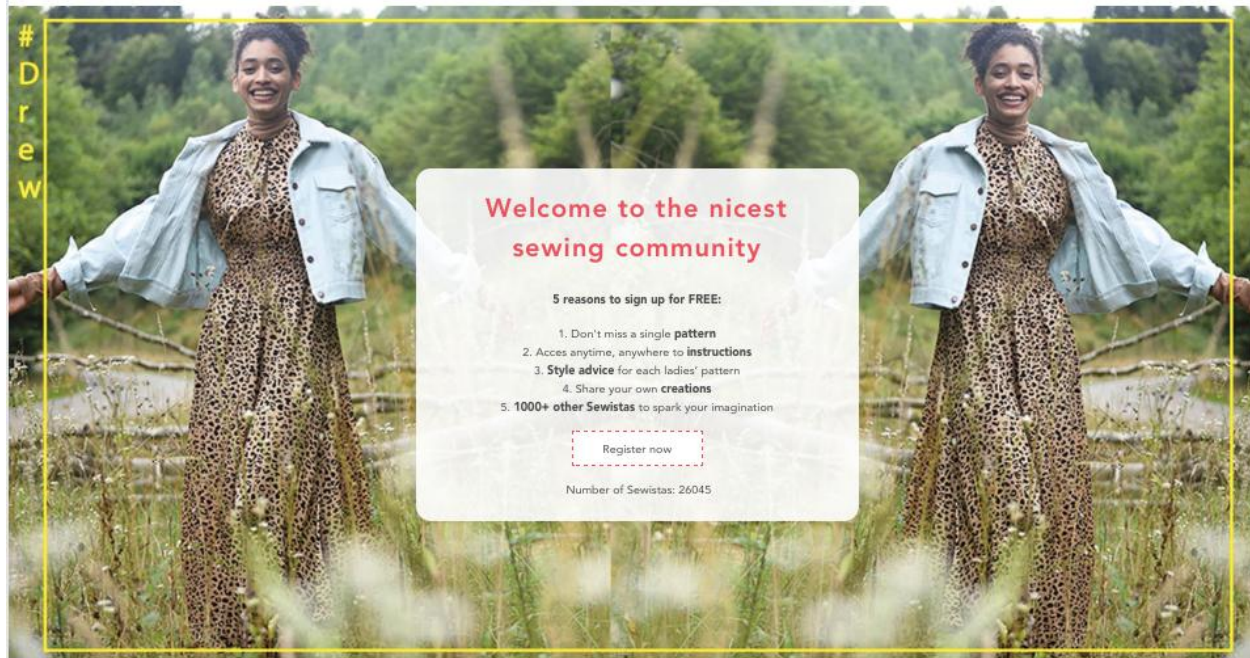


4. Do something with the feedback of your community, don't hesitate to adapt your product

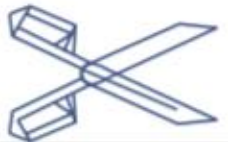
e.g. Fibre Mood: 2 editions without instructions; from edition 3 with instructions.



Results after 1 year and 3 months of Fibre Mood:



- 26.044 sewistas in online platform, +19K followers on Instagram
- 500 bloggers worldwide
- 300 fabric stores in Belgium, Holland, Germany, France, Austria, Denmark, Canada



Questions?

