≈ Community

Customer Playbook

Welcome to the Community
Customer Playbook!

This playbook is your go-to guide for setting up and optimizing your experience with the Community platform. Within this playbook, you will find a clear, step-by-step approach designed to help you:

- Build a strong foundation by implementing best practices for building your audience and fostering engagement on Community.
- Discover actionable strategies to make the most of the platform's features from the very beginning.
- Learn through practical examples that illustrate effective platform use.
- Gain insights into the features and activities that drive the highest levels of user interaction.
- Keep a handy reference to revisit as you continue to explore and grow your audience on the platform.

Whether you're just starting out or looking to elevate your strategy, this playbook will guide you every step of the way.

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Getting Started

Platform Overview

Welcome to Community—the leading SMS platform that's all about connecting, engaging, and building lasting relationships. We're thrilled to have you here and can't wait for you to experience everything Community can do!

With Community, businesses, brands, creators, and public figures can reach their audiences in a whole new way—fostering trust, gaining valuable insights, and boosting lifetime customer value. This isn't just about sending texts; it's about transforming SMS into a relationship-building powerhouse.

From meaningful, high-intent conversations that inspire action to powerful segmentation tools for delivering personalized messages, Community helps you engage authentically—without the hassle of algorithms or the noise of disinformation.

Let's unlock the full potential of your audience, together!

Onboarding Checklist

Let's get you started with the basics!

- ◯ **Activate your account and walk through the initial onboarding steps in the platform.**

  - ◯ Find your Community phone number at the top left of any page in the platform.

- ◯ **Customize your welcome message.** These messages will be your audience's first impression of your Community, so take this opportunity to get them excited for what's to come.

  - ◯ Note: If a member has never texted Community before, they will be prompted to fill out a signup form, which ensures they have accepted our Terms and Privacy Policy.

- ◯ **Customize the sign up confirmation message.** Once a member has completed the sign up form, they will receive your sign up confirmation.

◯ **Add a contact photo.** This will show up on the contact card that is delivered to your members and in your embedded messaging link.

◯ **Record a voicemail.** While members can't leave messages, they might call to make sure it's really you.

◯ **Filter your inbox.** Once you start receiving responses, start organizing your inbox in the messages tab using the filters.

◯ **Set up communities.** Set up communities using keywords (words, phrases, emojis) that will sort users into groups.

◯ **Understand clustering.** Use the campaign section to familiarize yourself with the cluster feature.

◯ **Set up flows.** Set up flows that are triggered by new member opt-ins, keyword responses and more.

◯ **Integrate with Shopify.** To integrate your Shopify store, follow the instructions in the tool to get started.

Key Features

Audience Segmentation with "Communities"

Your audience is made up of individuals who have varying preferences. There isn't a one-size-fits-all approach to the content your audience wants to see, so you need to treat them as the individuals they are. Use "Communities" to sort Members so you can send segmented, personalized content they will actually want to see.

How to add members to a "Community":

- If a member texts you a keyword that is identified on the list of keywords you set up, they'll automatically be added to that keyword group or "Community"
- Hand-select individuals when creating a new "Community"
- From a Member's detailed profile view, click "Add to Community"
- Use the Response multi-select (in Sent Campaigns) to add multiple contacts from a sent campaign to a "Community"
- Search your previous messages for a specific word or phrase and multi-select to add them to a "Community"
- Through the API you can programmatically manage Members of a "Community", this is helpful if you are integrating a form or activation and want to track origin. When you onboard them via API you can also add them to a "Community" for future segmentation.

Form "Communities" based on how you'll want to segment messages in the future. The best practice is to add a specific keyword for each entry point. You can configure the QR code and tap-to-text URLs to automatically draft the keyword for that specific activation. Then you catch the keywords and automatically add them to the subcommunity. Common ways to segment your "communities" includes:

- Interests
    - Example: dogs, sports, current events, live music, jogging
- Origin
    - Example: Joined from web form #3, Joined from QR Code at Live Event on 1/25, Joined from Tap-to-text URL.

More ways to segment your "communities" by industry:

- **Music:** locations (for live shows), favorite albums (for merch sales), collectors (for fans who like collectibles)
- **Beauty brands:** products (makeup, hair products, skin care) or preferred color pallet (cool vs. warm toned)
- **Sports:** locations (for live games), interests (locker room behind the scenes, game analysis, etc.), favorite player (for exclusive videos/photos), collectors (for fans who like collectibles)
- **Politics:** locations (to serve them local content), legislative interests (what are they passionate about), political affiliation

Automated Welcome Series & "Flows"

"Flows" are automated text conversations that can include images, voice memos, and GIFs. These Flows can be used to ensure a steady cadence of automated engagement.

To start your member onboarding experience, set up an automated welcome series in the Flows section of the platform. This can help start a conversation with new members, gather customer feedback for upcoming campaigns and begin the key process of segmentation.

How-To Set Up Your Welcome Series:

- Click on the Flows Tab in the navigation panel on the <u>Web Dashboard.</u>
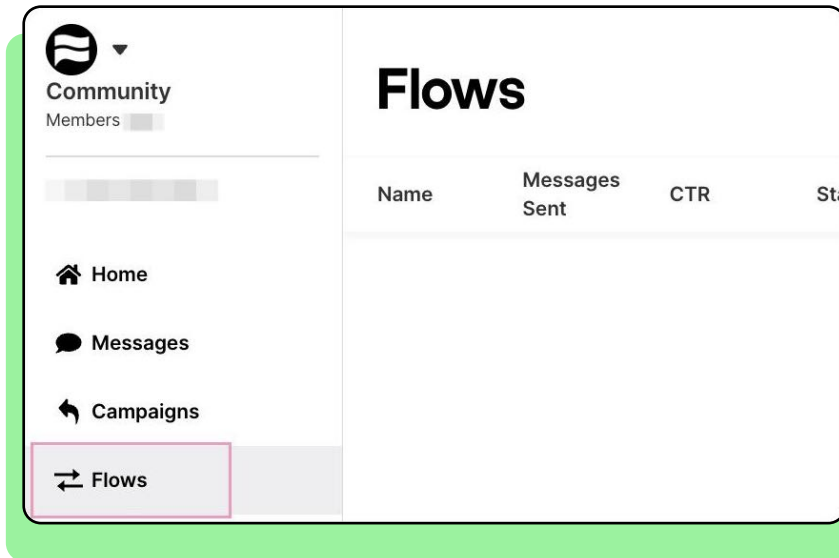
- Click on **Create New Flow.**
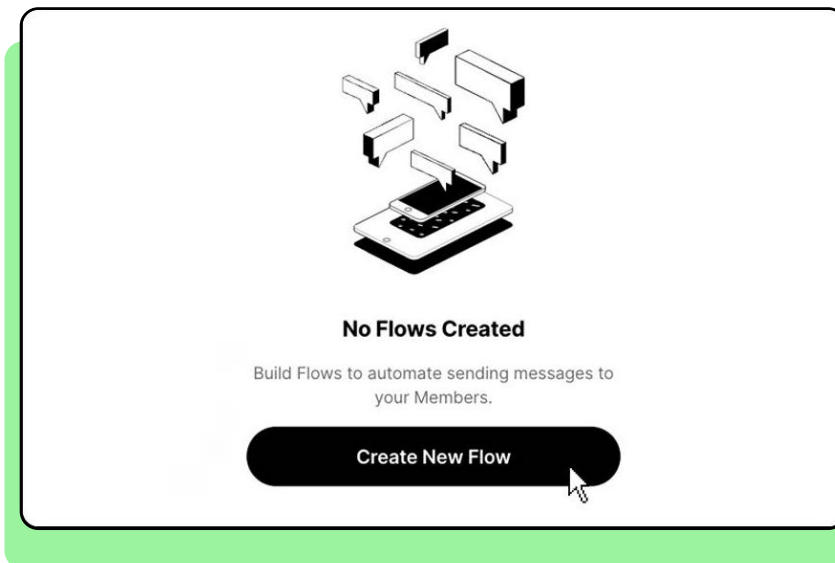
- Choose **Welcome Series** from the list of templates.
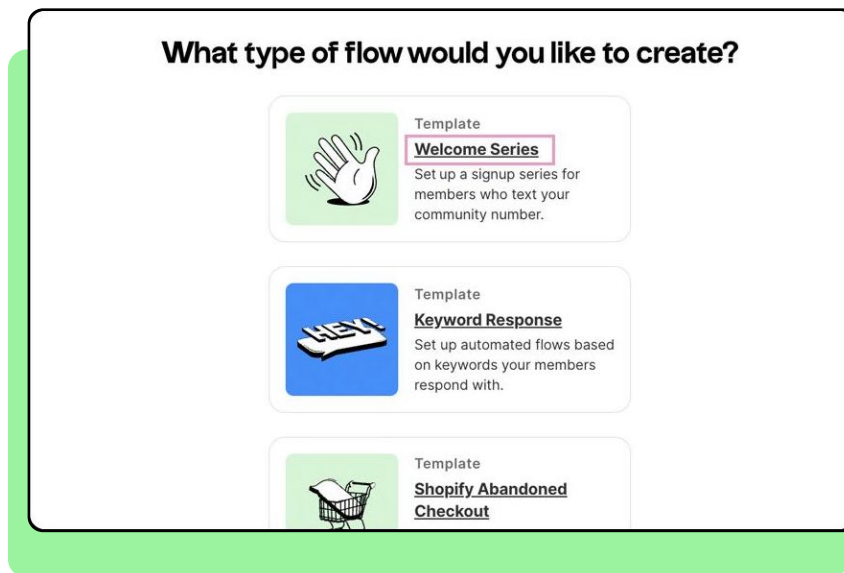
- On the right you will see a visual representation of the entire Member onboarding experience, including the Welcome Message and Confirmation Message that you composed during account activation. Both messages can be updated from this screen by clicking the ellipses to edit. On the left, you have the tools you need to add to your Member onboarding experience. Add Steps and Actions by dragging them from the menu or clicking the (+) sign in the canvas editor.
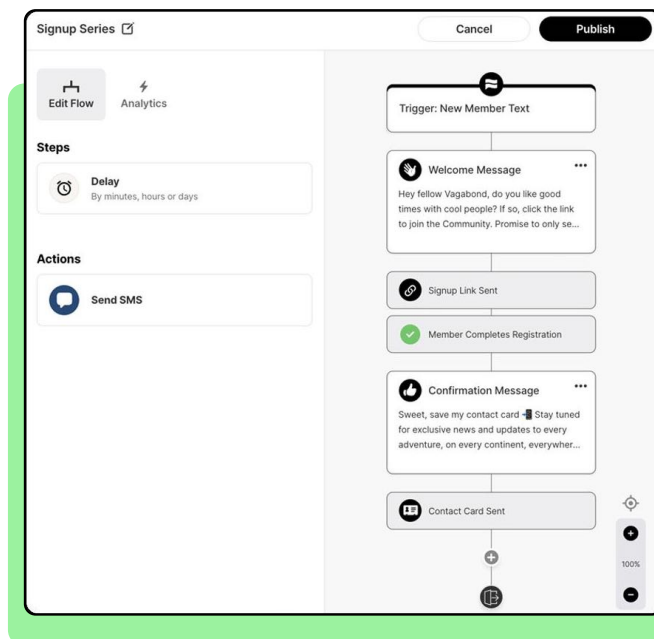
- You can add a **Delay** to your flow, which gives you options for multiple days, hours, minutes, or seconds that can be selected. Click **Done** once you have set your desired delay.
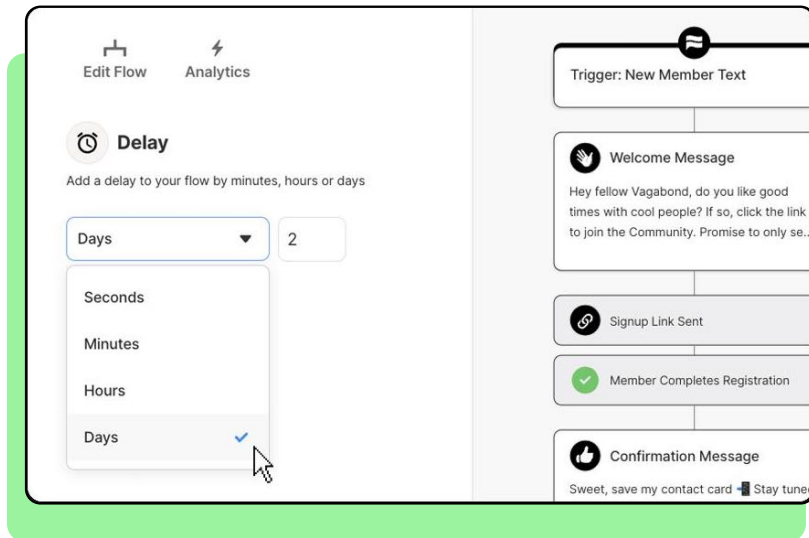
- For more tips including assigning actions, attaching media, and viewing analytics, please see the help page here.

Automated Responses

Automatic responses can be pre-set to go out at certain times or in response to certain keywords. This is an easy way to ensure fast responses to and frequent engagement with your audience.

Automatic responses can also be used to answer frequently asked questions without having to send customized responses each time. You can simply select several keywords associated with your FAQs and use those keywords to trigger responses.

Customize your automatic response to members' messages by setting an automated response or flow to certain keywords.

Add your keyword

Type your message...

Add your response

Type response here...

☺   0 • 0 segments ⓘ

Cancel   Save

What is this?

When someone texts the keyword, they will receive the response.

How-To Set Up Automated Responses:

- Go to Settings
- Click **Customize**
- Click **Add Keyword Responder**
- Choose the keyword
- Draft the response
- Save

Flows should be used beyond just your first few messages. Think about Flows as things you can use for consistent engagement with your audience with **keyword responses, welcome signup series, and abandoned checkout reminders.**

Here's how you can create conversations that truly POP with Flows:
- **Add visual oomph to your messages:** Capture attention and spark joy with images, voice memos, and GIFs in your messages.
- **MMS for a multimedia masterpiece:** If you have MMS enabled, your media will be included alongside text in a single message, rather than sent separately.
- **Community link tracker:** Even without MMS, you can still share media using our trusty Community link tracker and easily track performance.

Response Clustering

Once you receive the same or similar text replies from your Members, they will automatically be grouped together as "Clusters," so you can easily respond to all of them at once. This allows you to have personal conversations at scale.

For example, if you're reaching out to your audience asking where they are from, you can cluster responses (ex. SoCal, LA, San Diego or PCNW, Pacific Northwest, Oregon, Washington) to send localized messages to these groups, noting specifics from their area to give your message a more personalized feel.
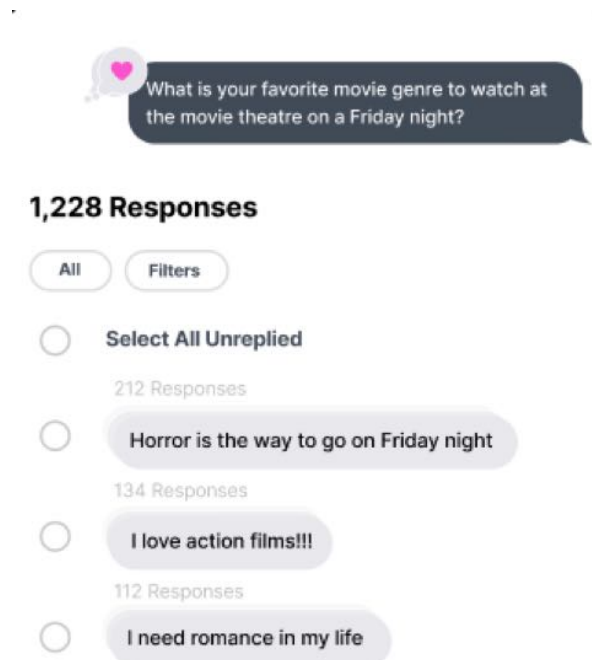
Search Function

Our Full Text Search Function allows you to search inbound message data efficiently. This guide outlines the available functionality, including indexing limits, search options, and results filtering. You can also use it to retroactively add people to your messages.
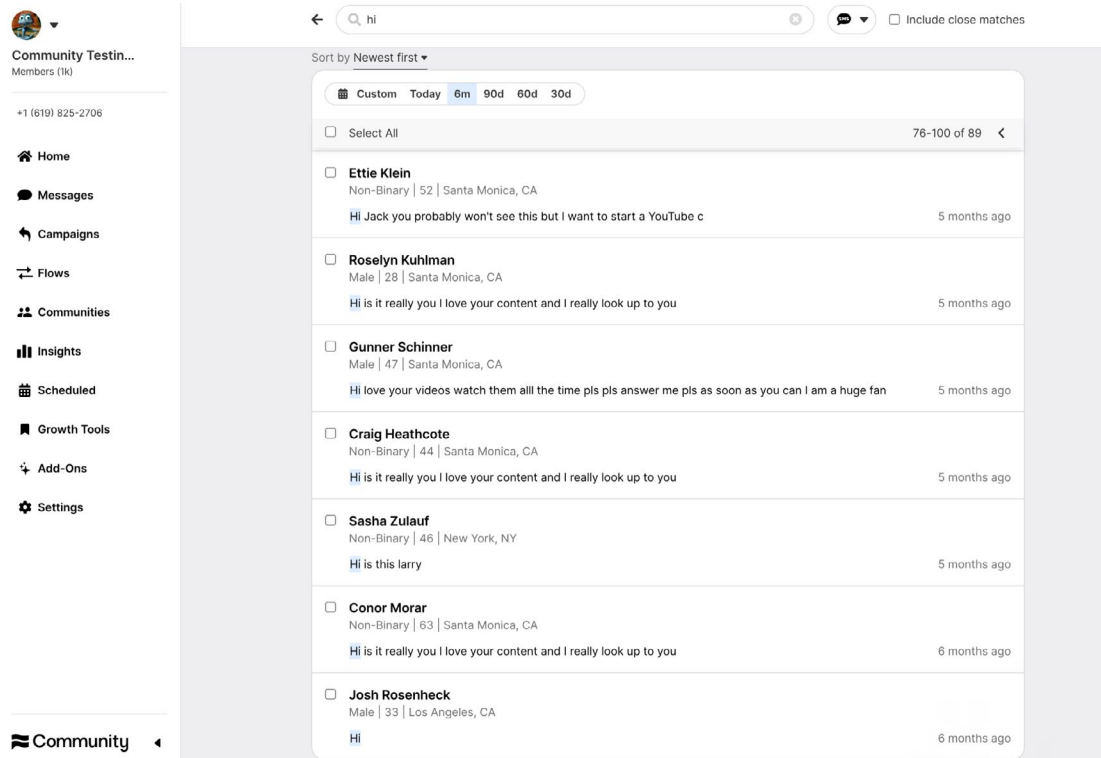
Full Text Search Functionalities

1. Search Inbound Message Text
- Search across all inbound messages from the past 90 days.
- Enter a **query string** to find matching messages.
- Supports exact phrase matching.
- **Excludes "tapback" tagged messages** from search results.

2. Filter by Date Range
- By default, searches include all available inbound messages (90 days).
- You can set **custom start and end dates** to narrow the search.

3. Sort by Relevance or Date
- **Relevance** (most relevant first).
- **Date Ascending** (oldest to newest).
- **Date Descending** (newest to oldest).

5. Aggregated Result Summary
- See key metrics for your search:
- Total number of messages matching the query.
- Total number of members with matching messages.
- **Graph visualization** showing inbound message activity over time, based on message timestamps.

Select and Take Actions

After running a search, you can take the following actions on the result set:

1. Select Members from the Result Set
- **Select All:** Choose up to 50K members in a single action.
- **Select/Deselect Individual Members:** Refine your selection manually.

2. Available Actions for Selected Members
- **Compose a Message:** Send a message to all selected members.
- **Add to a Tag:** Add the selected members to a specific **Community Tag**.
- **View Member Conversations:** Tap on an individual member's message result to view their full conversation history.

Technical Integrations

_zapier

The Zapier integration is currently available to users with Small Business, Medium Business, Activate and Optimize plans. This integration allows you to connect Community with Zapier to set up automation Flows that can trigger an SMS, push contacts into your connected apps and sync tags with sub-communities in real-time with the 5k+ apps that Zapier connects to.

For example, with this integration, you can:

- Create a Zapier flow to trigger an SMS when subscribers abandon a shopping cart
- Create a Zapier flow to create/update contacts in your CRM from members who subscribe to your Community number
- Create a Zapier flow to add and remove members from your sub-communities through the use of tags within your CRM

Learn more about our Zapier integration here:
https://help.community.com/hc/en-us/articles/6883360847123--Zapier-Integration-Overview

The Salesforce integration is available to all users and enables seamless syncing between Community and Salesforce. With this integration, you can identify Community members as Contacts or Leads in Salesforce or create new Leads for members not already tracked. This feature helps uncover high-value customers and streamlines your CRM workflows.
For example, with this integration, you can:

- Sync Community Members as Contacts or Leads in Salesforce automatically.
- Create new Leads for Community Members who aren't already in your Salesforce database.
- Leverage synced data to identify and engage with your highest-value customers.

To get started, you'll need administrator access to a Salesforce account. You can install the integration on either a sandbox or live environment. Data syncing may take up to 24 hours after setup.

Learn more about the Salesforce integration here:
https://help.community.com/hc/en-us/articles/4405062400403--Salesforce-Sync-Members-w-Community-Integration

shopify

The Shopify integration allows you to connect your store with Community, enabling automated workflows like sending abandoned checkout reminders, capturing customer phone numbers, and tracking revenue from SMS campaigns. This integration enhances customer engagement and streamlines communication with Shopify shoppers.

For example, with this integration, you can:

- Create an automated Shopify Abandoned Checkout Flow to send text reminders to shoppers who abandon their carts.
- Capture customer phone numbers directly from your Shopify checkout page for SMS marketing.
- Track revenue generated from SMS campaigns in the Community app using Shopify analytics.
- Customize checkout settings to ensure compliance and integrate seamlessly with Community.

To get started, ensure your Shopify account is properly configured with SMS consent enabled and privacy policy updates completed. The integration is available to accounts on usage-based pricing plans.

Learn more about the Shopify integration here:
https://help.community.com/hc/en-us/sections/7732208860435-Shopify

Conversion Tracking

For continued success on the platform, it's important to track how effective your campaigns are. Looking into your analytics will allow you to identify what's working and what's not to proactively adjust your strategy and meet your audience's needs.

How to Enable UTM Parameters In Community to Measure Results

What are UTM parameters?

Urchin Tracking Module (UTM) parameters are a standard set of URL parameters used by marketers to track the effectiveness of online campaigns across traffic sources. These simple tags can be added to the end of any URL and most analytics tools will then track how visitors arrive on your site.

How to add Community's UTM Parameters

By enabling Community UTMs on your SMS campaigns, you can understand how much traffic is attributable to your Community campaigns. In Community, you can add UTMs automatically to your links (preferred) or manually.

Automatically Adding UTMs
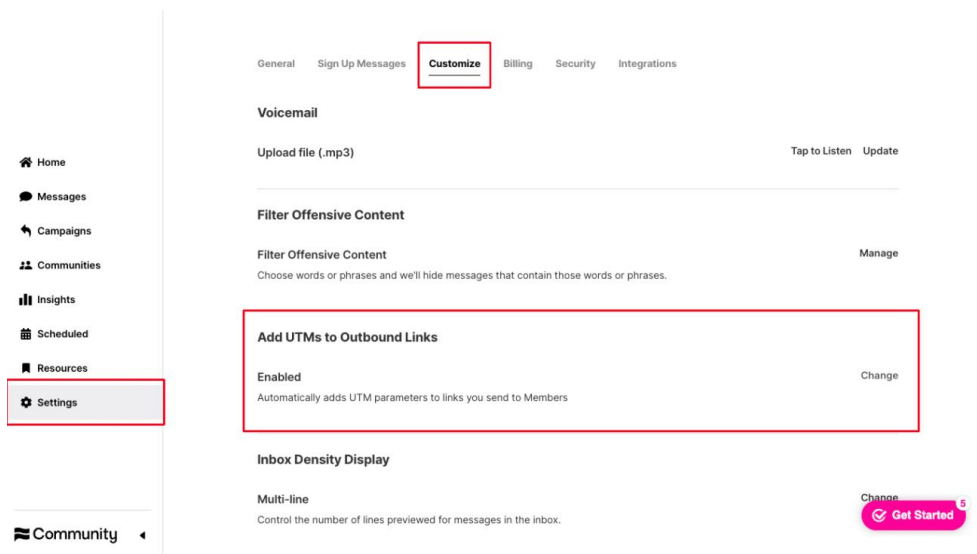
1. Select "Settings"
2. Select "Customize"
3. Select "Change" to automatically enable UTMs to your outbound SMS links to track performance

Manually Adding UTMs

1. Copy the URL of the item you want to send to your members.
2. Paste it into a New Message.
3. Copy/paste these UTM parameters onto the end of your URL

?utm_source=community.com&utm_medium=sms
Example: link.com becomes link.com?utm_source=community.com&utm_medium=sms

4. Send your message with the URL (containing UTM parameters above).
5. View results in your analytics tool (e.g. Google Analytics)

Note: You can also use a tool such as Google's URL builder to build your URL.

View Shopify revenue from sent messages in Community
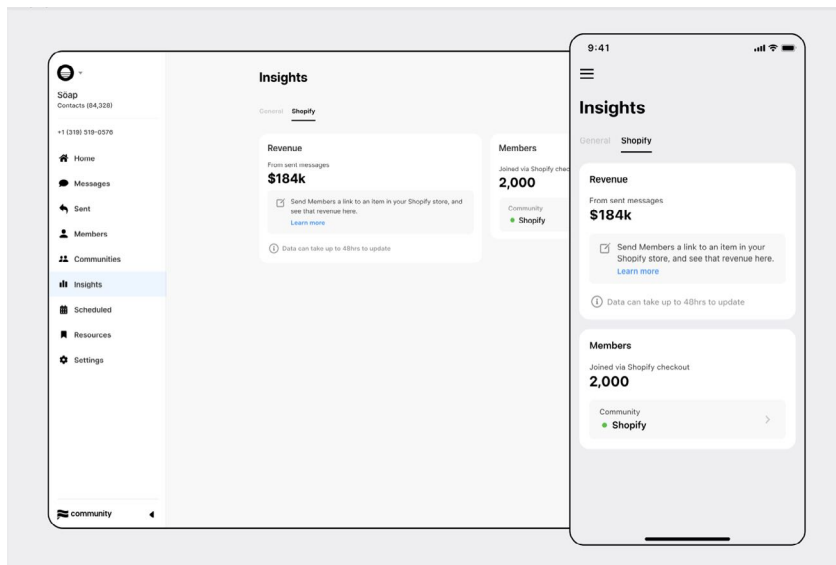
With a connected Shopify store, you can see how much revenue you've generated from messages that were sent through Community without leaving the app! More info here.

View conversion details in Shopify
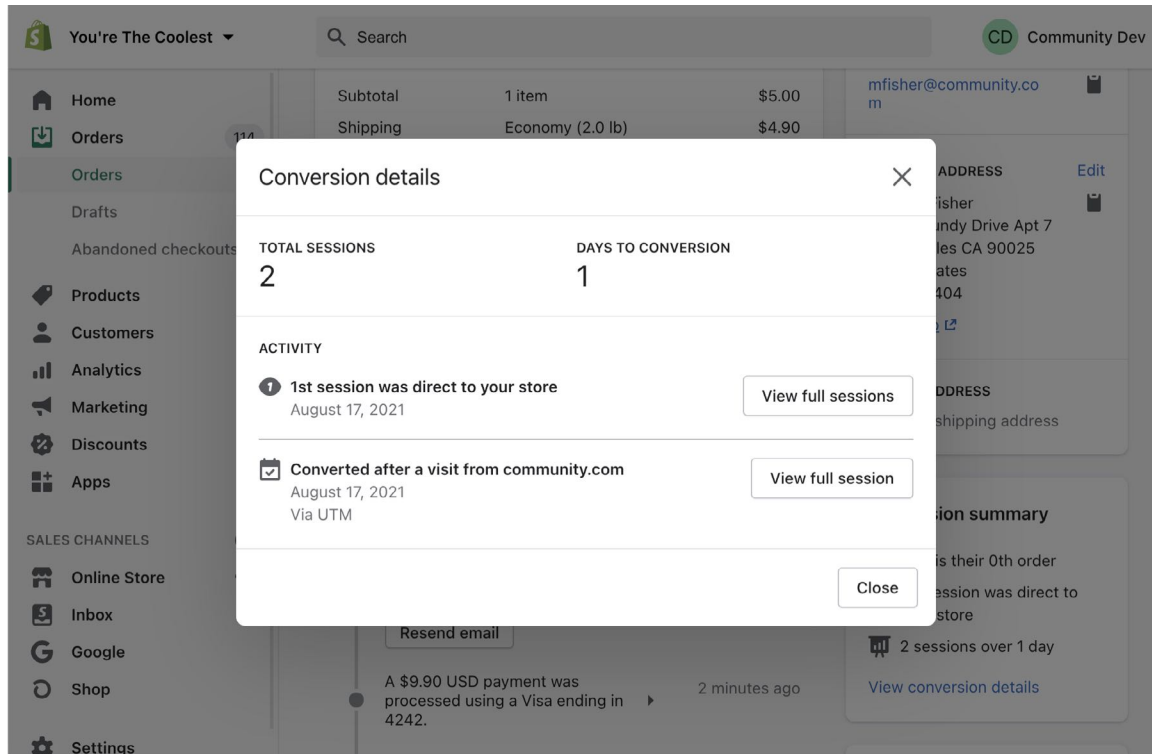
If you have a Shopify store, you can use UTM parameters to track traffic and conversions. Simply add the Community parameters to your links following the instructions above. When a Member clicks a link and completes a purchase, Shopify will store this information and you can view the conversion details from the Shopify admin dashboard. More info here.

Building and Growing Communities

Audience Growth Tips

Once your account is set up and you're familiar with Community's tools and capabilities, you'll need to develop a strategy to attract and retain members. Your first goal should be to surpass the critical 100-member threshold.

Launch Strategies

Social Media

Initial Launch

1. **Post a Video Across All Social Platforms:** This is the best way to communicate to people that they can now text you via your Community number. Make a clear call to action and set expectations on what members can expect by joining your Community. Make sure to use a thumbnail with your number for the video.
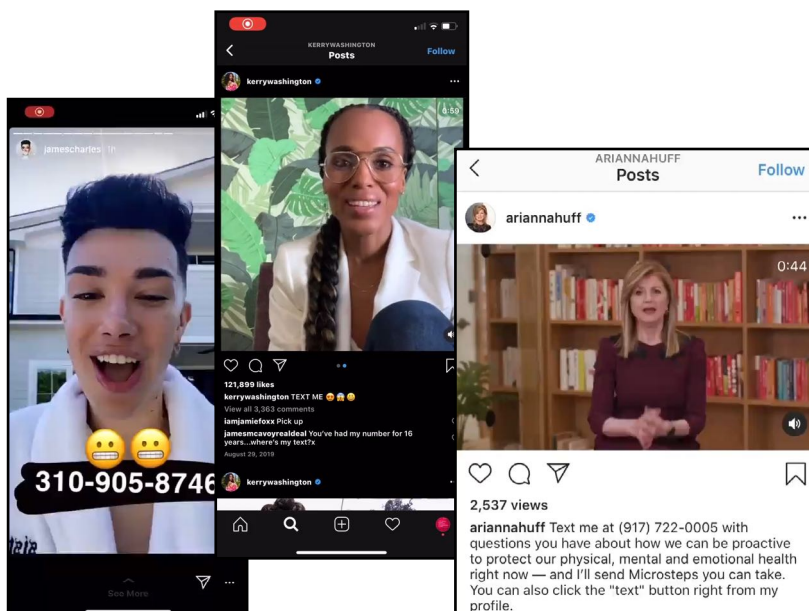
2. **Prove That It's You:** Once people start subscribing, share screenshots of your conversations and/or videos of you replying to users to prove you're the one behind the text messages.
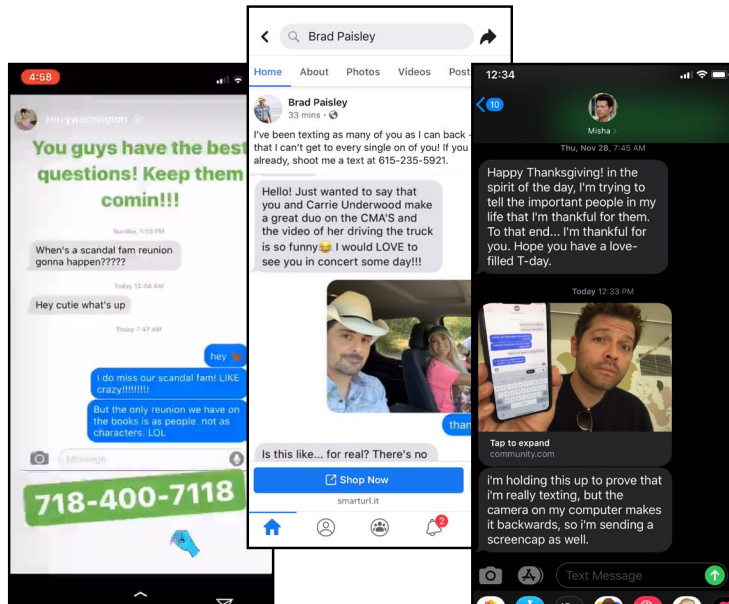
2. **Start Messaging Your Community:** Send out initial welcome messages including photos and videos. Be sure the messages are written in a way that's true to who you are and consistent with communications you have sent out in the past.

   ▪ **PRO TIP:** Once you start receiving responses, identify common keywords from your audience to start segmentation.
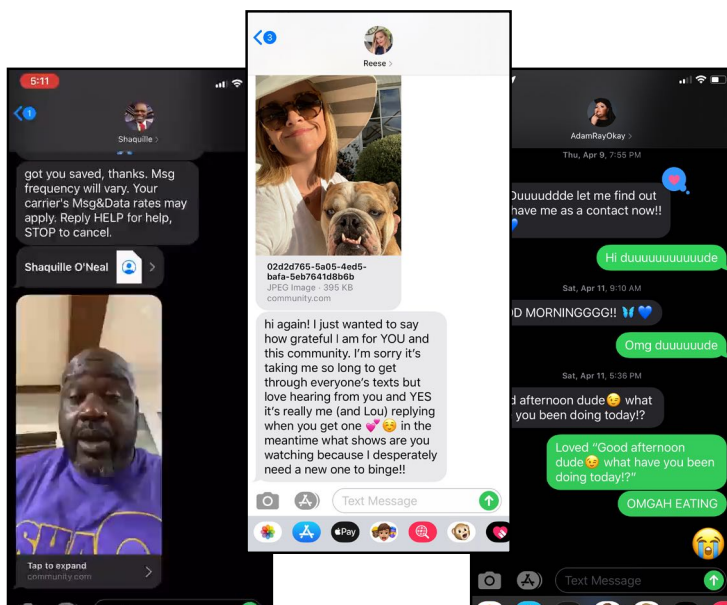
For more information on the Opt-In Text Flow check out the "Flows' section

Ideas for Continued Growth

- **Get your number out there:** Include your Community number in all outgoing communications including newsletters, flyers and more. Add it to your website too!
- **Create a value exchange:** Give members something in exchange for joining your Community. You want your members to feel like they are getting exclusive access because they joined your Community. Even if you're sharing something you are already creating for other platforms (ex. long-form video), make it unique by giving your Community early access or sending behind-the-scenes content snippets.
- **Surprise and delight:** Find moments to share great news or unique opportunities with your Community.
- **Show fans what your Community is all about:** Ask fans on social media to text you to join, then prompt them to screenshot and share their favorite conversations with everyone.
- **Uncover what your fans want:** Ask fans open-ended questions that solicit responses that allow you to learn more about their interests. Use these insights to create a Community experience they love.

Instagram

Beyond your initial posts, make it known that you have a Community phone number through your Instagram profile:
- Add Phone Number and Opt-In Link to Your Bio.
- Post Your Phone Number as a Clickable Link.
- Add Community Stories to One Highlight.
- Business Accounts: Use the "Text" CTA.
    - ◇ On your profile, click "Edit Profile."
    - ◇ Click "Contact Options."
    - ◇ Add your phone number and tap "Text."
    - ◇ Tap "Done" to save.
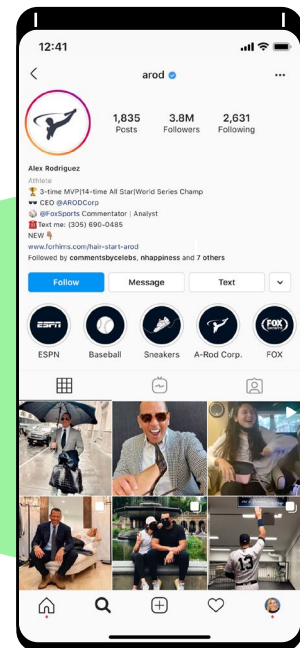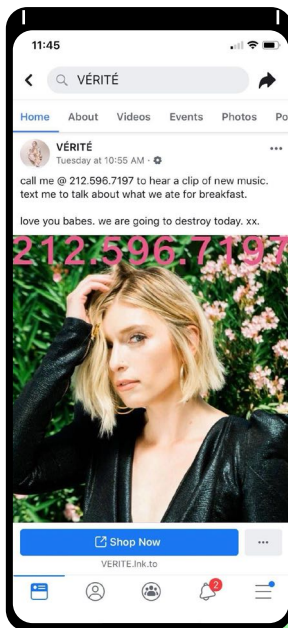
Facebook

Encourage your Facebook followers to opt in to your Community:

- Post Your Phone Number and Opt-In Link.
- Add Your Phone Number to Your "About" Tab.
- Add Your Number to Your Cover Photo.

X (Twitter)

- Post Your Phone Number and Opt-In Link.
- Add Your Phone Number to Your Bio.
- Retweet Fans Who Mention Your Community.
- Post Screenshots of Replies on Community.
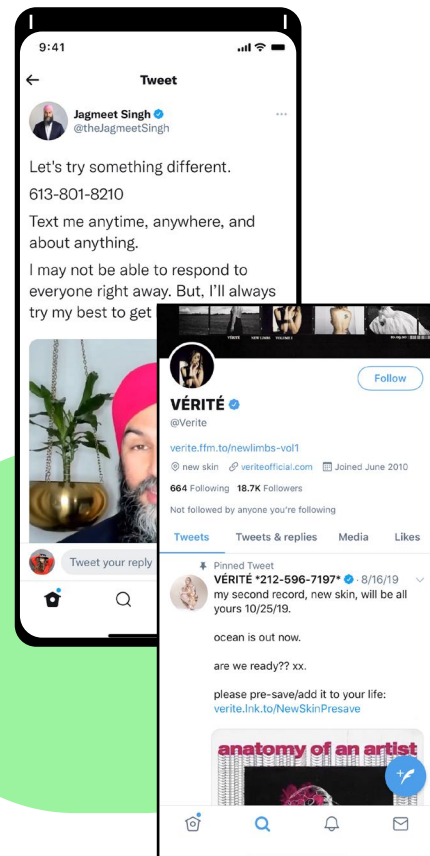
YouTube

- Share Your Number in Your Bio, Videos, and Descriptions.
- Add the Opt In Link to Video Descriptions.
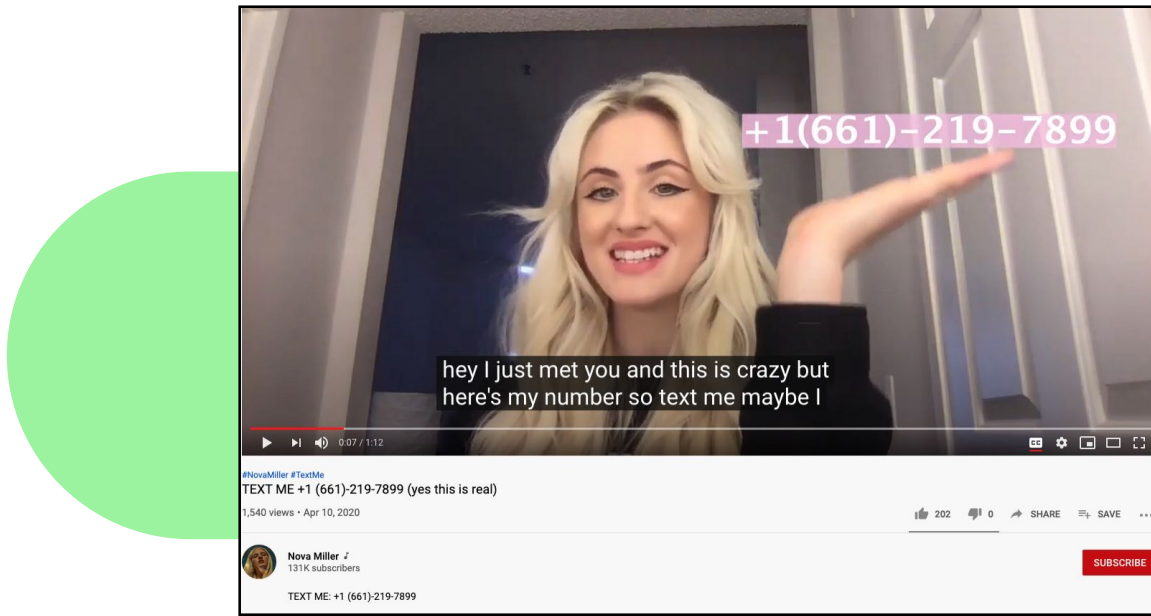
Promotional Materials

You can also create promotional materials to get the word out that people can now text you on your Community number.
Example materials to include your phone number and sign up QR codes on:
- Posters
- Billboards
- Business cards
- Digital ads

Examples are where these materials can be used:
- At events you're attending or hosting
  - ◇ Ex. QR code on a virtual banner, cards handed out to all attendees
- Around populated areas that make sense for your brand
  - ◇ Ex. a billboard or posters in a city where your audience resides

Website

To encourage opt-ins for people who are already interested in your brand, add both desktop and mobile pop-ups.

- [Learn how to create a pop-up here](#)

You can also embed opt in forms on all of your site pages.

- [Learn how to embed a opt in form here](#)

Giveaways

Contests and giveaways are a proven method for driving rapid fan growth.

- **Exclusive Access:** Offering signed items (e.g., cleats, jerseys) or behind-the-scenes experiences exclusively through Community encourages sign-ups.
- **Promotion Strategies:** Promote giveaways across multiple platforms, including in-venue and social media.
- **Content Beyond Giveaways:** Ensure fans recognize the SMS channel offers more than just giveaways, so that they understand there's more going on in your Community.
- **Sustainable Engagement:** Avoid conditioning fans to subscribe only for promotions—maintain a clear value exchange.
- **Alternative Engagement (Surprise & Delight):**
  - ◇ Offer spontaneous rewards to subscribers (e.g., predicting a game score correctly).
  - ◇ Consult legal teams to navigate contest regulations.

Gated Content

Using gated content helps create an incentive for opt-ins.

- **Gating Mechanism:**
  - ◇ Capture fan interest by offering valuable content in exchange for sign-ups.
  - ◇ Nearly 80% of B2B content is gated—applying a similar approach can enhance SMS engagement.
- **Content Ideas:**
  - ◇ Press clippings, game notes, behind-the-scenes footage.
  - ◇ Exclusive content not shared elsewhere.
- **Content Repurposing:**
  - ◇ Extend the lifecycle of content by distributing it via SMS.
  - ◇ Provide long-form or uncut versions of previously shared content.

In-Venue Executions

For sports teams, music artists, comedians, etc. using your event to gather opt-ins, is a great way to engage fans who are already interested in your brand.

- **Massive Audience Opportunity:** For example, one-third of the U.S. population attends a major sporting event annually (~103.6 million people).
- **Engagement Tactics:**
  - Public address announcements and contests.
  - High-quality video board content with direct CTAs (e.g., QR codes to sign up).
  - In-stadium signage: beer coasters, seatbacks, A-frame signs.
- **Automated Sign-Ups:**
  - Partner with contesting companies to automatically enroll participants into the SMS ecosystem.

Owned Digital

Utilize multiple digital touchpoints to drive SMS subscriptions for effortless fan acquisition.

- **Integration Strategies:**
  - Newsletter sign-ups with an SMS opt-in checkbox.
  - On-page widgets and digital entry points.
  - Grassroots activations (e.g., prize wheels, events) requiring SMS sign-up for participation.
- **Frictionless Experience:** Seamlessly transition fans from digital interactions into the SMS community.

Skybound Entertainment: Breaking Records with Fan Engagement with Discord opt ins

Challenge:

Skybound Entertainment wanted to boost loyalty among its fanbase and create excitement around new releases.

Solution:

They leveraged Community to send targeted SMS campaigns featuring exclusive content, including sneak peeks, event invitations, and early-access offers. Skybound also integrated their campaigns with social platforms, encouraging subscribers to join their Discord channel for a more immersive experience.

Results:

- **50,000 Discord sign ups** within 24 hours of the campaign launch.
- Record-breaking sales for a new comic series.
- Stronger fan loyalty, evidenced by increased repeat purchases.

Actionable Takeaways:

- **Create a funnel:** Use SMS to guide fans toward additional platforms like Discord for community building.
- **Incentivize early access:** Fans value exclusivity and insider perks, which drive sign ups and engagement.
- **Integrate campaigns:** Align SMS efforts with other channels to amplify reach.

[Read more here.](#)

Content Strategy

Keys to Engaging Your Community

1. **Communicate Often, But Not Too Often:** You now have the ability to text your fans anytime with no algorithms. Take advantage of this opportunity by communicating often enough to keep them engaged, but don't overload them with too many messages or they might unsubscribe.
2. **Provide Value:** It's rare for people to receive something of personal value through traditional social channels because content has to be generalized for the masses. Use Community as a way to surprise your fans with personalized responses, wish them happy birthday, or surprise them with an opportunity to meet their favorite athlete, musician, or player.

3. **Have Fun:** While texting has been around for decades, Community is a new platform and provides a new opportunity for your brand. We encourage you to play around with our features and get creative with how you use it.
4. **Don't Make Immediate Asks:** This is the beginning of a new chapter with an audience that is likely fatigued by all of the promotions they are seeing in their inbox and on social media. They're giving you a chance to change their perception of how brands interact with their audience, in hopes of building a connection. You shouldn't start asking your audience for things (e.g. buying merch or tickets) until you have proven your value.

Sign Up Flow

Your goals for opt-ins are:
- Sort Users into Communities
- Habituate Fans to Responding to Messages
- Keep the Conversations Flowing

Sign up Timeline
Pro Tip: Set up welcome messages after opt-in on an automatic schedule by going to settings and adding opt-in messages.

1. **Upon opt in:** Let fans know they're subscribed to texts
   ◇ Example: Thanks for signing up! We're excited to message you more this season about the Swarm 🏀
2. **30 seconds after confirmation:** Ask questions to encourage responses which you will use to sort fans into communities.
   ◇ Example: Now that you're a member of our Community, what are you most interested in? Respond with emojis, and we'll send you the best new content!
   🎫 Deals
   👕 Merchandise
   🏥 Player News
   🌭 Concessions
   🏀 All of the Above

1. **10 minutes after Q&A:** Share "bonus" direct value with your fans. This could be an exclusive photo/video, promo code, or announcement of an upcoming event or launch.
   ◇ Example: Did you think we'd forget? Here's your discount code for _____. Hope you like it!
2. **One hour after bonus content:** Follow-up to let fans know you're glad they're here
   ◇ Example: Thanks again for joining us. How excited are you for this new season?
      ▪ Option to add video, GIF, rich media.
3. **One day after sign up:** In another Q&A, ask a question to keep fans engaged.
   ◇ Example: Hey! Who are your favorite players? Send us their names and see what happens!
      ▪ Option to add video, GIF, rich media.

Content Ideas and Best Practices

Fostering two-way communication and meaningful conversations is the foundation for success with Community. Use the following tips, ideas, and examples to build out your own campaign ideas.

Talking to Your Audience 101

- Compose texts as though you are speaking to someone one-on-one
- Ask engaging questions that encourage self-segmentation, build excitement, and set you up to send targeted CTAs.
- Use sub-communities to send highly personalized messages based on subscriber behavior and preferences.
- Use dynamic, conversational messaging with clustered replies that feel personal and individualized to each user.

Content for Preference Sorting

Add questions to your welcome flow that elicit a response about preferences. Send a quarterly reminder to all non-sorted fans.

Fri, Sep 6, 4:06 PM

Hey Stan, we'd love to know which Jazz topics you're most interested in hearing about through texts. From ticket deals, to player news and youth camps, let us know! Reply using any of the following category names or emojis and you'll be entered to win 1 of 5 autographed jerseys!

🎟️ Ticket Offers
👕 Merch
🔥 Contest & Promotions
📣 Team & Player News
🤸 Youth Camps & Clinics
🏀 All of the Above

🏀 All of the Above

Fun Content
- Low-stakes Guessing Game:
  Remind fans that they can text you,
  all while keeping things fun!

Nailed it!

Ayyyy! Let me get a signed jersey

🙏

- Scheduled giveaways to build
  up excitement and ensure your
  Community plans to participate

- More "casual" dialog like inviting
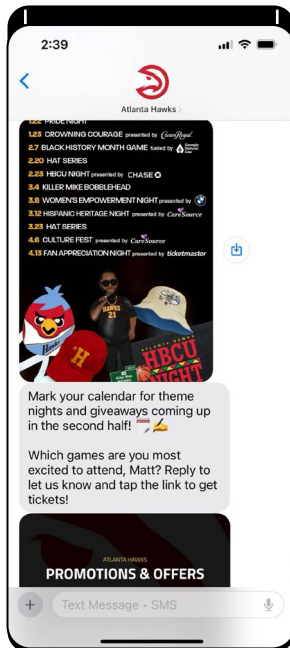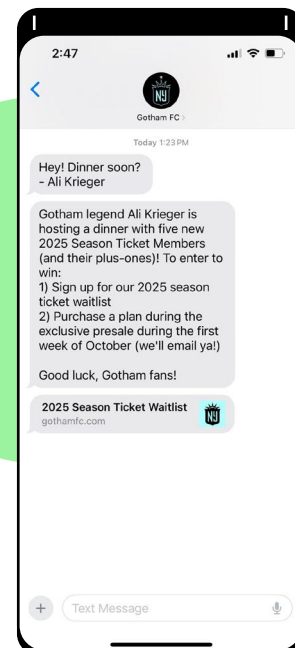 your audience to "hang out" or
  "get dinner" to keep things fun and
  personable

- TIP: Consider providing some sort of bonus content or promo code if the fan is correct

Tuesday 3:30 PM

> Can you guess our October 5th gate giveaway with these clues? 🥁 🎚️ ⚒️ 👨‍🦲 🐆

> Krazy George bobble head 👀

> What's up Joe! We're choosing a few player reps to receive a $100 Visa gift card to pay it forward this Thanksgiving. Whether it's a trainer, janitor, dining hall staff, or someone else who deserves it, reply and let us know who you'd give it to and why.
>
> If chosen, we'll follow up with the next steps. Happy giving! 🦃

I would definitely give it to one of our unpaid weight room interns.. they work so hard for us both in intensity and hours spent. They also get kicked around on the bottom of the totem pole, so they are often kind and understanding towards other players who are also near the bottom.

And I thiiiink the one I would give it to is one that is actually a veteran, that has returned from tour to join our program

- Provide funny content for fans to share on social media.
- Ask questions that provide opportunities for more than just an emoji or 1-word response.

Conversational Content

When building your Community, it's crucial to keep your messages conversational.
- Include a question in each announcement to keep the chat friendly and relevant.

Today 10:34 AM

> Hi Jason, what are your pre-game plans before the game on Monday?
>
> We are inviting all of our Members to a VIP Hassle-Free Tailgate if you're interested. $70 and you can enjoy all-you-can-eat favorites like hot dogs, burgers, and more, along and more, alongside unlimited drinks, including soda, water, beer, wine, and seltzers.

> **Arizona Cardinals - Tickets**
> pa.exchange

Tickets have been purchased. 👍

Today 1:03 PM

media4.giphy.com

> Yayyyy!! Time to get excited!! 🙌

Sweepstakes

- Ask fans on all channels and through your Community number to text back a keyword to enter your sweepstakes

PRO TIP: This is a great way to bring fans over from social or your email list to Community

- Once they send the keyword, respond by thanking them for entering, confirming they are in the running to win, and providing the opportunity for a bonus entry.
  - ◇ The bonus entry could be texting back their favorite player, song, movie, etc. or sending a photo that relates to your brand in some way.

my favorite winter themed gulls memory is making this sign of pasta and gaucher and bringing it to skating with the gulls!

- To encourage more engagement, you can have them enter every day for a set period of time.
- Once you choose a winner, be sure to follow up with everyone to show them that a fan just like them won, and they still have the opportunity to win the next one.

Combine Best Practices for Best Results

To get the most out of Community, you should combine the ideas outlined in this playbook to create a robust SMS strategy.

Want to see how Community has worked for others? Check out these case studies for even more ideas!

NJ/NY Gotham FC: Building Fan Loyalty and Boosting Ticket Sales

Challenge:

NJ/NY Gotham FC, a professional women's soccer team, sought to increase game attendance and foster a deeper connection with their fan base.

Solution:

Using Community, the team implemented a direct SMS communication strategy, allowing them to personally engage with their fans. Players and team representatives sent exclusive updates, ticket offers, and behind-the-scenes content to subscribers.

Results:

- **35% increase in ticket sales** for the season opener.
- Substantial growth in their SMS subscriber base within weeks.
- Enhanced fan loyalty, as measured by positive feedback and repeat interactions.

Actionable Takeaways:

- **Personalization matters:** Fans are more likely to engage with messages that feel personal and exclusive.
- **Timely promotions drive conversions:** Leveraging direct communication for time-sensitive offers ensures higher engagement rates.
- **Use star power:** Highlighting players in messages strengthens the emotional connection with the audience.

Read more here.

Chucky Season 3: Viral Fandom through Personalization

Challenge:

The team behind "Chucky" wanted to amplify excitement for the third season and mobilize its loyal fanbase.

Solution:

Community was used to send personalized, Chucky-themed messages, including teaser videos, cast Q&As, and horror trivia. Fans could text back to participate in exclusive content drops or join a virtual fan event.

Results:

- **15% increase in premiere viewership** compared to the previous season.
- High engagement rates for SMS campaigns, with many fans responding to interactive prompts.
- Increased social media activity driven by shared campaign content.

Actionable Takeaways:

- **Gamify interactions:** Encourage fans to participate actively through challenges and trivia.
- **Leverage fandom:** Play into what fans already love, providing them with shareable content.
- **Be responsive:** Two-way SMS interactions enhance connection and build loyalty.

Read more here.

NY Yankees Drive Revenue & Increase Attendance

Challenge:

The New York Yankees wanted to enhance fan engagement and loyalty through a more personalized and direct communication strategy.

Solution:

Community's SMS tools were used to segment audiences based on responses, deliver custom voucher codes, and run interactive campaigns that kept fans engaged.

Results:

- Strengthened fan connections through personalized messaging.
- Increased engagement with targeted promotions and interactive content.
- Achieved immediate impact by driving higher participation and loyalty.
- **155% conversion rate** with a **30x ROI** on SMS campaigns.

Actionable Takeaways:

- **Personalization matters:** Segmenting audiences allows for more relevant and engaging interactions.
- **Incentivize engagement:** Offering custom vouchers and exclusive content keeps fans invested.
- **Keep it interactive:** Two-way messaging fosters a deeper connection and encourages ongoing participation.

Messaging Guidelines

- Respect Your Community: Group messages should generally be sent between 6 AM and 8 PM local time
    - ◇ Use the scheduling feature to make sure you target large audiences in this window.
    - ◇ DO: Message at 11 PM to your Florida audience after a Miami event
    - ◇ DON'T: Daily or weekly message your entire audience at 11 PM PST (2 AM EST)
- Know Your Audience: Segment your fans by age and location to make sure you reach the appropriate audience for your content

- Absolutely NO Inappropriate Content: Chances are, if content is illegal or not permitted on other platforms, it is not permitted on Community. Keep in mind, that messages can NOT be recalled or deleted like a social media post
  - No pornography, illegal drugs, or sexual products
  - No promotion of alcohol to audiences under 21
  - No requesting inappropriate photos from users of any age
  - No objectionable content including profanity, violence, bigotry, racism, or hatred.
  - No messages about anything illegal in the jurisdiction where the message recipient lives
    - Ex. we do not allow messages related to the sale of cannabis in the US because Federal law prohibits this
  - No libelous, defamatory, scandalous, threatening, or harassing activity
  - Be sensitive to private conversations and do not exploit others
- Ads, Sales, Giveaways:
  - If sending endorsements, please consult an expert, and include legally required disclosures. Ex. "#ad"
  - If conducting a giveaway or sweepstakes please comply with all laws. Ex. in the US, you can not require payment for entry
  - Never request credit card or bank information be sent via SMS
- Keep the Settings:
  - Do not disable the HELP keyword. We have pre-configured a response to direct fans to customer support
  - The initial automated response MUST include this exact language: "Msg frequency will vary. Msg&Data rates may apply. Reply HELP for help, STOP to cancel."
- Troubling User Messages: If you think someone is going to harm themselves, or if they are exhibiting troubling behavior, please contact your Account Manager, text us at (312) 445-2051, or respond using the following copy:
  - Talking about what you're going through can be hard, but it doesn't have to be. If you or a loved one is in a crisis, text HELLO to 741741
  - How you feel now is not how you'll feel forever. Text HELLO to 741741 for a trained Crisis Counselor.
- Block Feature: If you receive unwanted messages, you may also use our block feature
  - Once a user is blocked, you will no longer see messages from them, and the user will not receive messages from you. The user will not be notified that they are blocked

Metrics and Optimization

To maximize the effectiveness of your Community campaigns, it's essential to track key performance metrics and continuously optimize based on data-driven insights. Below are the core metrics to monitor and strategies for improving performance.

Key Performance Metrics

1. Subscriber Growth Rate
   - Measures how quickly your audience is growing.
   - Formula: (New Subscribers - Unsubscribers) / Total Subscribers × 100%
   - **Optimization Tip:** Promote your Community number across multiple channels (social media, email, website, events) to attract new subscribers.
2. Engagement Rate
   - Indicates how actively subscribers interact with your messages.
   - Metrics include open rates (if applicable), response rates, and click-through rates (CTR) for links.
   - **Optimization Tip:** Personalize messages, use engaging CTAs, and experiment with message timing to increase engagement.
3. Opt-Out Rate
   - Tracks the percentage of users unsubscribing from your messages.
   - Formula: (Unsubscribes / Total Subscribers) × 100%
   - **Optimization Tip:** Reduce opt-outs by sending relevant, valuable content and avoiding excessive messaging.
4. Conversion Rate
   - Measures how effectively messages drive desired actions, such as sales, opt-inss, or downloads.
   - Formula: (Conversions / Clicks or Responses) × 100%
   - **Optimization Tip:** Use clear CTAs, time-sensitive offers, and A/B test different messaging approaches.
5. Revenue per Message (RPM)
   - Evaluates the return on investment (ROI) of your SMS campaigns.
   - Formula: (Total Revenue Generated / Total Messages Sent)
   - **Optimization Tip:** Align SMS campaigns with promotions, track purchases, and use retargeting strategies.

1. A/B Test Messaging
   - Experiment with different message formats, CTAs, timing, and personalization to identify what resonates best.
   - Test variables like emojis, short vs. long messages, and tone of voice.
2. Leverage Automated Workflows
   - Set up automated sequences for welcome messages, abandoned cart reminders, event promotions, and re-engagement campaigns.
3. Optimize Send Frequency & Timing
   - Balance message frequency to avoid overwhelming subscribers while staying top of mind.
   - Use data insights to determine the best days and times for engagement.

By consistently tracking these metrics and implementing optimization strategies, you can enhance the performance of your marketing efforts with Community and drive better engagement and retention.

Ready, Set, Grow!

Now that you have everything you need to set up your Community and engage your audience, the possibilities are endless! Get out there, grow your reach, and create meaningful connections that keep your Community engaged and thriving.

If you ever need guidance, you can always refer back to this playbook or reach out to us at help@community.com. For additional resources, visit our Help Center: https://www.community.com/help. Happy engaging!