

WHY MOST ONLINE COMMUNITIES FAIL

...and how you can help
them succeed



Most online
communities fail

GENERATION BENZ

GENERATION **BENZ**



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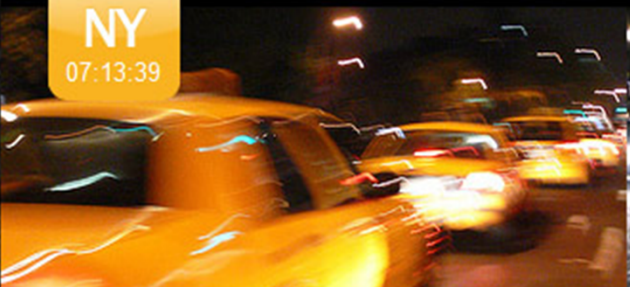
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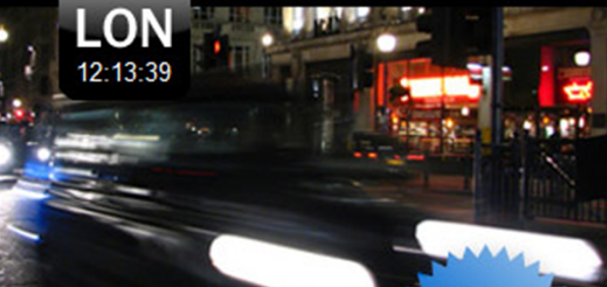
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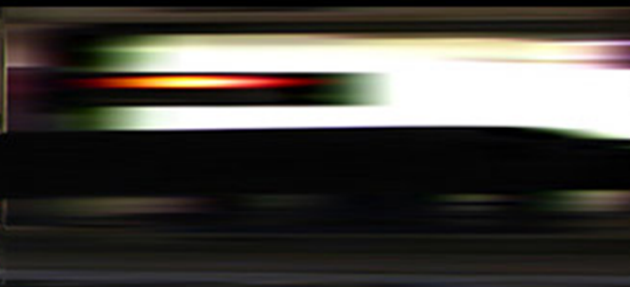
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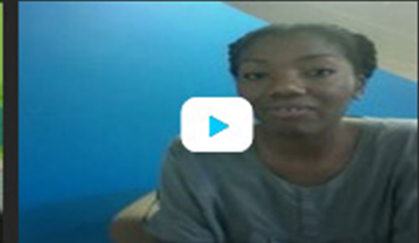
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We're real Moms. And we're bloggers. We've come together with Walmart to celebrate Moms, share our experiences and create a community.

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the debate!

Got a burning question or a favourite recipe to share?
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community. Search on a topic for quick ideas, join a discussion,
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What do these examples tell us?



What do these examples tell us?



1. Knowledge in other sectors doesn't equal a successful community

What do these examples tell us?



1. Knowledge in other sectors doesn't equal a successful community
2. Money doesn't equal a successful community

What do these examples tell us?



1. Knowledge in other sectors doesn't equal a successful community
2. Money doesn't equal a successful community
3. You can't outsource a successful community

Why communities fail



- ❑ Failure to concept
- ❑ Failure to launch
- ❑ Failure to grow
- ❑ Failure to gain participation
- ❑ Failure to wait



Why does it matter if
communities fail?

How to launch a successful online community



- Get the concept right

How to launch a successful online community



- Get the concept right
- Build the small group

How to launch a successful online community



- Get the concept right
- Build the small group
- Pick the right platform

How to launch a successful online community



- Get the concept right
- Build the small group
- Pick the right platform
- Steadily grow the group

How to launch a successful online community



- Get the concept right
- Build the small group
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- Focus on keeping activity high

How to launch a successful online community



- ❑ Get the concept right
- ❑ Build the small group
- ❑ Pick the right platform
- ❑ Steadily grow the group
- ❑ Focus on keeping activity high
- ❑ Break the group into smaller sections



Conclusions

Questions



1. How does offline theory on group sizes, dynamics, process, social-psychology relate to the internet?

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2. What are the key elements of a tight/close-knit online group?

Questions



1. How does offline theory on group sizes, dynamics, process, social-psychology related to the internet?
2. What are the key elements of a tight/close-knit online group?
3. What is the optimum group size for the most activity per person and per group?



Thank you!

Richard Millington

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