GET SOCIAL

THE NEW WAY TO GROW YOUR BRAND
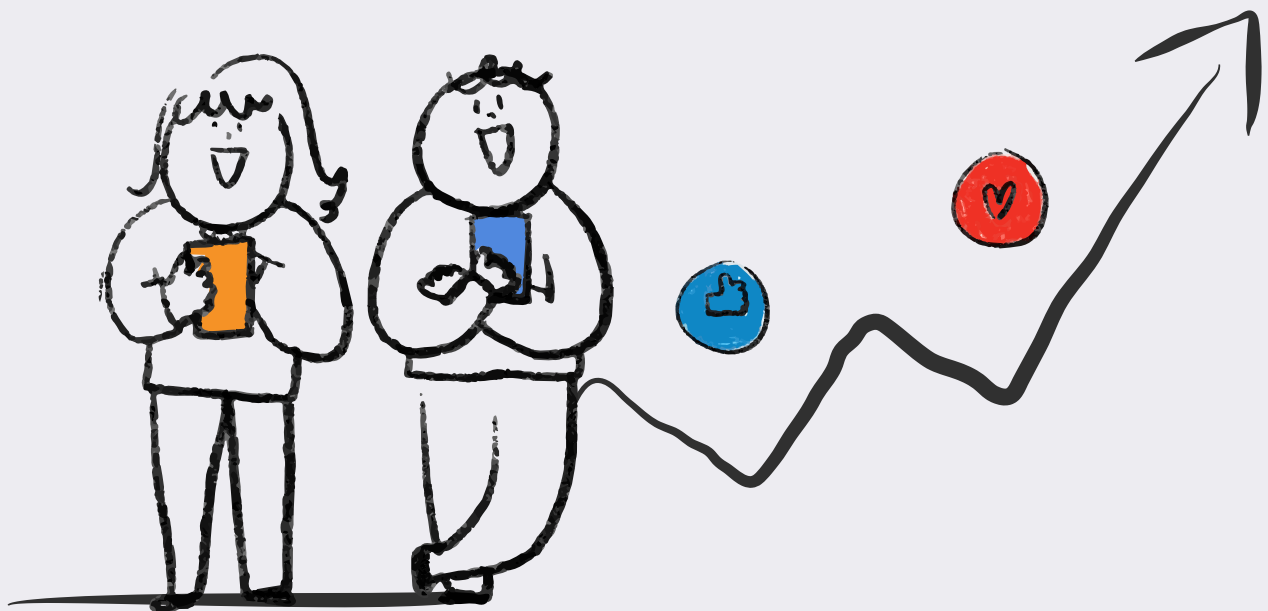
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Introduction

Social interaction is essential to human beings across all aspects of their lives. Research has shown that having strong bonds with other people can promote both emotional and physical well-being in adults. Some 20-30 years ago people's social connections were rather limited and consisted of people from within a close circle, whereas in today's era of digitalization, social connections have no more boundaries. Online communication has become routine and enables us to connect with people from all around the world.

People's natural inclination towards socializing combined with technological progress has provided businesses with an opportunity to generate value by shaping online communities around their brands. According to research, 70.4% of brands already have an active community, and another 26.3% expressed a desire to build one. Strong communities are nothing but a boon for businesses. They help brands find new consumers, leading to lower customer acquisition costs and tighter viral loops - all of which leads to revenue growth in the long run!

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>
> **and another 26.3% expressed a desire to build one**

What exactly is an online community? How does it differ from social networks and why is building your own online community better than creating a fragmented one across various social media platforms? We did our best to answer these questions along with providing strategies and tips on how to build, engage and moderate an online community in this ebook. We hope you find it useful.

Understanding Online Communities

What is an Online Community?

An online community is a group of individuals that share common interests and interact with one another in an online environment. These communities are often made up of people who have never met one another but share common interests. Online communities enable people to have discussions and share content with each other from all over the world, providing a sense of belonging.

Types of Online Communities

Depending on the platform, there are various types of online communities: forums, blogs, social media groups, gaming communities, and in-app communities. You can distinguish communities by the method and type of contact:

- **Interests:**
  science, politics, sports, cinema, etc.

- **Consumer:**
  forms a variety of thematic areas –
  for example, smartphones, household appliances,
  technology, etc.

- **Direct contact:**
  dating websites and apps, various chat rooms
  for communication.

- **Geography:**
  displays aspects of territory, city,
  or an entire country.

- **Professional:**
  business, IT, law, education, etc.

It is also possible to distinguish communities according to experience, collaboration, and competition. For example, Wikipedia is a collaborative community of people with the same experience: everyone who contributes to Wikipedia has a common experience with other community members. A gaming clan or guild is another example of a community based on competition and common experience.

One type of community that is getting more and more popular nowadays is brand communities. A brand community unites people who are loyal to the same brand and share the same interests related to this brand. Since individual relationships with each customer are not always possible, brand communities are a great way for companies to maintain an open dialogue with customers, giving them the opportunity to participate in the creation and improvement of the product. Brands actively use social media to grow and manage their communities. However, the trend is shifting towards creating their own branded community.

In the following section we discuss the difference between online communities and social networks and explain why owning an online community is more beneficial than relying solely on social media.

A brand community unites people who are loyal to the same brand and share the same interests related to this brand

What is the difference between online communities and social networks?

In a nutshell, social networks are composed of people who have preexisting relationships, meaning they allow for interaction between people that already know each other or have met before. Moreover, each member has his or her own social network.

Online communities, on the other hand, consist of people that come from different backgrounds, live in different parts of the world and may have never met each other in real life. Therefore, the glue that holds them together as a community is usually a shared interest or goal. Members of the community can be a part of any other community and very often online communities can even overlap with each other.

It is worth mentioning that such social networking platforms like Facebook or Instagram have also evolved to incorporate community elements alongside personal networking. Today you can not only connect with the people you know, but follow individuals that you have interest in and would like to become friends with.
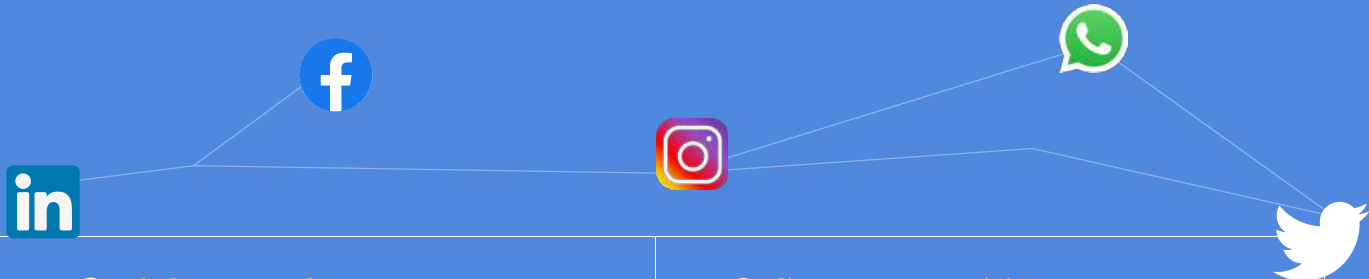
Thus, the key difference between social networks and communities is that networks revolve around individuals, whereas community members get together based on common interests, professions, hobbies, or objectives.

Why is owning an Online Community so important?

You may still be wondering about the benefits of setting up your own online community if you can use social media platforms available on the market. Well, community provides you with a competitive advantage that can't be undervalued. Companies that own a community get 100% reach to their users while for social media platforms, the organic reach for example on Facebook is down to 5.2% and declining every year. As a result, brands have to pay for ads to reach their own followers that they have built over years.

Nevertheless, since social networks are composed of preexisting relationships, brands should use this for getting organic traffic through social media marketing and referrals. Online communities, on the other hand, offer way more space and opportunities for interacting with existing customers, thus focusing instead on engagement, retention and monetization aspects.

Social networks	Online communities
Based on preexisting relationships and/or revolve around individuals	Based on shared interest or goal
Each member has his/her own social network	Any member can be a part of any community
Contribute to brand's organic traffic	Contribute to brand's engagement, retention and monetization

Besides, here are some more benefits of owning an online community you should know about:

Access to information

The most important advantage that an online community brings to a brand is access to information. People can later use this information to create a buzz around your brand, continuing to build a community without your active participation. By observing communication in an online community, a brand can learn about the shortcomings of its products or services and the consumers' wishes.

Moreover, community members help resolve each others' queries, thereby reducing the burden on the brand's customer support team. This way not only your users get a quick response to their query but your engagement rates too get an organic boost. Here's what one of GetSocial's customers has made of it:

> In the beginning, we had to assist every player that ran into issue personally. But after a while we noticed players helping each other out on the feed before we even got to it. The Castle Cats players are from all over the world; their response time to a question is 10X faster than what ours could ever be! It's a dream come true since our goal with using GetSocial was to enable our community to grow organically and boost user engagement.

Tim Holmboe
Co-Founder & Associate Producer
at PocApp Studios
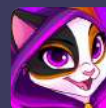
Increased socialization and productivity

An online community helps increase socialization and productivity of an individual. An online community is a virtual place where people with common interests share ideas, experience problems together and work on them collectively. It is hard for one person alone to solve complicated challenges without any cooperation from others since solitary working leads us into feeling discouraged more often than not.

A sense of belonging and support

In an age where we are constantly exposed to negative information and criticism, it becomes difficult for many of us to keep up with the ever-changing demands. As a result, we sometimes feel inadequate or even lonely without a sense of belongingness.

An online community offers people a needed sense of belonging by providing a place for them to share their thoughts and feelings around a shared interest, while receiving support from other members who may be going through similar challenges as well.

Cover the needs of GenZ

In the coming years, a major group of digital product consumers is likely to consist of GenZ representatives. The Gen-Z is a generation that grew up with social media and thus are tech savvy and need to be constantly online and connected. Besides, studies show that this population group is also the one characterized with a growing sense of isolation. 2018 research from Cigna Health found Gen Z reports the highest levels of loneliness compared to any other age group. That's why online communities offer a great opportunity for Gen Z to satisfy their need to be engaged with like-minded people online.

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Turn users into brand ambassadors

Community is a great way to turn your customers into brand ambassadors. When they see that you are listening to their needs and want to provide them with a space where they can express their thoughts, feelings, insights or advice to help other members in the community – it makes them feel appreciated and valued and encourages them to promote your brand in their social networks.

To back up the benefits of communities with a real life example, let's have a look at a beauty and skincare brand MyGlamm. They had a traditional beauty Ecommerce setup where user input and community insight was lacking. They wanted to build an ecosystem where they would provide a platform for users to express and share their thoughts. As a result, MyGlamm created a shoppable feed experience and got an opportunity to communicate with their users with 100% reach. Users who participate in community engagement have a purchase conversion rate of around 18%, which is 3 times higher than that of regular users.
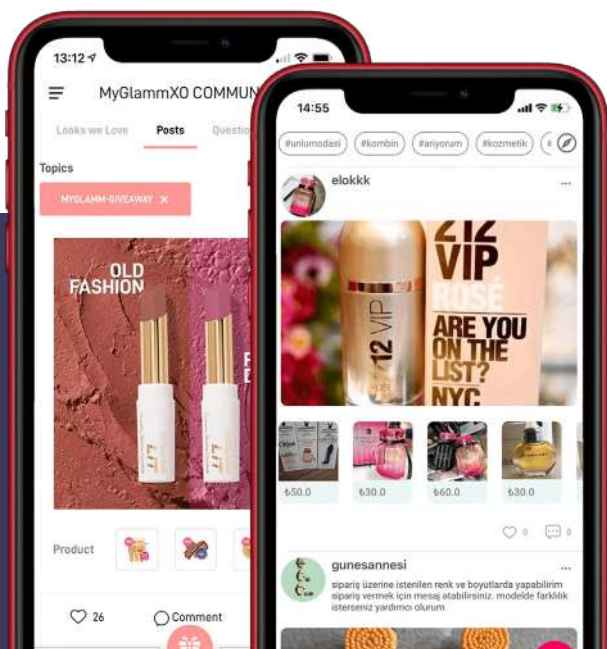
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Higher Conversion

Community members can interact with each other, ask and answer various beauty-related questions, and post videos with various looks by using MyGlamm products. The brand, in turn, uses the Community feature to post announcements, challenges, tips, and other helpful content. Additionally, the community allows the users to become influencers inside the app, building mini-communities in their profiles.

How to Build a Thriving Online Community

Building an online community can be a difficult task. There are many things that you need to think about, and it requires commitment from the members of your community. But when done right, building an online community will help you grow your business in ways that you may not have thought possible before.

Building your own online community might seem like a lot of work, but it is worth the effort. When you have control over every aspect that makes up this platform and are not limited by what third-party companies can offer, there's no telling how far your efforts will go!

Step #1: **Define a goal**

First, start with a goal. Imagine what the result will look like after you have already developed an active community. What will you achieve by this? Consider the following questions:

- **How big should the community be?**
- **Who will the members be in terms of age, occupation, views, and interests?**
- **What will attract people to your community? What will hold them back?**
- **What topics will be discussed? To what extent?**

Step #2: **Research the market**

If you are building an online community for a brand, research the competitor apps or websites and see how they implement and manage their online communities. For instance, if you own an e-commerce brand and want to unite its consumers into a community, consider the example of ModaCruz, an online marketplace of pre-owned luxury fashion items. The most remarkable feature that puts ModaCruz ahead of the competition is a personalized activity feed that the users can filter according to their interests. They can like and comment on each other's posts, significantly contributing to the app's user experience and thus increasing the retention rate.

Step #3: **Choose a platform**

If your brand has an app, then you already have a platform. The only thing that remains is to integrate community features into your app, such as an in-app chat and activity feeds. You can also add gamification features that allow users to compete with each other. This is especially true for fitness brands, such as Fitbit, or educational apps, such as Duolingo. Both apps award their most active users badges after specific achievements, for example, after they walk a certain distance or unlock a certain level while learning a language.

More on how to choose a platform for your online community in Chapter 5.

Step #4: **Create content**

For users to have something to discuss, something to build on, and in general, to come to you and not immediately leave, you need to create the foundational content, and conversations around which the community will grow and engage.

For example, if your community is a blog, you can fill it with articles on your topic. You can also ask the authors of similar blogs for guest posts. Surely you have your own ideas and thoughts on the topic. Place them in your community as well.

Write in simple language, as if you are talking to a friend. With your articles, you set the format for your visitors. The visitors will find it easier to start by expressing ordinary thoughts than trying to create a masterpiece. Collect links to the most useful resources on your topic and make your website, app, or social media page a convenient entry to other resources.

Step #5: **Create a netiquette**

Before you start an online community, you need to define your so-called "netiquette". Rules and behavior guidelines are particularly important on the Internet in order to provide a framework for the discussion. In the digital space of anonymity, users' inhibitions fall faster. A respectful tone is just as much a part of your community as the free exchange of opinions. Provide the netiquette separately so that all users can access it at any time.

Step #6: **Create a clear, recognizable design**

When setting up an online network, content, and appearance are crucial for success. Clear structures and a clear design are user-friendly and invite users to stay on the platform longer.

Let your corporate identity flow in, for example, with banners and logos, to increase the recognition value. You can also place a link on your community pages referring to your app, website, online shop, or social media channels. This gives your customers even more opportunities to stay in touch with your company.

Step #7: **Ensure your community is diverse**

With online space being an irreplaceable part of our everyday life, you need to make sure that all opinions and thoughts are counted and respected. A creative and innovative online society will only thrive if it is tolerant and thus welcomes diversity in all its forms. Diverse communities mean not only diversity in ethnicity but also in ideas, thoughts, values, etc.

Step #8: **Apply social listening**

Social listening refers to the process of closely monitoring digital interactions and conversations across various social media channels that can give you insights. It enables you to understand why those conversations occur, what makes them meaningful, and this is key in community management and protecting your brand's reputation. What's more, social listening not only helps you get insight into your own brand – it helps you understand trends surrounding the overall industry too. Listen to online conversations to notice patterns and discover new ways to make your community members happier – by delivering exactly what they ask for.

Community Engagement

Building a community seems simple at first glance and also promises long-term success. Sounds like a jackpot, doesn't it? Unfortunately, a lot can go wrong. It is not enough to just create a community – it is important to keep members constantly engaged. For brand communities, engagement means motivating the members to remain loyal to the brand and participate in its growth. An engaged community promotes stronger relationships and member loyalty.

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Strategy #1: **Build trust in small steps**

Trust is built consistently over time. Regular communication with members helps you to build an effective community. Here are some ways to stay consistent:

- **Allocate time.**
  Carve out time to create engaging, inspiring, or educational content for your community members on a daily basis. Use a data-driven approach to determine the best times for scheduling your posts and plan them a week ahead.

- **Celebrate your success.**
  We are often so focused on our tasks that we forget to take some time to really see how far we have come. When you reach any exciting goals, like 1,000 new members, be sure to share this with your community.

- **Ask for feedback.**
  Create surveys or polls on various topics related to your product or industry. Respond to the feedback, take action, and communicate those changes. This creates "life" inside the community.

- Encourage members **to express their thoughts** in the community and show them that you are always ready to hear them out.

Strategy #2: **Post engaging content and encourage user-generated content**

Content for community engagement includes social media posts, blog articles, comments, tweets, white papers, images, videos, and more.

Many community owners struggle with creating regular content. They think they have nothing interesting or insightful to share, and that their thoughts are too commonplace for others' consumption. There is a common misconception that every piece of content needs to be an earth-shattering or once-in-a-life-time experience. But as one of the rules of our life says – the simpler, the better. You take for granted what you have, but members of your community come to you for your knowledge and experience.

When planning your content, think of the following:

- What questions do you get asked the most in your community?
  Collect these questions and look at them from different angles.

- Talk about your community. This is another great content idea.
  It can include messages about upcoming events and calls for volunteers.

As your community grows, there will be more user-generated content (UGC) in it. This is content created by community members, "inspired" by your products or services. User-generated content is a win both for brands and their members. It provides people with an outlet to express their opinions while also giving the brand more exposure among potential customers. UGC is a window into the mind of consumers. Brands can promote themselves through this avenue, and in turn, it helps them to become more connected with their customers on an emotional level. This offers brands insight into consumer opinion that they simply could not get elsewhere. Sometimes, users will even join up as brand advocates after expressing how much they like certain products or services; these are called word-of-mouth endorsements.

Strategy #3: **"Grow" ambassadors and advocates for your brand**

Over time, people who are very active in interacting with your content will appear in your online community. These are the activists that people turn to for advice and add to their network. Your key task is to take care of such activists. It's important to not only attract new audiences but also work to retain and support the existing ones for better community engagement.

It is not hard to find such people. You will see them interacting with your content regularly, commenting and reacting on other users' posts, and generating new content themselves. They will also advocate your brand to their friends through word of mouth. They don't ask for anything in return, but they love being a connector, a spokesperson, a pioneer, so do whatever it takes to help them feel like that in your community.

Make sure these people are the first to know about your new products. For example, you can send them your new products for testing or test your new delivery method. Give them any reason to talk about your brand, and over time they will become your loyal ambassadors and advocates, ready to defend your interests.

Strategy #4: **Celebrate success**

Encourage existing members by promoting the milestones they achieve while successfully using your products or services. Celebrate small successes with the entire community.

- Create content that is most likely to drive engagement based on data you gather from the performance of other content in the community. For example, content from certain topics may lead to better engagement compared to others.

- Check out the content formats like videos or polls that are more engaging than tradition- al formats like text and images. For example, you can create online video sessions as icebreaker events or use a poll to collect quick feedback.

- Create live streams on specific days or special occasions to attract community members to your brand. For example, if you are celebrating Halloween, create a live stream to keep the members busy with your internal event.

A good example is the Total Keto Diet app where members can post updates on how much weight they have lost since they started using the app. This achievement is then shared as a celebratory post to the activity feed.

Strategy #5: **Welcome and onboard new members**

Every time a new member joins your community, it is crucial that you give them a warm welcome so that they feel comfortable in the community from day 1. Just like you show the guests around your home instead of only opening the door, educate your new community members on how the community works and how you both can help each other.

For example, you can send a welcome email or create an onboarding sequence within your app, website, or platform that hosts the community. After onboarding, the new member will feel that they are a valuable addition to the community and this encourages them to become more active and engaged.

Strategy #6: **Gamify the community**

Gamification is a new way to connect people with their goals. By using game mechanics and experience design, gamification can motivate them by making the goal-reaching process more enjoyable. Community gamification works by applying game mechanics like points, rewards, and challenges that encourage interaction and communication between the members. This practice is most effective for highlighting influential and active representatives of the target group as well as creating cohesive groups with their own slang, indicators of success, and signs of belonging. This concept, to a certain extent, resembles thematic forums – the most active members receive points, titles, and recognition from other members of the forum. Competition badges also create a sense of fulfillment, as they represent the user's achievements.

Members can receive rewards for various contribution-related activities, e.g. writing the first post, receiving a certain number of likes and/or comments, answering a question, having the greatest number of upvotes, etc. This motivates them to become more active community members and thus contribute to the overall success of your brand.

Community Moderation

Members of your online community have at least one shared interest: what you sell. And sometimes, that common denominator is the only thing they share: their lives and beliefs may be so different that they would probably not become friends if they met in real life.

Online interactions are mainly in writing. This leaves little room for the more subtle interactions conveyed through body language and tone of voice. Emojis can compensate if you know how to use them properly, but not everybody does. Messages are written too fast, read too fast, and sometimes misunderstood or misremembered because of this. Criticisms, petty mockery, and random insults come out more naturally and more spontaneously: since the interactions don't happen face-to-face, there is little risk for physical retaliation. If left unchecked, these unpleasant interactions will, sooner or later, turn into abuse and harassment.

What are the challenges of community moderation?

One of the main challenges for a moderator is to decide what is good or bad for your community. To do a good job, your moderators need a set of rules to follow, or they will have to rely on their personal judgment, with unpredictable results. Two moderators relying exclusively on their personal judgment do not have the same reaction when dealing with the same incident. Even one moderator can have different opinions about the same incident depending on their state of mind at the time.

To look for guidance, your moderators can always start with the public rules that are already shared with your community, but these rules are often too basic to really help moderators do their job properly, and with good reason: you want your community to read these rules, not just scroll down and click "I agree". Rules for moderators, on the other hand, usually contain additional information about the types of behaviors that are not allowed, the penalties for each, and a penalty scale. These rules highlight differences that may seem very subtle to someone who has no experience in moderation. They also contain a number of scenarios that are very unlikely to happen, just in case.

One of the challenges, when setting instructions for your moderators, is to think about all these "just in case" scenarios. Spoiler alert: you will not be able to cover everything, and your moderation rules will evolve with time. But because you have to start somewhere, ask yourself this: what are the things you don't want to see? Have a brainstorming session with your colleagues and start gathering ideas. Don't limit yourself: very specific scenarios, very generic ideas, anything goes at this stage. Involve your moderators too: after all, they will have to work with these rules on a daily basis, and if they have previous moderation experience, their input will be invaluable.

When ideas start to run out, ask a few questions to renew inspiration. How will you deal with users who write negatively about your product? What if these negative reviews are undeserved? What if they say one of your competitors does it better? What if it's true (or false)? What if someone advertises their product on your page, but they are not a competitor?

As you can see, one question easily leads to another, and this is just the beginning. Don't be afraid to explore these potential problems, even if you don't have a satisfactory answer for everything just yet. These questions help you categorise the scenarios your moderators will have to face, and give them a better idea of how they should react when they have to deal with a new scenario with no one around to give them any advice.

One last thing: make sure you meet your moderators frequently. Learn about what they are doing, check that their instructions are still relevant. How is the community doing? Who are the main contributors? What are the main topics? Have they encountered any unexpected scenarios? How did they handle them? Was it the right thing to do? How did the community react? How can you make it better?

Platforms for Online Communities

A community platform allows you to create a safe and secure online space where your members can interact with each other, share knowledge, and help one another.

It's important to choose a community platform that is both scalable and customizable. Community platforms should be easy-to-use and implement, come with gamification features, offer cross-platform support (web and mobile), provide analytics for every user interaction, and have the ability to scale as your online community grows in size--all without breaking the bank.

Here are the features that your online community platform should include:

- **Activity feeds.**
  A so-called in-app forum wherein community members can post content as well as keep track of what new has happened.

- **Rich media support.**
  An ability to post text, emoticons, pictures, GIFs, videos, CTA buttons.

- **Upvotes/comments/replies.**
  Reactions enable users to react to posts and comments.

- **Group and topic creation.**
  Groups are created by members so that group members can communicate with each other around a shared interest. Topics help categorize content similar to Twitter or Quora. Members can follow one or more topics to stay informed on conversations around the topics they follow.

- **Localization.**
  Optimizing community features and content based on the user's location.

- **Notifications.**

  Social notifications for reactions, comments, and mentions.

- **Moderation.**

  Stimulate engagement within a community and ensure appropriate boundaries are kept among members.

- **Content reporting and profanity filter.**

  An automatic profanity filter to reduce manual moderation.

- **Chat.**

  Members' ability to communicate with their friends or other members through private one-on-one chat.

- **Polls.**

  Users can create polls and ask each other questions when they have concerns or are looking for advice.

- **Analytics.**

  To understand how the community features are impacting engagement, growth, retention, and monetization KPIs.

- **Customizable UI.**

  Ability to adapt the community's UI to your brand designs.

Examples of Successful Online Communities

Online communities are getting more and more popular across different industries, and if you are looking for some inspiration to start building your own community, here are examples of companies that have already succeeded.

Lululemon

This yoga and jogging clothing brand organizes workouts for clients – every week, they take place in different parts of the United States. The brand has already hosted over 4,200 sporting events, including festivals and retreats.

Ambassadors play an important role in the Lululemon community called "Sweat Collective". They are instructors in yoga, pilates, running, etc. as well as personal trainers and studio owners. Brand ambassadors help the company promote its products, services, and events. In exchange, they get perks and commission on what people purchase through your posts.

The brand supports its ambassadors by educating, providing a platform for development, and sending products for a test drive. The athletes not only motivate customers to go in for sports but also collect feedback, thereby helping the retailer meet the audience's expectations and grow professionally.
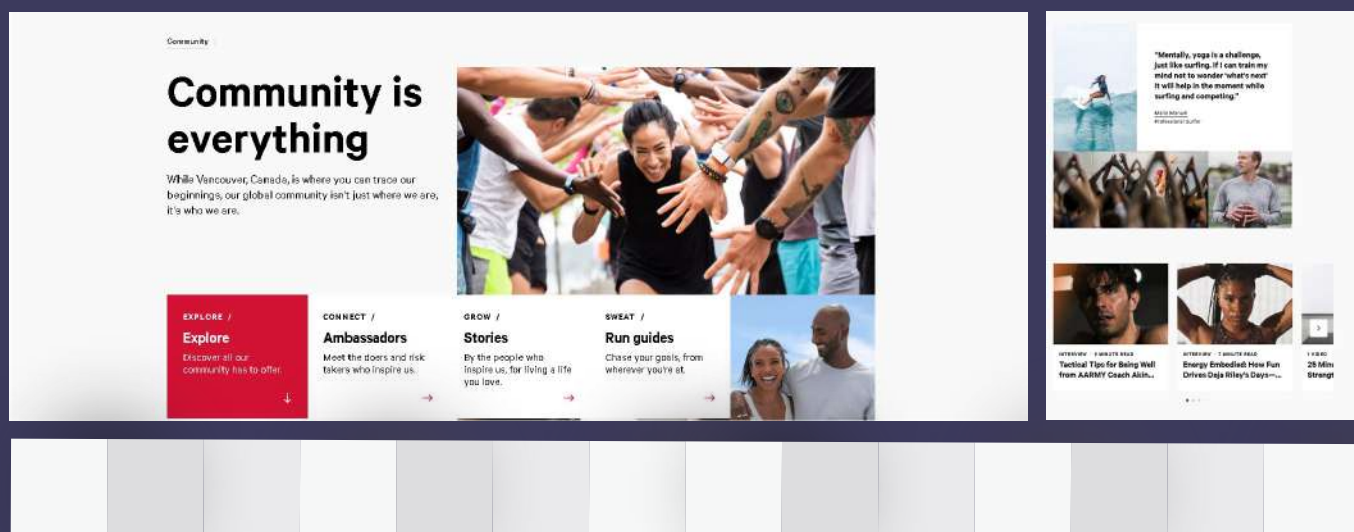
MyGlamm

This beauty and skincare brand has integrated GetSocial's Community feature, which is a part of Activity Feeds. This integration has provided the users with a platform to express and share their thoughts, giving the brand an insight into what their customers think and a direct channel to interact with them. As a result, MyGlamm created a shoppable feed experience and got an opportunity to communicate with their users with 100% reach. Users who participate in community engagement have a conversion rate of around 18%, which is 3 times higher than that of regular users.

Community members can interact with each other, ask and answer various beauty-related questions, and post videos with various looks by using MyGlamm products. The brand, in its turn, uses the Community feature to post announcements, challenges, tips, and other helpful content. Additionally, the community allows the users to become influencers inside the app, building mini-communities in their profiles.

Unlike other brands, MyGlamm now creates a social buzz directly inside the app. The users do not have to visit separate social media websites or apps – they can communicate in the activity feed and get the most up-to-date information right at their fingertips.
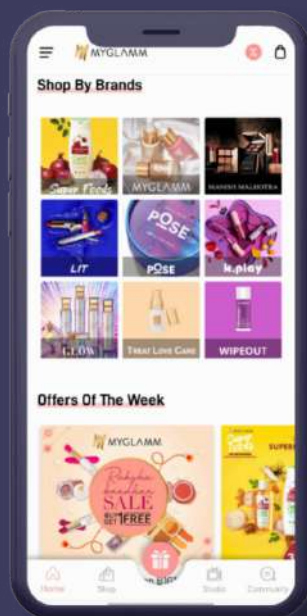
ModaCruz

ModaCruz is an online marketplace of pre-owned luxury fashion items. Located in Istanbul, ModaCruz is the first company of its kind in Turkey. It describes its service as a social experience: customers can attend "parties" where users share their items themed by a specific brand, category, or season. ModaCruz now has over a million clients.

The most remarkable feature that puts ModaCruz ahead of the competition is a personalized activity feed that the users can filter according to their interests. They can like and comment on each other's posts, significantly contributing to the app's user experience and thus increasing the retention rate.
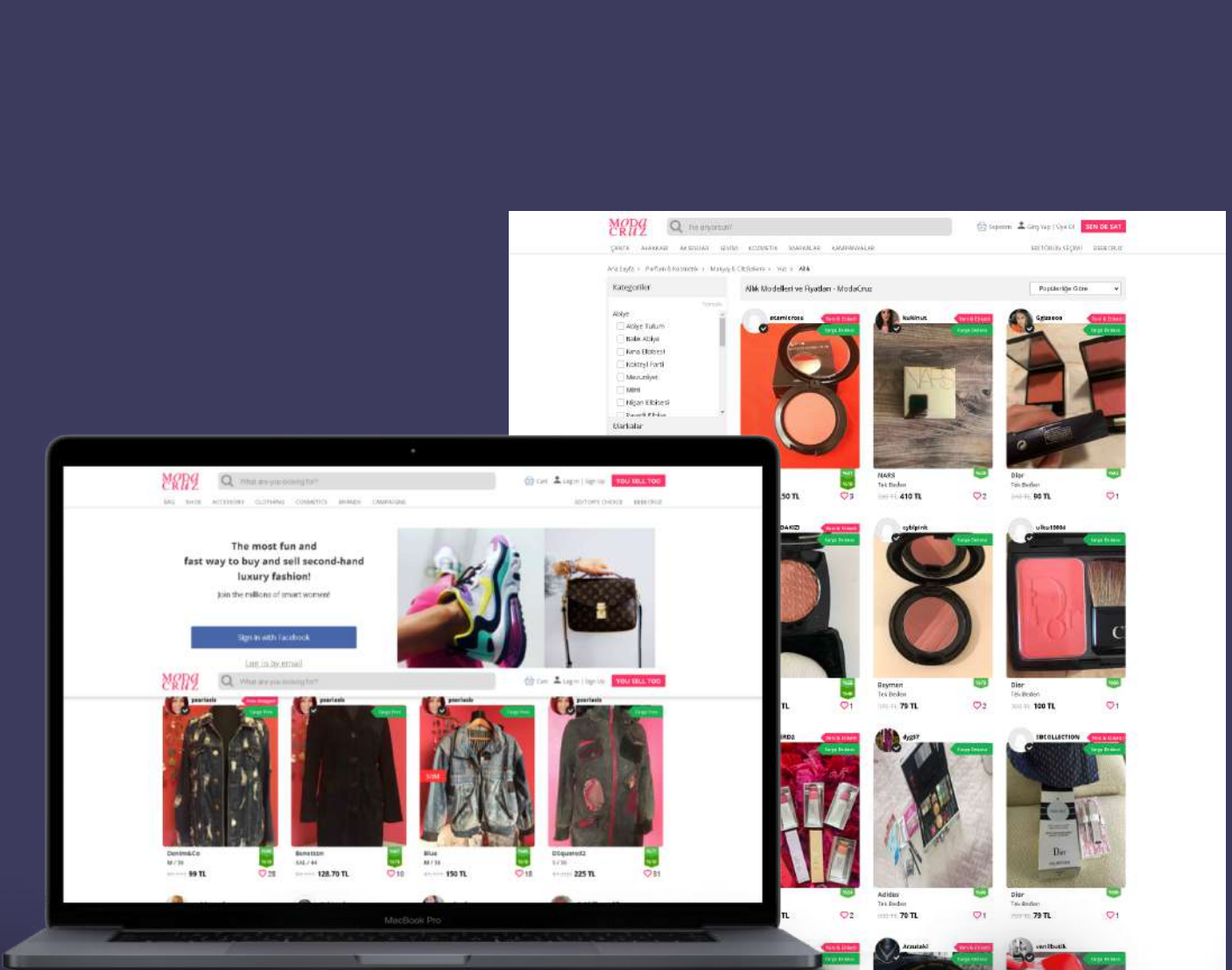
Lomography Community

This photo camera manufacturing company has united its customers in an online community where they can post their photos made with Lomography cameras. The community website now features over 15 million photos. Additionally, the brand posts a featured photo of the day together with the author's nickname and chooses a LomoHome of the day – a location where the pic was taken. In such a way, the brand appreciates its customers and demonstrates how creatively they can use its products.

Fitplan

Fitplan is a great example of an app that integrated a community feed where users can connect with friends and Fitplan trainers, ask questions, share their workouts, and motivate each other. The feed is subdivided into several sub feeds:

- **Bug Finders**

  here users can report bugs that they find in the app.

- **Form Check**

  a place to ask questions regarding the exercise techniques and check if you are doing everything right.

- **Nutrition**

 questions and discussions related to meals.

- **Physique**

  tips on how to look a certain way, with relevant pictures.

- **Q&A**

 here you can ask questions regarding the app and fitness in general.

Strava

Strava is a social network for cycling, running, and triathlon athletes. It has an activity feed where users share their activities and workouts, comment on them, and cheer each other on. Additionally, users can either join or create their own interest clubs and communities. Not only private users but also brands, gear shops, and teams can build a community on Strava.
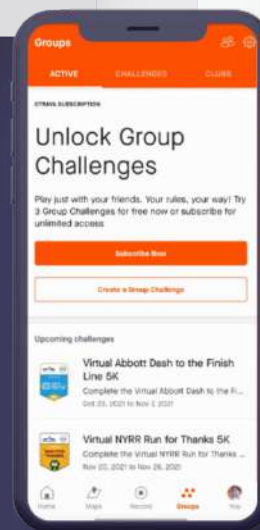
Travello

Travello is a social network for solo travelers with a community of over 350,000 users based in more than 180 countries. Travello offers its users a feed where the community members can share their travel memories, ideas, photos, and videos. The users can like and comment on the posts in the feed, just like on a regular social media platform. It is also possible to share travel plans and let the app find travelers with similar plans. If you are looking for travel buddies, it would be fun to plan a trip together with someone else.
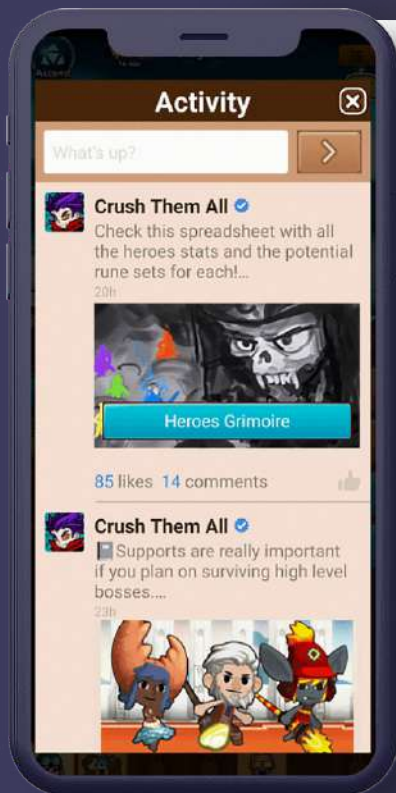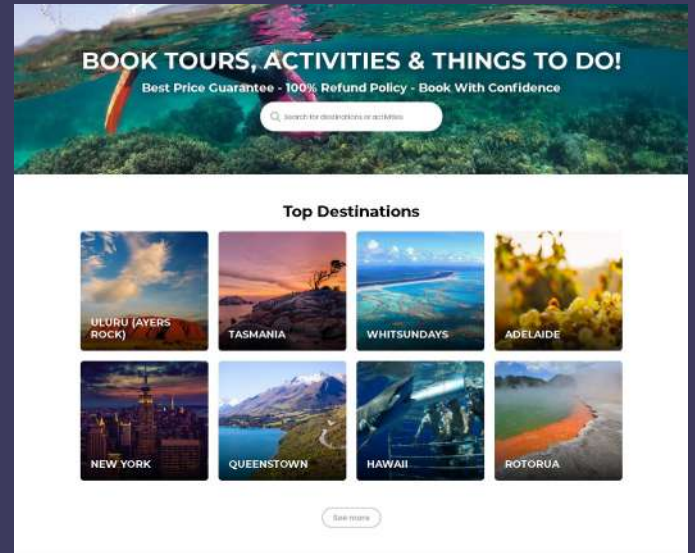
Crush Them All

Crush Them All is an idle role-playing mobile game by Godzilab. The company implemented GetSocial's Activity Feeds in the game so the players could interact both with each other and with the community managers. In the feed, the players can find updates on new features, upcoming events, tips, and tricks. Additionally, they can use the feed to invite others to join their clans and receive bonuses for such invites.

GetSocial's Community Platform

Maximize Your Community's Engagement and Retention Rates with GetSocial's Activity Feeds!

Topic feeds

User and Group feeds

Chat

Polls

Notifications

Rich media support

Content reporting and profanity filter

Reactions

Targeted announcements

Fully customizable UI

Our customers say

"To Sustain long term growth, the future is Community engagement which leads to commerce. GetSocial is a critical piece in this puzzle going forward for MyGlamm"

Deep Ganatra, MyGlamm

Before GetSocial our game was just a game. We wanted to significantly improve user engagement and spent considerable time developing an in-house solution and trying other providers. But it wasn't until we utilized GetSocial that we created a gaming community with a significant uplift in our engagement and retention metrics. GetSocial has been a game-changer for us. Literally!

Nick Barbato, Appa11y

After trying several different providers, we discovered GetSocial and it beats everyone hands down. The ease of integration, combined with the fraud detection system made it an easy decision to integrate. The support from the GetSocial team, adding features we requested and support for our attribution tool has been great. We've also implemented their Activity Feeds as our global chat solution and it improved our communication and moderation with our community significantly.

Jerome Lanquetot, Godzilab

Get a FREE Consultation!

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