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A CMO's guide to community-led marketing in a product-led world.

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Hey there, Awesome!

This set of reflection questions, tailored to accompany each chapter of Unfair Mindshare, is designed to facilitate deeper understanding and practical application for B2B and B2C community and marketing professionals.

As you read the book, use these questions to guide your thinking and discussions. They are crafted to help you reflect on how the concepts and strategies presented can be applied within your own company or community.

These questions serve as a tool for translating theoretical insights into actionable strategies, enhancing community engagement, and integrating community-led marketing into your overall approach.

Use them individually or in groups to stimulate conversation, generate new ideas, and encourage a proactive approach to community-led marketing.

Cheers,

Derek

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Name: Weeks, Derek, author. | Weeks Derek E.

Description of the book: First Edition. | Bethesda, MD

Subjects: Branding (Marketing), Marketing, Customer Relations,

How We Built Unfair Mindshare

1. How can the strategies used to grow the All Day DevOps community be applied to your current marketing initiatives?

2. What lessons can be learned from the rapid growth experienced in this chapter for building a strong product community?

3. How might the concept of "audience as content" be integrated into your current community engagement strategies?

4. What are the key takeaways from this chapter that could be implemented to enhance community participation and engagement?

5. How can your organization leverage community insights to foster innovation and improve product development?

Where CMOs Must Invest in Marketing

1. Considering the three orbits of marketing discussed, how does your current strategy align, and where could improvements be made?

2. How can the concept of product- and brand-led orbits be better integrated into your marketing approach?

3. What steps can you take to ensure your marketing investments are well-balanced across different areas?

4. How can insights from this chapter guide your decision-making in allocating marketing resources for maximum impact?

5. What new marketing channels or tactics could be explored based on the suggestions in this chapter?

CHAPTER 3
Launching Community-led Marketing

1. How can shifting your mindset towards community-led marketing benefit your organization?

2. What key elements from successful community-led marketing initiatives like the Cybersecurity Marketing Society and Pavilion can be adopted in your strategy?

3. How can the principles of community-led marketing be integrated into your existing marketing plan?

4. What challenges might you face in implementing community-led marketing, and how could they be addressed?

5. How can community-led marketing complement and enhance your existing product and brand marketing strategies?

	Product-led marketing	Brand-led marketing	Community-led marketing
Origin	Self-created	Self-created	Already exists; needs catalyst
Purpose	Promote and sell product	Promote and sell company	Educate, collaborate, inspire Always be connecting
Marketing perspective on the audience	Everyone is a lead Always be closing	Everyone is a customer Expand after land	Not everyone is a lead
Content	Self-created	Co-create with customers	Personal experiences
Narratives	100% control, your voice Less trusted	Hand-picked participation More trusted	Don't sell Highly-trusted
Who does the work	Your team	Your team + customers	Community-members You inspire and cheer
Pace	Things move fast Short-lived campaign	Influence moves slower Longer-lived value	Trust takes time Longest-lived value
Community Perspective	Rent access	Build forum	Participate and lead
Investment Profile	70 – 80% of budget Near-sighted	20 – 25% budget	5 – 12% budget 1000+ hours

The Rules of Community-led Engagement

1. How can the 12 rules of engagement be adapted to fit your community's unique characteristics and needs?

2. In what ways can you avoid self-promotion while still effectively engaging your community?

3. How can you encourage and facilitate user-generated content within your community?

4. What strategies can be employed to mobilize the middle segment of your community?

5. How can you commit to and promote diversity within your community to enrich engagement?

The Rules of Scaling Your Operation

1. How can the concept of investing 1000 hours be applied to scale your marketing operations effectively?

2. What metrics can be used to measure engagement in your community, and how can they be improved?

3. What role does technology play in scaling your community, and how can you leverage it more effectively?

4. How can you ensure the sustainability of community trust as you scale up your operations?

5. What are the best practices for running bigger experiments within your community, and how can they be implemented?

Community Technology Stack

Website / blog	Analytics	Office Productivity	Project Management	Advertising	Social channels
HubSpot WIX	Google Analytics	Google Apps	asana	Google Ads	LinkedIn twitter reddit facebook

Content Journeys	Marketing Automation	Event Management	Event Hosting	Newsletters
PathFactory	HubSpot mailchimp	Bevy Meetup	luma	substack

Social Insights	Podcast Management	Monetization	Social scheduling	Virtual Meetings
Common Room	Captivate	patreon	sproutsocial	zoom

Design	Note Taking	Code repository	Chat Playbooks	Community Platforms
Figma Canva	miro	GitHub	Drift	mighty networks Discourse

Translation	Chat Platforms	Membership	CRM	Video Hosting
SMARTLING	slack Discord	Memberful	salesforce	YouTube

Connecting Orbits for Internal Success

1. How can the integration of different marketing orbits (product, brand, community) enhance the overall marketing strategy of your organization?

2. What are the key strategies for aligning and balancing investments across different marketing orbits?

3. Reflect on your company's current marketing efforts. How can they be restructured to better connect different marketing orbits?

Launching Into Orbit 3 (Pre-Flight Checklist)

1. What are the essential components of a pre-flight checklist for launching into the third orbit (community-led marketing)?

2. How can the health of a community be assessed, and what strategies can be used to improve it?

3. Discuss the importance of positioning your community and forming a strong brand promise within the context of community-led marketing.

Three axes of community

Community Relationships

Community Brand Promise

Community Content
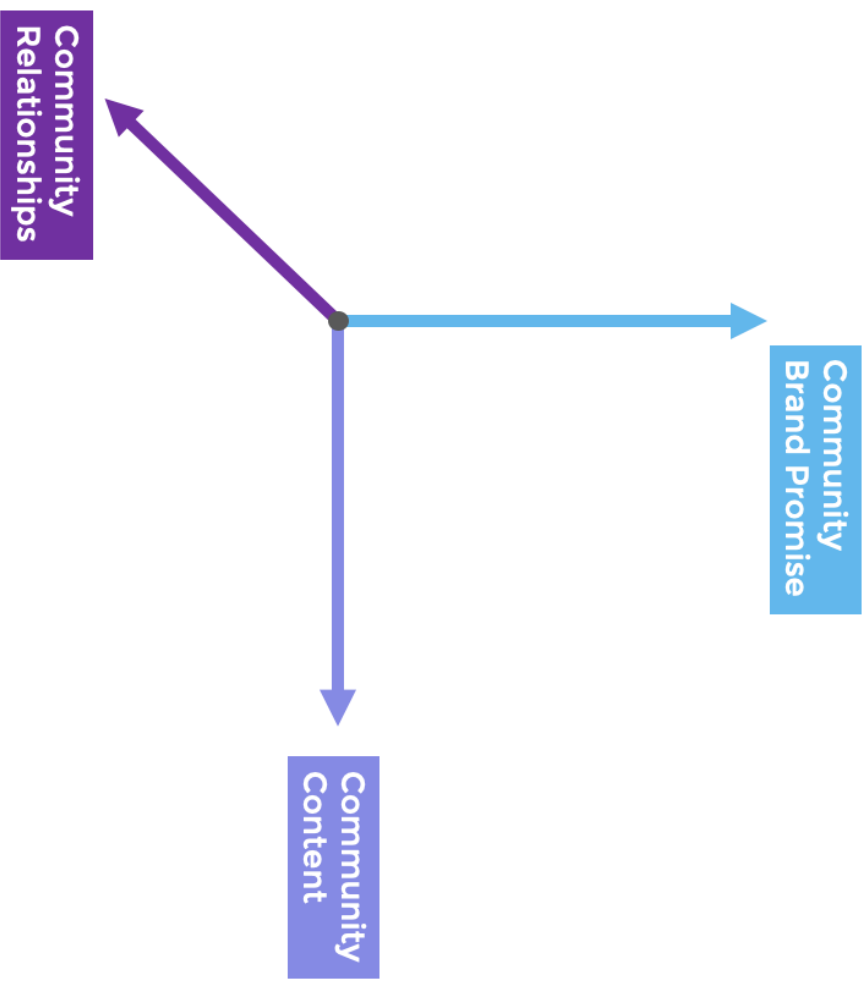
CHAPTER 8
Organizing Your Team

1. What are the best practices for structuring a team to succeed in community-led marketing?

2. How can you effectively budget for community-led initiatives, and what metrics should be used to measure their success?

3. Discuss the importance of feedback loops in community-led marketing and how they can be implemented in your team.

Exploring Community-led Engagement

1. How can "feeling seen" be fostered within your community to improve engagement?

2. Discuss the unique engagement strategies for digital natives in community-led marketing.

3. What are the key metrics to measure engagement in community-led marketing, and how can they be optimized for better results?

What is a community?

- Structure of relationships
- Place to interact
- Shared history
- Collective identity
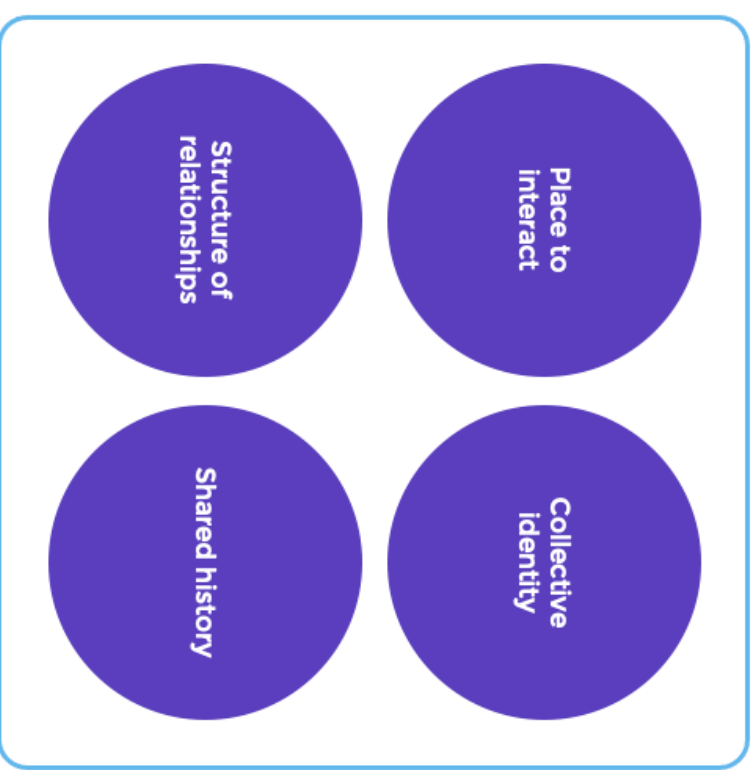
Building Relationships to Spark Your Movement

1. How can cultivating long-tail relationships enhance your marketing efforts?

2. What are the components of a successful relationship playbook in the context of community-led marketing?

3. Discuss the role of influencers and key opinion leaders in sparking and sustaining your marketing movement.

Mapping Out Your Community Playbook

1.   What are the four key playbooks for CMOs in community-led marketing, and how can they be integrated effectively?

2.   Discuss the strategy of engaging communities first and converting later. How can this approach be beneficial for your organization?

3.   How can multiple community-led playbooks be integrated into a cohesive marketing strategy?

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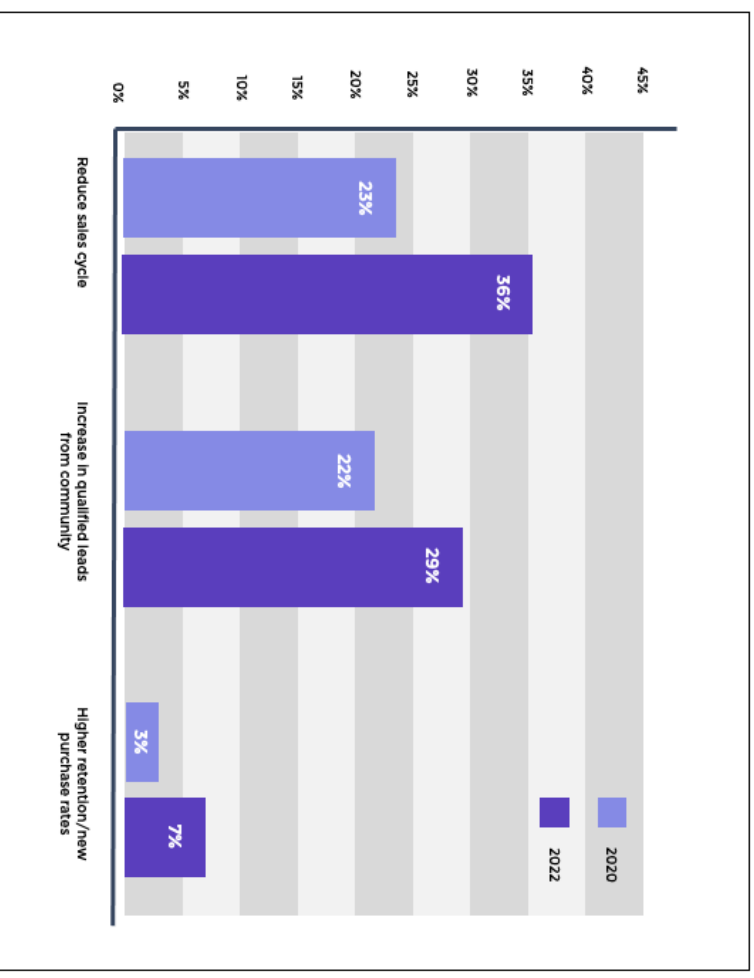| Activity		Result
Community-led marketing	100 speaker sessions from community conference	Build relationships with 100 thought leaders
	100 on-demand videos	Shared 50 hours of community created content
	50 blogs summarizing sessions and promoting speakers	Share 50 helpful blogs, further promoted by speakers
Brand-led marketing	12-city field marketing roadshow featuring community thought leaders	20 speakers from the community event participate in roadshow X.XXX leads $M marketing influenced revenue
Product-led marketing	Book signings at the roadshows	X.XXX leads $M marketing influenced revenue

CHAPTER 12
Growing with Community-led Sales

1. Discuss the importance of dialogue in community-led sales and how it can be effectively implemented.

2. How can warm introductions and community connections be leveraged to improve sales outcomes?

3. What are the key metrics to measure sales outcomes in community-led sales, and how can they be linked to overall business goals?

Measuring Your Impact

1. What strategies can be employed to ensure that your community-led efforts translate into tangible business outcomes?

2. How can progress in community-led marketing be tracked, and what metrics should be used?

3. Discuss the importance of measuring engagement versus stickiness in your community-led initiatives.

Business outcomes for CMOs and CROs

	2022	2020
Reduce sales cycle	36%	23%
Increase in qualified leads from community	29%	22%
Higher retention/new purchase rates	7%	3%

Improving Your Intent Signals with ABM Programs

1. How can community content be analyzed to tap into rich data for ABM programs?

2. Discuss strategies for identifying high-value accounts and discovering untapped market segments through community insights.

3. What are the best practices for refining ideal customer profiles (ICP) based on community-led marketing insights?

CHAPTER 15
Growing Affinity Matters

1. Discuss how tracking interactions over time can help identify engagement trends and grow affinity within your community.

2. How can becoming more personal in your approach build emotional ties and enhance community engagement?

3. What KPIs should be tracked across community prospects and customers to measure the growth of affinity?

❤️ Thank You for Reading My Book

By now, you've seen the value of community-led marketing for business growth. While you get it, many others don't know how this could **revolutionize** their go-to-market strategy.

If this book enriched your understanding of community-led marketing, why not pass it on? **Share it with a colleague**, your team, or community peers.

We all benefit when knowledge is shared. I'd be truly honored if you would take a moment to share a specific insight you've gained from this book in a **review on Amazon** (click here). Your shared wisdom could be the beacon that guides future readers toward more effective outcomes for their community, brand, and demand-generation initiatives.

ABOUT THE AUTHOR

Derek Weeks is the founder & CMO of Unfair Mindshare, a leading marketing consultancy renowned for crafting boundary-pushing go-to- market strategies that capture the attention of markets, win more deals, and create remarkable brand experiences.

As a four-time CMO and VP of Marketing with more than thirty years of experience, Derek has shaped marketing at Fortune 100 technology powerhouses and scaled growth for innovative venture-backed start-ups alike.

Honored as one of the top CMOs in the Washington, D.C. metro area by DCA Live and snagging the coveted Marketing Department of the Year award from the Business Intelligence Group, Derek strives every day to make a positive impact in the community of marketers worldwide.

Derek is the pen behind Unfair Mindshare: A CMO's guide to community-led marketing in a product-led world, and a co-author of the insightful *Feedback Loops: Voices of All Day DevOps* trilogy.

Born in Philadelphia and raised in Silicon Valley, Derek now lives in beautiful Bethesda, Maryland, with his wife, children, and tail-wagging Labradoodle.
Stay updated with Derek at unfairmindshare.com. Follow his insights on LinkedIn: linkedin.com/in/derekeweeks. And keep up with his musings on X: @weekstweets.