

HOW TO BUILD A STRONG ONLINE COMMUNITY

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@TheTravelCamel
#ITBMC #HTM2017



A Strong Community Can Grow Your Business Or Blog!



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Connect With Customers
Online When They Are
Not Using Your Services



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Strong Content
Strong Conversation
Strong Community



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Creating An Audience

Content Attracts Customers

Conversation Retains Customers

Community Strengthens Customers



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The World Of Twitter Chats...



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The Road Less Travelled



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Don't Find Your Niche,
Find Your Voice!

Unique Selling Proposition
(USP)



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Only chat focusing on all destinations away from Europe and North America

The World's Premier Weekly
Travel Twitter Chat

180+ Consecutive Weeks

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During A Normal Week:
Most Original Tweets
Most Responses Per Question

In a 3 hour period:
1 million Twitter accounts reached
15 million impressions

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Reliable

Personal Comfortable
Interesting Inspiring



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HIMALAYAN
TRAVEL
MART 2017

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ITBMC

international
travel bloggers and
media conference

What a Community Can Do

Turns People Into Followers

Turns Followers Into Supporters

Turns Supporters Into Advocates



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Finding Your Advocates

Who frequently comments?

Are there comments extremely positive?

Do they defend you against negative comments?



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Stop talking about things you don't know about, it makes you look IGNORANT.

stop being a cry baby.

Hahahahahahaah stop embarrassing ur self..



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Supporting Your Advocates

Give them more than standard responses

Find a way to feature or mention them

Invite them into an inner circle with more benefits



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Build Your Community!

Find Your Voice!

Find Your Advocates!



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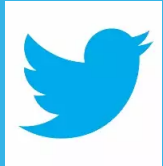




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