

Community Mgmt and Monetisation beyond Facebook Groups

Background on Community Platforms:

2020 has been called the decade of communities. Online communities have skyrocketed in the last few years across hundreds of platforms with Facebook Groups being the largest by a large margin. Other platforms are Quora, Reddit, Slack, Telegram, Discord, Tribe etc, where people can build online communities but the number of people there are way fewer.

Today, out of the 2Bn+ users, 1.8 Bn Facebook users are active on Facebook Groups, monthly . Over 70Mn admins & moderators create and manage groups on Facebook. “There is a Facebook Group for everyone.” Pretty much any topic you can think of is likely to have hundreds if not thousands of groups on it. It is estimated that there are probably 1Bn+ Groups. These groups have been built up organically by an Admin who started this group driven by a passion, pain point or is looking to build a community around its business. Simply put, a Facebook Group is where members come to ask questions, share opinions, recommendations, give/get advice, etc. A post is created by an initiator and gets comments from other members of the groups. Members are admitted by the admin who approves a request to join.

Background on Convosight:

We launched Convosight in 2020, after building and learning from 30 Groups we created around parenting. As an admin or creator of the group, you are tasked with everything: Acquisition of members, creating engaging content, moderating conversations and managing spam. Convosight helps you in group management, moderation and monetization (through community campaigns from large brand partnerships).

Since 2020, over 5000+ Groups with 130MM members that have installed the Convosight App in their Facebook Group. The app, once installed, uses FB’s API to provide Convosight with access to the conversation (posts and comments) without any personal data of members. It’s a free tool for Facebook Community Admins and gets paid by brands for community marketing, insights (based on analyzing conversation trends).

Problem Statement:

Currently, Convosight is built for Facebook Group Admins as it uses Facebook API to pull information such as member count, posts and comments to provide the Group Admin with features to help them track group performance, moderate spam, and see trending conversations and keywords. It suggests the best times to post content in your group and monetization via Fortune 100 Brand Partnerships and ability to run community marketing campaign and show report to Large Brands. We would like to expand beyond Facebook and are looking for analysis that can compare FB Groups with community platforms such as Reddit, Discord, Telegram etc. and suggest which platform/s offer easy access to build a similar feature set.

Expectation:

You should carry out research across 8-10 platforms for community building and management and create a competitive market study that compares audiences/users, features, ease of building, monetization and revenue opportunity for the Admin. You should submit a Google sheet with a detailed comparison across each platform and make a recommendation on which platform to expand Convosight's currently offering and why. Keep in mind, Convosight is free for community builders/creators and gets paid only by brands. We are open to other business models of subscriptions.

Evaluation:

Each submission will be assessed based on depth covered, factual information, comparison points and how convincing your recommendation is .

Tools & Technology:

You are free to use any available tool for research and implementation. Final presentation should be in Google sheet.

Resource & Reference:

www.upfluence.com

www.patreon.com

www.gumroad.com

www.upfluence.com

www.creatoriq.com

www.upfluence.com

Source File attached by company: <https://drive.google.com/open?id=1CeXuKlooeHHut-EUaFukCD51ZNGZjTAK>