

From Centralised
to Decentralised:

The rise of niche communities

Report | October 2022

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You should ask yourself why your audience should join your community instead of being part of a broader community and what your added value is.

S L M Y

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METHODOLOGY

Samy's State of Digital Niche Communities is a qualitative approach on the current state of the rise of Niche Communities. A team of 8 experts over 8 weeks have analyzed reports from more than 20 sources, regarding the current state of these new niche communities.

This combination of research and deep knowledge on the matter, has enabled us to compile the most valuable benchmarks, learnings, metrics and knowledge in the industry, delivered to you to help you design solid marketing strategies.

SOME OF OUR EXPERTS



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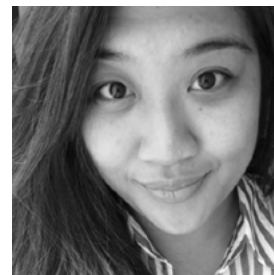
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ABOUT

Samy Alliance

We help brands grow. We do this by combining pioneering research and technology with strategy, creativity and performance to create solutions, messages and experiences that mean more.

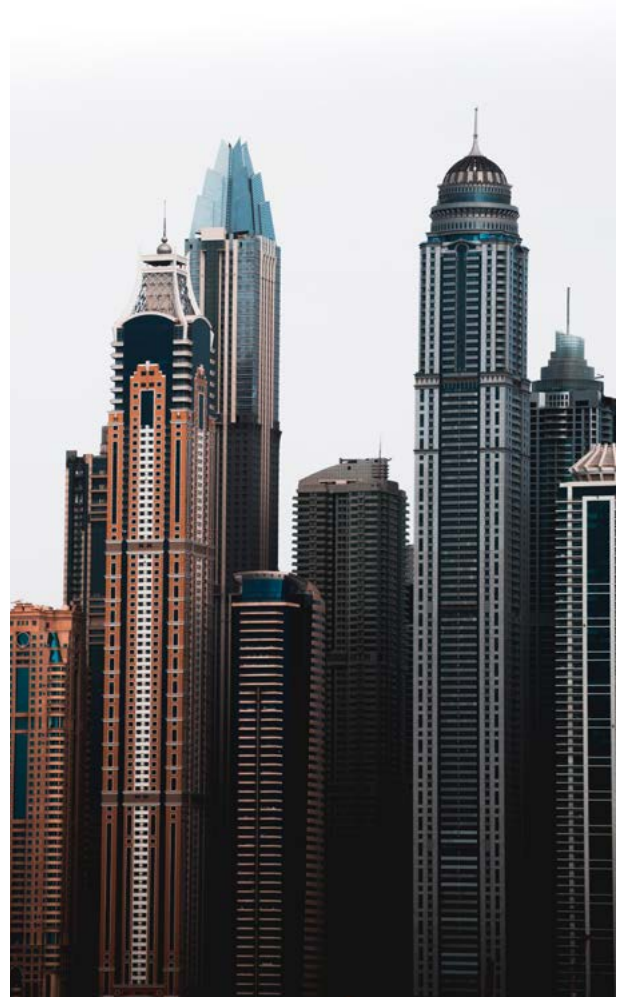
Samy, the first global ecosystem of indie agencies created to offer best in class data-informed creative solutions for brands.

With over 350 employees and 14 offices in 15 countries in Europe, the US and Latin America, Samy Alliance operates in 55 markets for 100+ AAA customers, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user's purchasing behaviour and product trends.

“

We know that if we understand the audience better, we will talk to them better.



From Centralised to Decentralised: The rise of niche communities

We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations. Samy Alliance was recently named by the Financial Times one of Europe's Top 1000 fastest-growing companies for the third consecutive year.

Delivering growth is our shared value.

Relevant. Simple. Effective

Executive SUMMARY



THE REINVENTION OF BRAND COMMUNITIES

Brand communities must reinvent themselves to keep engaging with their customers.

There are many reasons why brands should start turning to niche communities. They are perfect for building authentic peer to peer relationships with people based on shared interests, a strong sense of belonging and a true spirit of co-creation. Opinion leaders arise as real ambassadors.

The benefits of entering this new world are infinite. As a brand, you will establish a new way of connecting with your audience based on listening to them and creating exclusive experiences that work as a reward for their loyalty. The brand is asked to listen to its community and establish a neutral conversation with them. It's an incredible opportunity to co-create with your audience. This new kind of conversations are expected to increase in the coming years, therefore early birds may have a very positive impact in the middle and long term.

This new relationship will increase the value of your platform and your brand. You will have direct access to your target audience, meaning you can talk and communicate with them directly. Not only will you increase loyalty towards your brand, but you will get first-hand insights, challenges, goals and feedback.

This said, complexity is higher than ever and therefore as a marketer you have to carefully think how to evolve your marketing strategy accordingly to the new consumer behaviour



My crime is that of
curiosity

FROM CENTRALISED TO
DECENTRALISED:
**THE RISE OF NICHE
COMMUNITIES**

My crime is that of
curiosity

01 | The inevitable evolution of the digital

The evolution of the DIGITAL

THE DIGITAL WORLD HAS EVOLVED

Social media evolves, the platforms evolve, the interactions, the profiles, the features... and counting. Everything within the world of digital social platforms is continually changing, and so are we.

But this isn't something that pops up out of nowhere. We have been "digitally" evolving since the very beginning of Web 1.0 back in 1991. The same way that we are unaware of ourselves getting older daily until we see that picture with our friends five years ago. So this is what we need to do, just stop and look back into what's happened in the past decades to better understand what's next.





WE'VE EVOLVED FROM WEB 1.0 TO WEB 3.0.

Web 1.0 started around 1991 and went on to 2004. Most sites were static and most users were just consumers, not content creators. Web 2.0 arrived around 2004, centred on user creators of content that lives in forums, social media, networking services, blogs and wikis, among others.

Web 2.0 is the web that most of us know and it has become an essential part of our lives. When realising Youtube began in 2005, Twitter in 2006, and Facebook, now known as Meta, in 2004, you understand the magnitude of the extraordinary web 2.0 history evolution.

Web 3.0 is here to turn the current model on its head. What do we mean? Well is mainly about the governance model: web 3.0 is based on decentralised ownership, putting the website's control in the hands of its users and communities.

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We are clearly shifting from brand centralised communities to decentralised niche communities, in which users are the rules makers.

Amaia Alvarez Country Manager,
Samy Alliance Spain

It's a new paradigm, a new networking future and a digital world revolution. Web 3.0 guarantees ownership of user-created content and greater privacy and incorporates concepts such as decentralisation, blockchain technologies and token-based economics.

We've grown digitally in a centralised model. Now we are shifting from one in which we were told how to interact to a new landscape where the community becomes the rule maker. So, you may be thinking, what if the community doesn't want to see any brand's communications anymore? Well, this is the new game.

But don't panic! This is not breaking news. You're likely to have read that the average user is bombarded with around 5,000 brand messages everyday, and it's reported that only 35% of consumers consider brand communication when buying on social media.

Our audiences feel overwhelmed by the constant information they receive on platforms such as Instagram and find it easier to disconnect.

We all knew about this; the only difference is that now something bigger will force the industry to evolve.



“
Fandoms have evolved into an independent community that can live without brand direct intervention.”

SPECIALISATION IS DEFINING CONTENT CREATORS' EVOLUTION

Specialisation is getting more and more relevant. Nowadays, content creators won't talk about products of different categories in a short period; this is because they would immediately lose reliability, and their positioning would become confusing for their fans.

Fans are looking for authenticity and accurate content shared by real people with similar values and interests. **So yes, it's right to say that fans are becoming much more specialised.** And they start asking themselves, “Why should I connect to a generic social media such as Instagram or TikTok if there is a place, a server or a channel where I can spend time with like minded people? A safe space where I can learn from other people and enjoy enriching conversations.”

Therefore, new platforms have emerged these past years, where the dynamics for content creators and users are slightly different. These platforms are focused on setting up a community of individuals that create enriching interactions: share content, talk, debate, and of course, co-create.

What are the **NEW FANDOMS?**

BROTHERHOOD

A peer-to-peer community with a strong sense of belonging that makes users feel at home, regardless of their physical location. Trust is at the base of the relationships between like minded individuals that feel they can express their ideas and thoughts with other members that are fully prepared to start meaningful conversations about a common interest or passion.

INDEPENDENT & SELF-DIRECTED COMMUNITY

Members of these communities have the autonomy and responsibility to direct and organize the community they built or live in. These decentralized communities are responsible for setting the rules for all the members.

CO-CREATORS

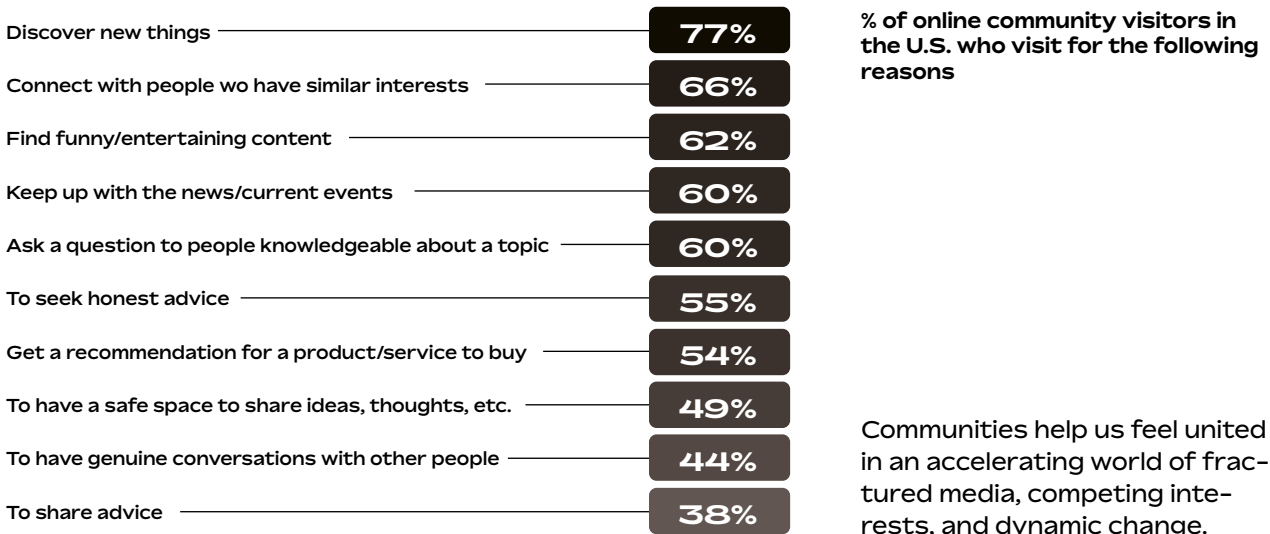
As a result of their natural affection for a common idea or topic, members have the potential to co-create new concepts or products that can be monetized.

These new communities emerge from contemporary consumer behaviour that seeks more attention and a better understanding of what they want.

We call these new communities, Niche communities because of their concentrated communication, relationships and growth.

The ultimate expression of these independent fandom communities is taking place in new niche digital platforms with some attributes in common, making them unique, and therefore a new element to consider in brand strategies with websites, social media, or web 3.0.

WHAT DRIVES USERS TO VISIT ONLINE COMMUNITY SITES?



Communities help us feel united in an accelerating world of fractured media, competing interests, and dynamic change.

HOW DO THESE RECENT COMMUNITY CHANGES AFFECT YOUR BRAND?

Niche communities increase brand loyalty. Long story short, any brand manager should think that an increasing conversation about its brand or product might shift from its branded digital spaces (your official IG channel, Twitter or Youtube) to a decentralised community owned by your customers. But this can offer unparalleled and authentic consumer insight.

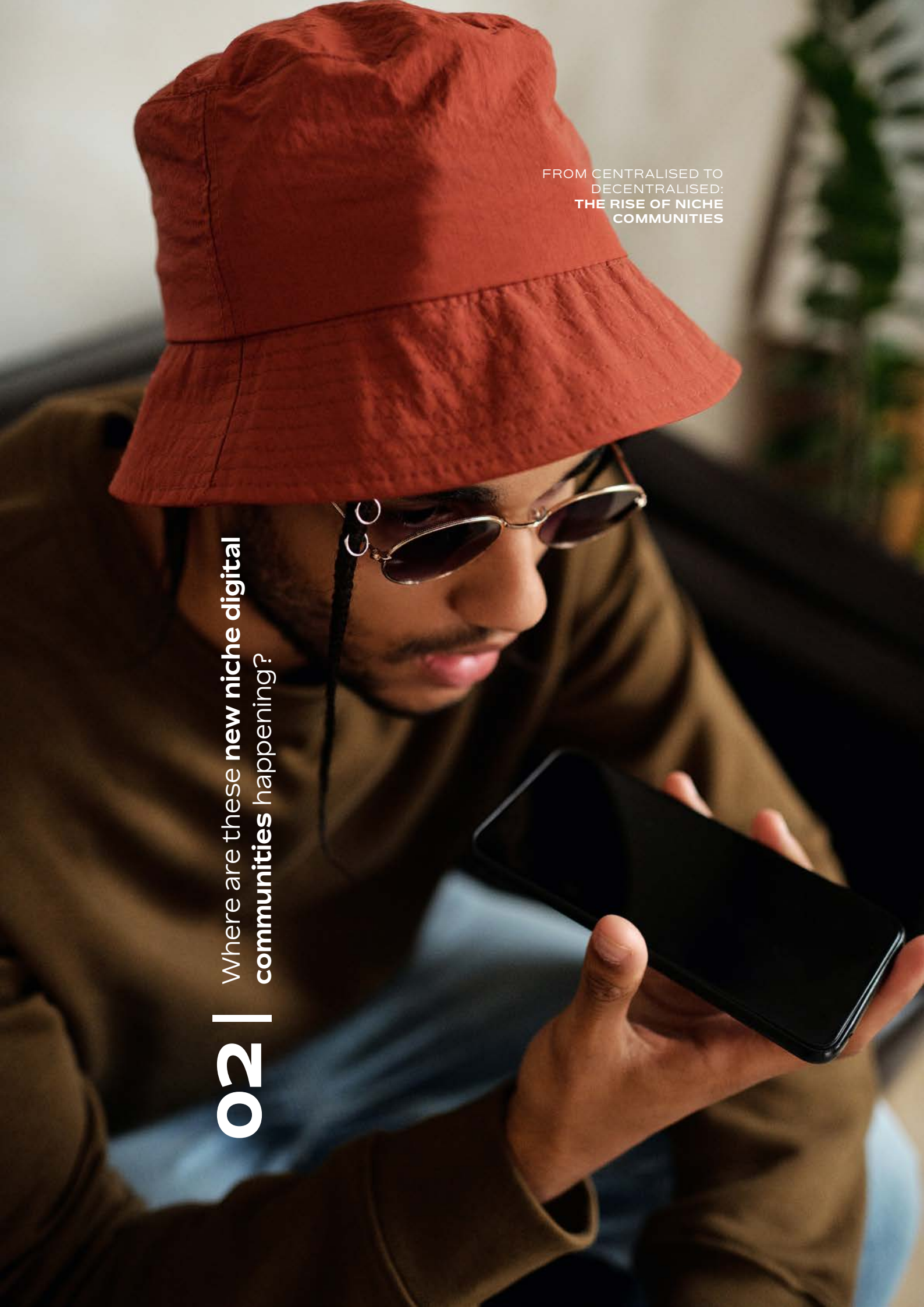
You need to dig into data to understand better your superfans and what you should build your niche community around.

“
When we create a space where our audience is comfortable in speaking about a specific subject matter and sharing their experience with a product or service, it can become a big wealth of qualitative knowledge

Daryl Nuncio, Strategy & Social / International Team Leader at Nobox

FROM CENTRALISED TO
DECENTRALISED:
THE RISE OF NICHE
COMMUNITIES

02 | Where are these **new niche digital communities** happening?



DISCORD:

The new challenge of advertising

Discord was born in 2012 in San Francisco with one purpose: to give gamers a space to talk, chat and discuss the game while playing the game.. Many videogames are team-based or role-play video games. So what's a better place than Discord? You can build your game family and friends chat and talk 24/7 with your friends and players.

Discord is the aversion to advertising. Even though this sounds negative to the industry, there is a possible different marketing strategy behind it. Instead of entering Discord as advertisers and marketers selling their products, you should join the platform as a peer-to-peer member. And win the trust and the community's attention through genuine, authentic, and independent participation.

WHY DISCORD?

Discord is a direct channel to your audience; by creating your server, you can communicate with your audience about all the new features, campaigns, collections, discounts, and promotions. You can test your product and get to know your audience first-hand opinion.

Remember that your server users are there because of you and their love for your brand. They are fellow followers and want to be part of your community; as we can see with streamers' servers on Discord, it's a safe space to talk to your brand idols.

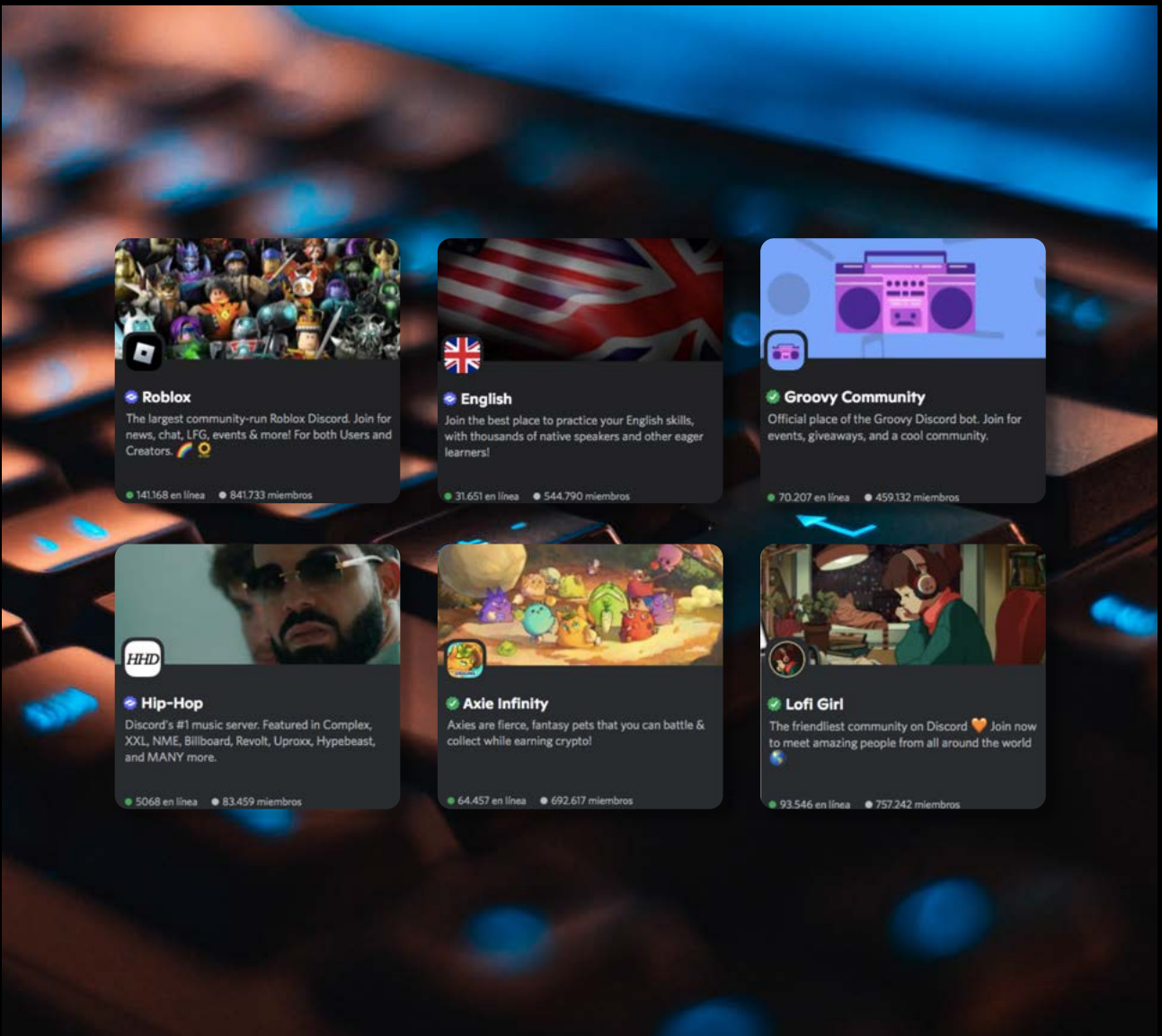
DISCORD USAGE



90% DAILY
100% WEEKLY

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People call Discord the “Slack for Gen Z,” while some call Slack the “Discord of boomers”.



For what purpose do users use Discord?



30% USE DISCORD FOR ENTERTAINMENT AND INFORMATION
70% USE DISCORD FOR ENTERTAINMENT

& with whom do they use Discord?

100% WITH THEIR FRIENDS

WHO IS ON DISCORD?

Discord is typically associated with online gamers, but a growing number of users are creating and joining Discord communities focused on other interests besides gaming.

There are three popular types of servers on Discord:

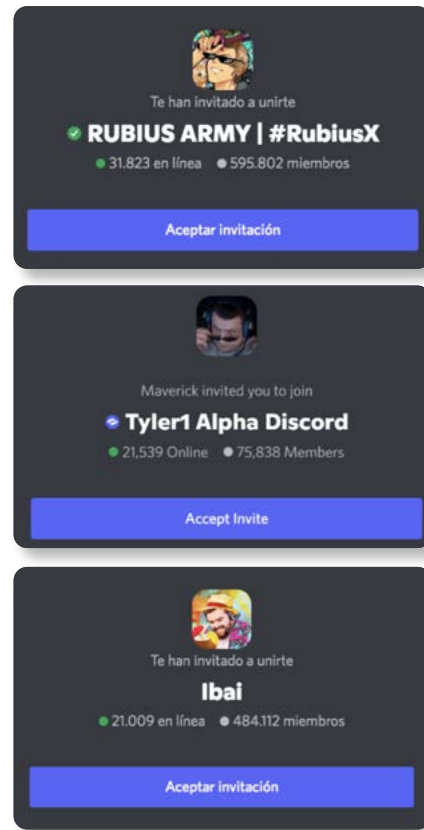
- **Gaming:** We find YouTube or Twitch streamers with official Discord servers to specific communities dedicated to video games like Minecraft, Fortnite, and Roblox.
- **Music:** Servers with communities for the music fans like Playboi Carti and BlackPink. Or even fans of a specific music genre.
- **Education:** Believe it or not, servers about education are a big thing on Discord. You can find learning-focused servers such as English or Study Together.



ANY SUCCESSFUL CASES AT DISCORD?

In 2018, Ninja, a streamer known for playing Fortnite, set the record by playing the game with Drake in front of 600.000 people. In the middle of the stream, he made the rapper Drake download and install Discord, making Discord ascend to 6th position on the US App Store.

There is also an increasing number of gaming YouTubers creating a Discord server to chat about games, have fun with their followers and just spend time with them.



HOW TO BE SUCCESSFUL ON DISCORD AS A MARKETER

- **The only people who see what you post on Discord** are the users who choose to, making them a highly engaged audience. Start discussions with existing customers and fans. Use special experiences to drive sales and loyalty.
- **Marketers can create topic-focused servers** rather than launching servers to promote their brand or products. Rather than nurturing their brands, marketers can find ways to support their communities.
- Assess whether, as a marketer, you should create your community, enter other existing ones, or maybe both. It depends on your strategy.
- **Use live events to boost interaction:** Consider hosting live events to increase your users' engagement. Host a game night, a celebrity interview or a live concert. Fans could promote activity on your channels.
- **Use Discord to provide support:** You can also use Discord to support your customers. You can start a private conversation, send text messages, have an audio or video call, share files and share your computer screen.



Are you part of any streamer server?



70% ARE MEMBERS OF A STREAMERS SERVER
30% AREN'T

TWITCH & DISCORD:

The perfect combination for streamers

Discord, as we mentioned before, was born to give a space for gamers to talk, discuss and debate the game they were playing. Therefore we can say that streamers on Twitch need Discord and vice-versa.

Twitch users are a very platform-focused audience. They tune in consistently and use Twitch as their primary source of entertainment and media. And they can connect their Discord account to their Twitch account. They can follow their favourite streamers on Discord and talk directly while watching them play on Twitch.

Twitch Streamers use their Discord to interact directly with their followers. It's a safe and more familiar space; some members have been there for years and have developed a more intimate relationship with their favourite streamer.

A fun thing famous streamers like Ibai or Rubius like to do is interact in real-time on their Discord channel while streaming on Twitch. They would play around with followers, ban those who aren't funny, see the videos and the comments people have to say about the streamer, etc.

“

Twitch currently has 140 million unique monthly visitors, with 107,800 live Twitch broadcasts going on at any given time. The most-watched title on Twitch is the League of Legends, with video game streams accumulating 42.55 billion watch hours.

Backlinko. Brian Dean.

How often do you use Twitch and Discord at the same time?



80% USES DISCORD & TWITCH THE SAME AMOUNT OF TIME
20% USES DISCORD MORE THAN TWITCH



REDDIT

The place to connect & belong

With 430 million monthly active users, Reddit, the place to connect and belong, is broken down into subreddits which are communities that focus on niche areas spanning pretty much everything one could post about.

“

Subreddits gather people with similar experiences, beliefs, or interests.

COMMUNITIES ARE THE BACK BONE OF REDDIT

Because subreddits hyper-focus on one topic, the corresponding conversations attract passionate fans, subject matter experts, and curious answer seekers.

In effect, subreddits gather people with similar experiences, beliefs, or interests who exchange questions and answers, share their needs and provide recommendations. Immersing yourself in these communities can surface the audience's strongly-held ideas, distinct affinities, lifestyle preferences, and emerging trends.



REDDIT PRESENTS ITS OWN SET OF CHALLENGES

Any user can create a subreddit, and because users are anonymous, brands have no means to verify themselves and have no official rights over brand-named threads like r/mcdonalds or r/ps5.

People moderate these unaffiliated accounts while brands unofficially create and carve out legitimate brand spaces. A brand can create a user profile and start a thread; however, the more challenging obstacle is to keep it authentic.

How will you start natural, engaging, and relevant conversations that do not appear as self-promotion pieces?



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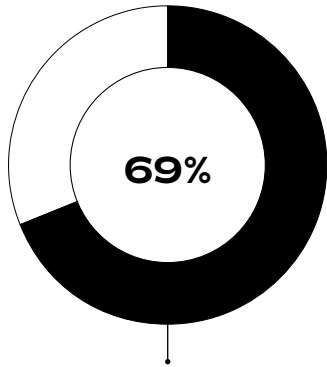
Reddit is an effective place & hub to house chatter and inter-user communication around a particular brand or topic.

It is often associated with the idea of “the people’s truth”, where many different people can weigh in around a subject, question, or debate - and consensus can be found or turn into factions that fuel more conversation.

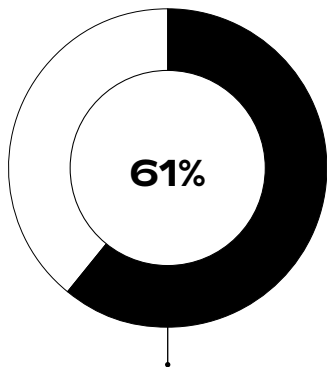
Pepe Juncal. Creative Copy & Content at Nobox

Macro-community-oriented topics can become filters & gates to micro-communities as the conversation develops and splinters.

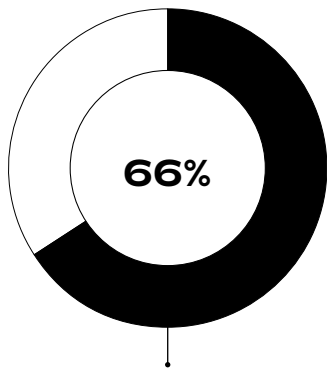
WHAT'S THE MAIN BENEFIT THAT A BRAND CAN GET FROM BEING PART OF REDDIT?



Say they respect when brands make the effort to be on Reddit



Say they're more likely to trust a brand that participates on Reddit



Say brands can have a conversation with them on Reddit that they can't have anywhere else



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Community and authenticity go hand in hand with Reddit. Users trust the platform. And the path to purchase is quicker and more in-depth since the credibility of recommendations is higher than on other media.

WHO IS ON REDDIT?

Reddit focuses on community building and online discussion rather than highlighting individual profiles or specific content. The subreddits mentioned before move up and down on feeds depending on user votes. It can be challenging to search for legitimate company profiles on official brand pages, “anyone can be anyone” on Reddit.

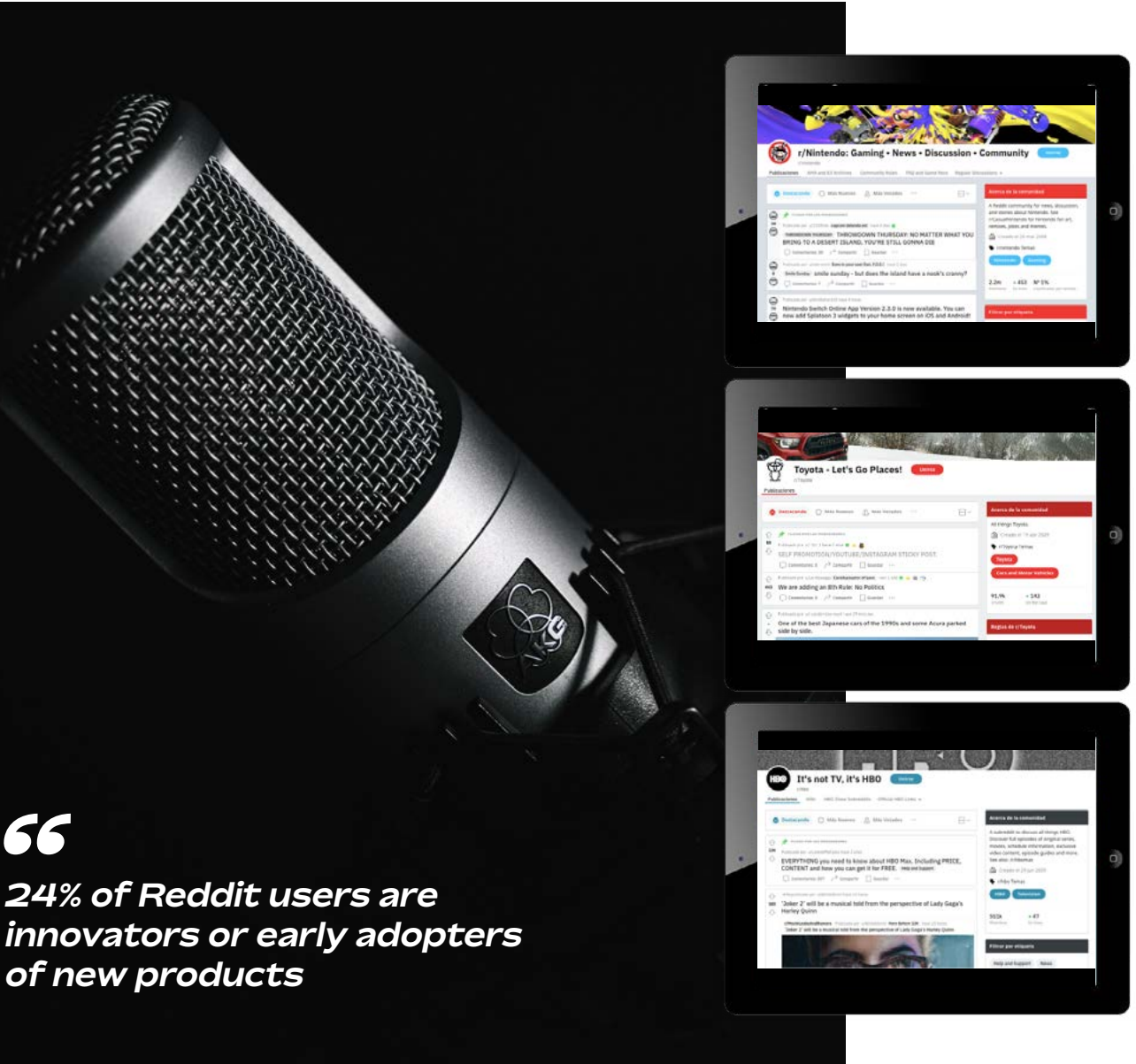
You can search for users or communities, but you will primarily get the most active subreddits about the brand, the product, the theme, etc.

Fans or customers usually create these subreddits, so as a marketer, it can be very interesting to find valuable insights about their products and brand.

Gamers, for example, herd to the platform to discuss new launches and issues they might have while playing a video game. Users might create a subreddit or community about a restaurant, like Burger King, or McDonald’s, to talk about the chain.

Besides all these anonymous subreddits, brands actively use the platform to target their audience through different marketing strategies such as; promoting their posts, creating brand subreddits, or promoting through AMA (Ask Me Anythings) promotion, known as an “IamA” subreddit thread.

Reddit is as diverse as the million subreddits it has.



“
24% of Reddit users are innovators or early adopters of new products

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ANY SUCCESSFUL CASES ON REDDIT?

The most downvoted comment ever was from EA replying to its gamers' concerns in a stilted and corporate-y manner.

With that in mind, the most successful branded presence on Reddit has been those that have added value and extra insight into the product.

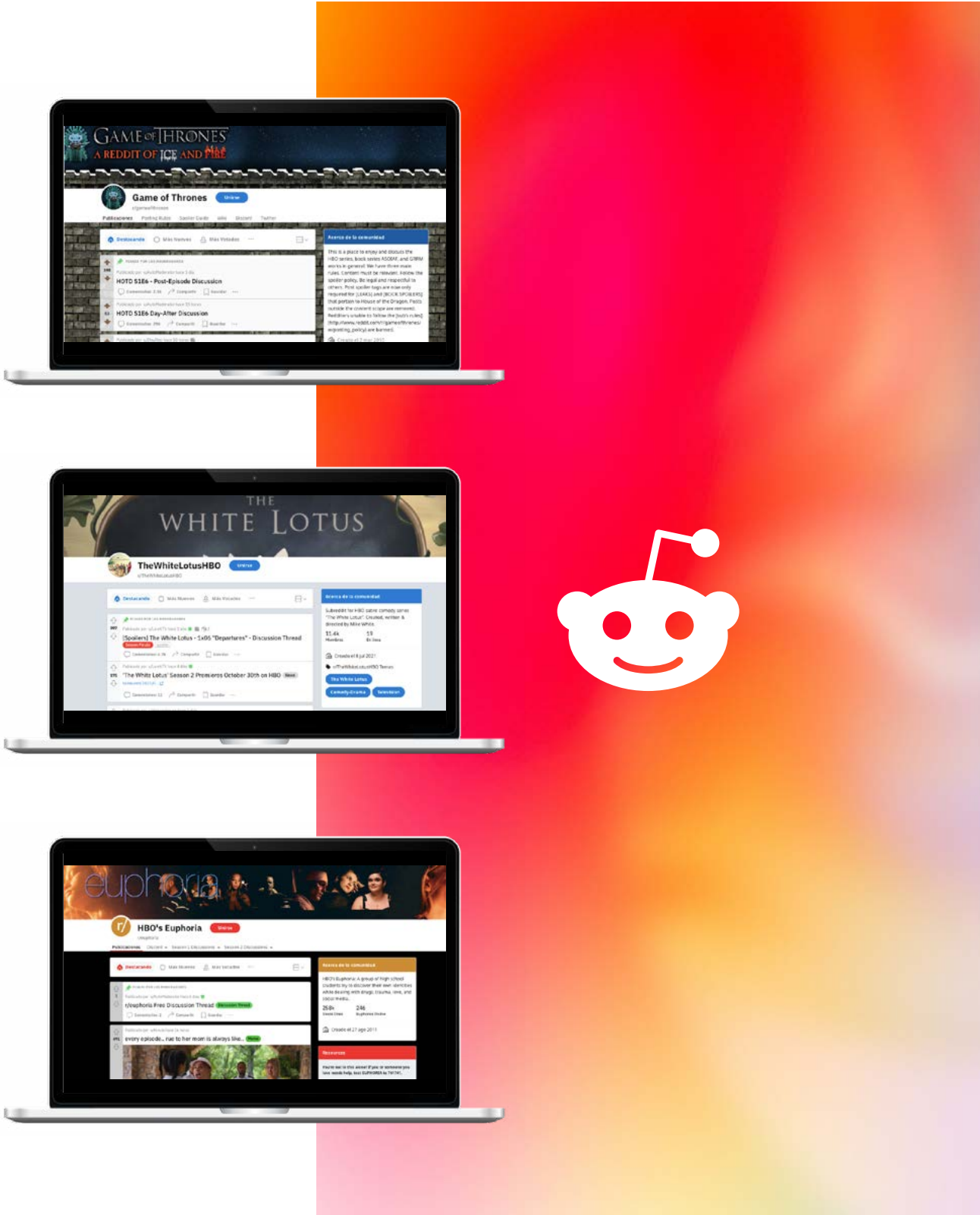
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The best way I've encountered companies doing so is through AMAs (Ask Me Anythings), where brands dedicate a staff member to answer users' questions and engage with the community.

See the CEO for Beyond Meat and the Executive Producer for Love Island.

Saffron Vandenburg, Research & Insights Manager at SHARE Creative

Podcasts creators create Reddits to provide a centralised point of text/forum-based conversation about their show. They test their performance and later find real-time and accurate feedback from their listeners.

HBO, Netflix and other streaming services likely play a role in the 'organic' creation of subreddits associated with their programs - or outright create them themselves. But probably, do not moderate them directly unless it is an AMA. These subreddits become chatter-filled hubs about their shows/products.



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HOW TO BE SUCCESSFUL ON REDDIT AS A MARKETER?

First, to successfully use Reddit, you need to understand its codes and, as a brand, adapt to them. The first thing to know, you just need to ask any doubt or question you wish your readers could answer directly through r/Ask-MeAnything and find your answer among your Reddit users. Although it is a path that some brands have already taken, it is still an excellent way to engage with the audience by providing interesting information.



Reddit is a forum of communities exchanging questions and answers, where consumers seek recommendations and product reviews.

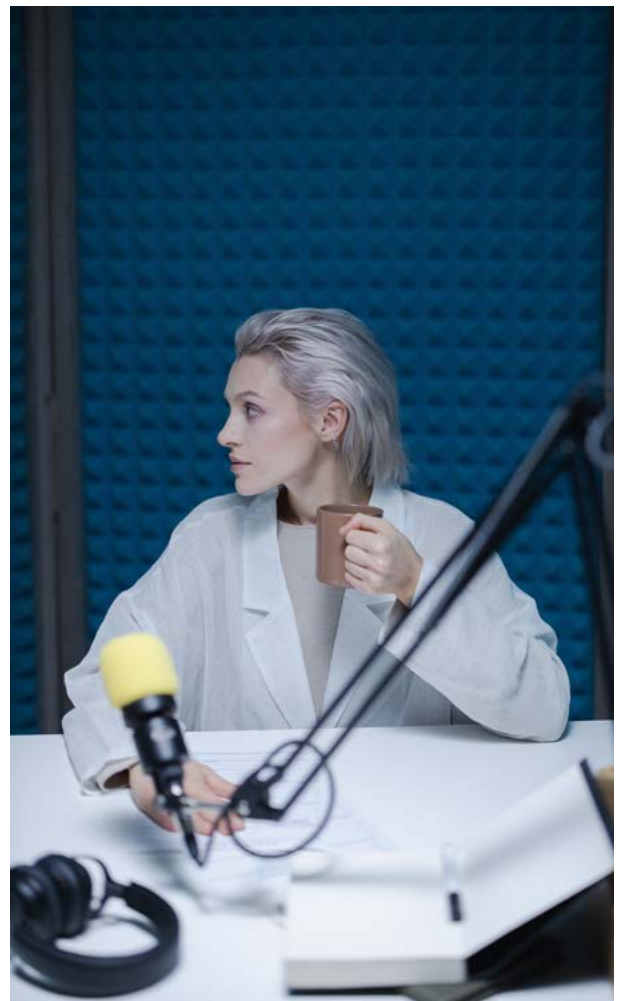
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A natural place where they share their product experiences with other consumers. A goldmine for learning about people's decision-making criteria before purchasing.

“

There are endless opportunities to engage meaningfully with Reddit. The first port of call would be to mine Reddit for insights about how people think of your brand and how communities discuss the interests central to your brand.

María Marín, Content Strategist at Dogma



“

You'll want to identify which subreddit people are talking about your brand and how to determine which subreddits you might want to engage in. Although tricky to do without coming off as self-promotion, find creative ways to champion the people, lifestyles, or values that define your community

Saffron Vandenburg, Research and Insights Manager at SHARE Creative



If you are a brand and want to enter Reddit, here are some tips from Saffron Vandenburg, our Research and Insights Manager at SHARE Creative.

1. A GREAT TITLE

Promotional writing capabilities matter here. If you can write a fantastic headline to get attention, you'll do well (assuming you nail the rest of this list!). It must be descriptive, compelling, and capture what the post is about—no clickbait.

2. HAVE KILLER CONTENT TO SHARE

If it's already been posted or isn't something worth sharing—don't. What makes a post “worthy?” Creativity, wit and humour. Also, breaking news and investigative reporting.

3. POST IN THE CORRECT SUBREDDIT

You'll want to identify which subreddit people are talking about your brand and how to determine which subreddits you might want to engage in. Crossposting to more than one subreddit is not advised—not right away, as it will appear spammy and result in downvotes. Learn specific subreddit rules and behaviour as you go. Focus on one at a time.

TELEGRAM

Pure instant messaging



It is a cross-platform messaging app with enhanced privacy and encryption features and support for extensive group chat features. It has no ties to other platforms like Facebook, Instagram, WhatsApp, etc.; day-to-day users and businesses are using Telegram for marketing because professionals recognize the platform's benefits may be even more than WhatsApp. The use of Telegram has increased because of its user-friendly features, which can specifically benefit businesses.

Telegram has over 400 million active monthly users, with over 70 billion messages shared on the platform daily.

WHY ENTER TELEGRAM?

As a marketer, your goal is to reach the maximum number of people possible. In messaging platforms like Whatsapp, you have a limited size of groups; you can only gather 200 people under one group, while in Telegram, there is no determining group size. You can gather as many followers as you want, organise your group chats as you please and reach all the followers you desire with your announcements. Some popular groups on Telegram can have up to 1 million members, so you may think of tapping into these groups as a marketer.

TELEGRAM PODS ARE A POWERFUL TOOL TO AMPLIFY OTHER SOCIAL MEDIA HANDLES AND A POWERFUL TOOL FOR MARKETING

What is a Telegram pod? It consists of people who are passionate about a brand. Followers interact with pictures and news that are posted on Telegram. They can be created on the platform to automate marketing. Instead of sending reminders to people who are part of the group, you can create a bot to do the work. In the long run, marketing via Telegram bots is more cost-effective.



A MORE HUMAN-TO-HUMAN TOUCH

Most brands on platforms like Instagram and Facebook find no intimacy between the brand and the customer. However, on Telegram, the conversation between the brand and the audience operates as “groups”. Marketing can be more impactful on Telegram because the audience feels they are a part of a group with similar interests and values. In a group like this, followers engage differently; they feel part of the brand, less isolated, and less detached from the product and the brand. Because, in a world where social media is making everyone feel isolated, Telegram can create a more human marketing atmosphere.

WHAT ARE THE MARKETING OPPORTUNITIES?

There are three features that can help marketers develop their marketing strategies. You find the channels, the groups and the chatbots

- **A Telegram channel** is like a megaphone where you can broadcast messages to a large audience with no limitations on the number of channel members. Only the admins can post on the channel, it's the ideal medium to share important announcements and updates. The members in this channel can't see the rest of the members, so the audience can keep their profile anonymous.



- **A Telegram group** can be of up to 200,000 members and they are the perfect spot for marketers to share information and get to know their audience better. The audience can share their beliefs, their interests, their opinion over the brand, the product. You can privatise the group, so as a marketer you can control who has access and use the invite as a way to generate interest in your product and service.
- **A telegram chatbot** lives inside the group in order to make sure it works correctly. They are programs that can help you collect leads to provide your customer support or even send newsletters to your customer. These chatbots help you automatize the interactions in the group and it can help you provide a better experience for your customers. It can help marketers run their marketing campaigns and recollect all the possible feedback from your users.

WHO IS ON TELEGRAM?

The famous youtube channel Ted Talks shares their new content within their Telegram group, where they find their biggest fans. They can debate, notify their fans about fresh content, and read what they have to say about the show.

TED Talks
<https://www.youtube.com/watch?v=eyT3JudxvFU>
 YouTube
Thriving in Uncertainty | Shashank Agarwal | TEDxMotiJheel
 The only certainty in life is that nothing is certain. Everything around is uncertain. Talks about clarity in Purpose ,Alignment of Direction of work, velocity is important not only speed. Talks about how it was uncertain during COVID-19 . Mr Shashank Agarwal...

107 👁 17:02

TED Talks
 @TED_Talks

16.7K Subscribers 8 Photos 85.8K Links

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world.

Welcome to the TED community!

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About Blog Apps Platform

8 Great Movies
 @netflix

432K Subscribers 1.71K Photos 118 Videos 1.57K Links

The most fans popular channel of Netflix

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Great Movies

James Webb Space Telescope has released 4 amazing new images.

surprise supernova, stunning star with rings and of course, a galaxy merger. We will be glad to see you! <https://youtu.be/Lz7WbTJUcSI>

YouTube
James Webb Telescope: 4 New Images Explained. Supernova and a Star with rings!

The James Webb Space Telescope team has released new science-quality images. Let's break them down.

Do not forget to subscribe - https://www.youtube.com/channel/UCTx4Kltbgl9deRdcCWTFSig?sub_confirmation=1

Useful links, sources and additional info:

Previous...

124.5K 👁 21:49

Netflix’s main (unofficial) Telegram channel has more than 430,000 subscribers. Netflix uses Telegram to publish daily content, from newly launched projects to reviews and behind-the-scenes photos. The main focus of this channel is to deliver their biggest fans first-hand content and information.

We can also see that Prime Videos has the same purpose on Telegram as Netflix, but this time with over 1 million subscribers.



HOW TO BE SUCCESSFUL ON TELEGRAM AS A MARKETER?

First, you should create your business profile, where you can include information about your product or services, your target market, and what makes your business unique.

Then you should find the right target audience. When starting, you can add up to 200 people from your contact list; then, you will have to promote your group and your profile, just like on any other platform, to gain the audience's attention and fellowship.

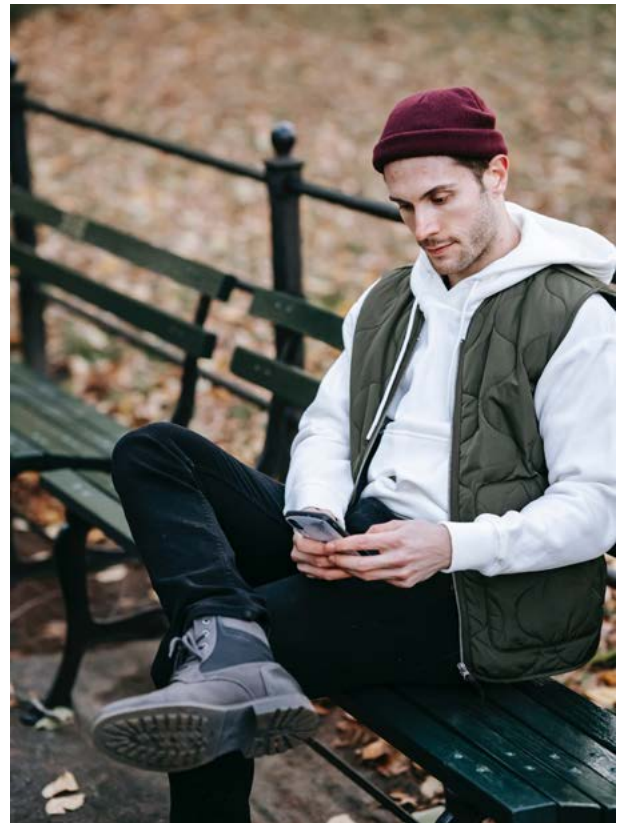
But how should you promote your channel?

- Find public groups that align with your target audience. Several ways to do this include searching for keywords and browsing group directories.
- Once you have found the right groups, get a feel for the tone and culture of the group.
- If the group seems a good fit for your message, reach out to the group's administrator and ask if you can post about your product or service.
- When posting in the group, respect the other members and follow any guidelines the administrator has set.
- Finally, don't forget to include a call to action in your post. In this case, the link to your channel.



ANY SUCCESSFUL CASES ON TELEGRAM?

Netflix's unofficial channel, created by brand lovers, has more than 430,000 subscribers. This channel publishes all types of content, including links to their new projects, behind-the-scenes photos and more content. Their media is focused on delivering first-hand content and information to their most loyal audience. They create an exclusive environment for all the users and a space for them to share their opinion and feedback on all the new Netflix shows.



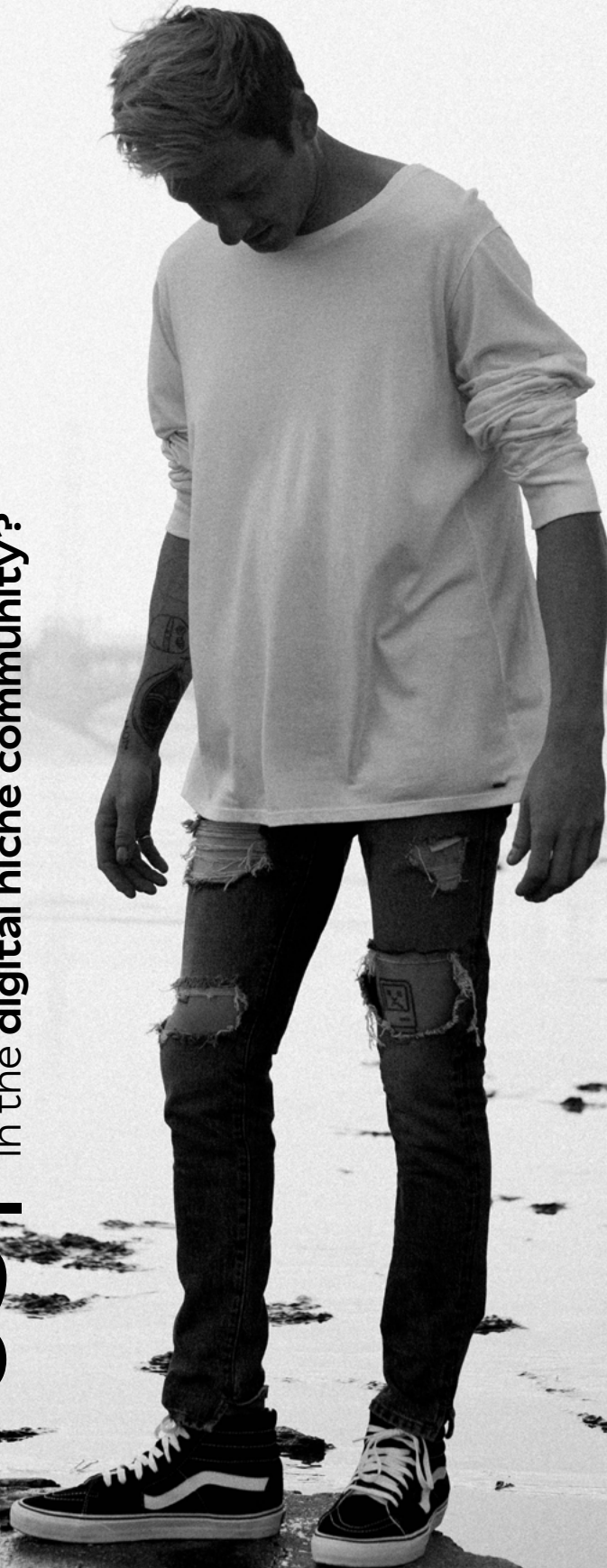
From Centralised to Decentralised: The rise of niche communities

Thanks to their channel, Washington Post is also an active content creator on Telegram. They publish brief announcements around five times a day, to update its followers of the hottest and most current news to those who don't have enough time to read the entire story, by sharing with them the main highlights of the story.

Ted Talks is also known for using Telegram to add to its Youtube Channel. The most popular videos on Youtube are shared on Telegram too. This gives a broader perspective of what their viewers have to say and a better chance of reaching even more viewers than posting on Youtube. Telegram is the best way to notify your followers of new content and, therefore, to promote it.

FROM CENTRALISED TO
DECENTRALISED:
**THE RISE OF NICHE
COMMUNITIES**

03 | What does your brand need to do
in the **digital niche community?**



WHAT DOES YOUR BRAND NEED TO DO IN THE DIGITAL NICHE COMMUNITY?

You should ask yourself why your audience should join your community instead of being part of a broader community and what your added value is. Remember that users are looking for an authentic environment to debate and share, so it is critical to play by their rules if making this step for your brand.

Can your brand act as a peer among the other users and add value in a many-to-many conversation? Well, this is the challenge that needs to be faced.

One of the most valuable ways to succeed in your trip through digital niche communities is by giving exclusive content or entertainment to your most loyal audience:

TEST NEW PRODUCTS

Gain free and honest insight from valued consumers. It's a suitable space for your brand to explore your audience's opinion.

CO-CREATE NEW PRODUCTS & IMPROVE EXISTING PRODUCTS

A sense of belonging and co-creation defines these niche communities. The audience wants to feel they are part of the brand, so consider involving them in the whole process.

PROVIDE EXCLUSIVE EXPERIENCES

Give them one-of-a-kind brand experiences and gifts such as concerts and new openings.

OFFER DISCOUNTS

Use exclusive offers to retain customers and grow your community.

SHARE LIMITED EDITIONS

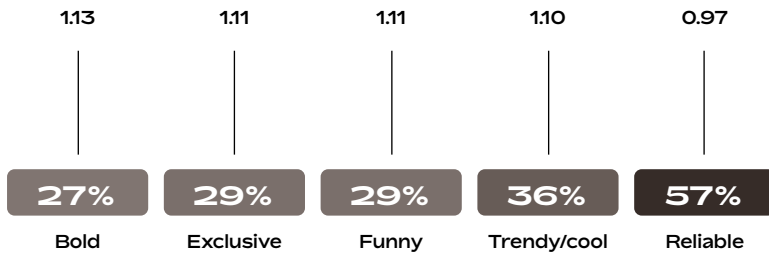
Reward members and further gain trust and interest. Let them see, consume and enjoy some of your limited editions.

This is not really an altruistic movement. Is about empowering brand loyalty. Brand loyalty encourages repeat purchases and devotion based on positive brand perception, 65% of revenue in most companies comes from repeat business with existing clients. Niche communities increase brand loyalty by creating a dialogue and open conversation between a brand and its most prominent advocates, which enhances engagement and trust.



WHAT DO USERS EXPECT FROM A NICHE COMMUNITY?

% of internet users who engage in community-oriented behaviours who want brands to exhibit the following qualities (sorted by index)



We see more and more niche communities growing in popularity across platforms like Discord, Twitch and Reddit.



“
 Open/massive communities are trying to drive relevance on the specific subject matter while still trying to be appealing to the mass audience. These results in somewhat diluted content across brand channels and a growing reliance on paid levers to stand out, like influencers.

With niche communities, audiences have made the mental decision to be part of a specific community and make an effort to see what's new / engage with it. Audiences join smaller brand communities to gain access to special deals, share content they created, and connect with other like-minded individuals.

Daryl Nuncio, Strategy & Social / International Team Leader at NoboX

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- PAGE 9** Amaia Alvarez Country Manager, Samy Alliance Spain
- PAGE 13** Graphic from GlobalWebIndex
- PAGE 13** Daryl Nuncio, Strategy & Social / International Team Leader at Nobox
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- PAGE 20** Brian Dean. Backlinko
- PAGE 21** Pepe Juncal. Creative Copy & Content at Nobox
- PAGE 23** 2019 Reddit Research <https://www.redditinc.com/assets/case-studies/Reddit-x-Ypulse-The-Power-of-Community-White-Paper-9.23.19.pdf>
- PAGE 24** Data from Statista
- PAGE 25** Saffron Vandenburg, Research and Insights Manager at SHARE Creative
- PAGE 27** María Marín, Content Strategist at Dogma
- PAGE 28** Saffron Vandenburg, Research and Insights Manager at SHARE Creative





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