



**BRIGHT
BULL**

Ricardo Molina

HOW TO BUILD AN ONLINE COMMUNITY FROM SCRATCH ON LINKEDIN




The
SocialEffect

Regan George



Ricardo Molina
Co-Founder & Director

About Us

- We only work with fast-growing B2B event organisations focused on digital transformation and growth
- Best known for our work helping companies build, grow and monetise online communities, marketing and sales automation.
- One of the oldest HubSpot certified partners, and awarded top digital agency in London
- We have been in the events industry for 20 years





Regan George
Founder & CEO

Founder and CEO of The Social Effect, a 30 person digital marketing agency with offices in the UK, USA and South Africa. Specialising in marketing optimization for B2B demand generation & events marketing.

Regan has been positioning, growing and managing B2B communities for over ten years.

He has managed communities for IBM, Salesforce, SAP, Microsoft and many others.

Some of our clients:



**LinkedIn
Communities**
provide
TANGIBLE VALUE
through the
following:



Know You

Like You

Trust You

Buy You



Successful Community Building Blocks



Positioning/Theme

We position your community Around your members' deep Professional interests. Build trust With the hard-hitting relevance of Your content



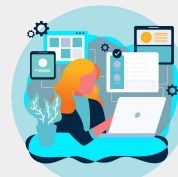
Member growth

We consistently grow the Community membership with a highly relevant audience



Proactive Community Management

A productive Community Manager keeps conversation on topic, protects the community from self promotion & spam, and builds key Relationships with members.



Content & Engagement

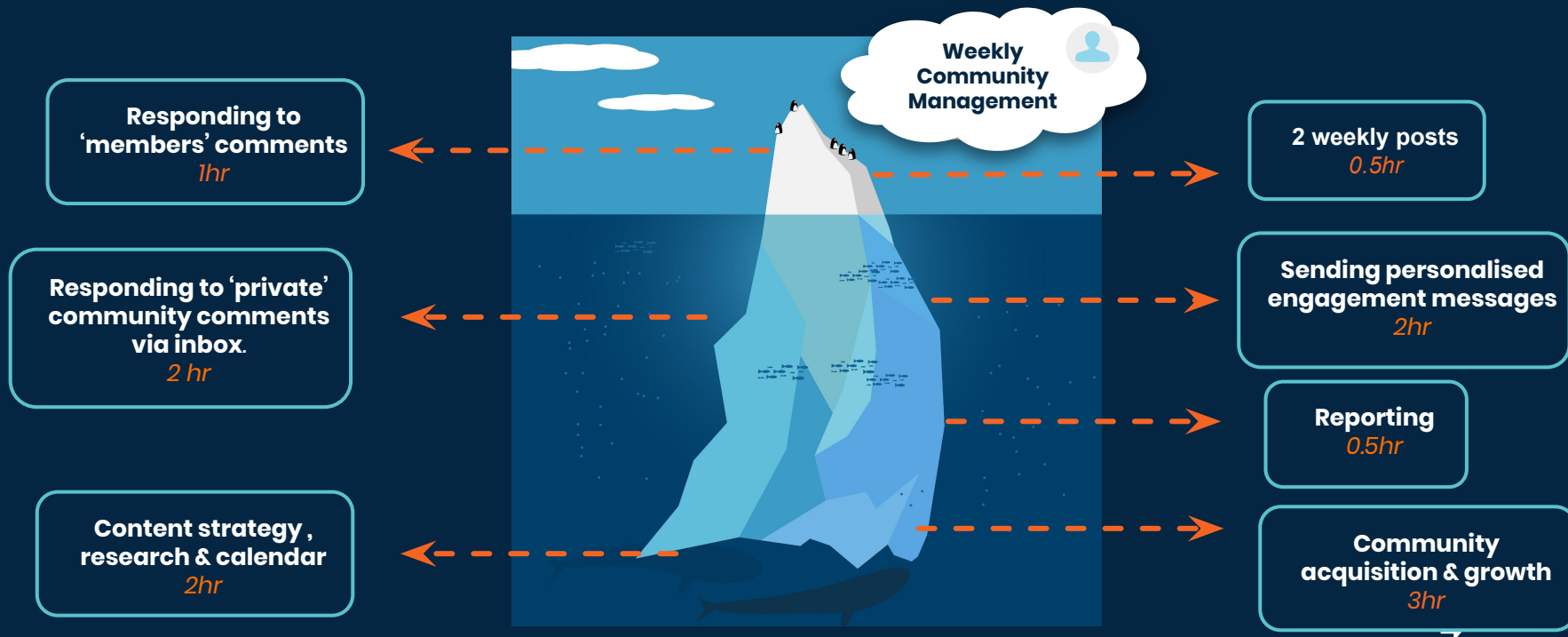
We develop content and a Community environment That inspire engagement, Participation and user-generated content.

ROI

RETURN ON INVESTMENT

Positioning, Growth, Content, Engagement & Community Management done in one group.

Community Management Team Working Week



The Power of LinkedIn Groups in a **GDPR & CCPA** World

LinkedIn is a 'walled garden' in GDPR & CCPA terms: at the turn of GDPR, the platform updated their Terms of Service, Privacy Policies and User Agreements so that every member is required to agree with these updates or refrain from using the platform.

All outbound communication through LinkedIn is universally consensual and remains GDPR/CCPA compliant.



EMAIL	VS	LINKEDIN GROUPS
Cost to acquire GDPR email opt-in: £30 to £50 per contact	VS	Cost to recruit a member into a community: £7.50 (no messaging/email restrictions once they join)
Email Opt-in rates: 2.5% to 5%	VS	Invite to join rate: 25%
Email open rates: 18.16% (1)	VS	Community messaging rate:s 40% to 50%
CTRs of 7.77% (1)	VS	CTRs of 15% to 35%
Bounce rates of 9.60% (1)	VS	Bounce rates of ZERO
1) <u>Constant Contact</u>		

Social Selling Leads

Enterprise Apps Economy LinkedIn Group



You have turned on a constant flow of highly qualified ISV leads for Salesforce at a fraction of the cost of using traditional marketing channels

Gary West

Vice President
Salesforce.com Europe



	A	B	C	D	E	F	G
1	Company	Job Title	Website	Country	Lead Status	Owner	
2	Web Expenses	Co/Founder MD	http://www.webexpenses.com	United Kingdom	Handed over to SFDC	Virginia	
3	Leadfindr	Founder, CEO	http://www.leadfindr.com/	United Kingdom	Handed over to SFDC	Virginia	
4	Barrcloud	CEO	https://www.barrcloud.com/	Ireland	Handed over to SFDC	Virginia	
5	BRM Fusion Ltd.	Map, Business and Product Development	http://realisor.com/	United Kingdom	Handed over to SFDC	Virginia	
6	Kobas	COO	http://www.kobas.co.uk	United Kingdom	Handed over to SFDC	Simon	
7	ProofHQ	CEO	http://www.proofhq.com/	United Kingdom	Handed over to SFDC	Simon	
8	Apptual (Crowdmixx Labs)	Founder /CEO	http://crowdmixxlabs.com	United Kingdom	Handed over to SFDC	Virginia	
9	Ideagen	CTO/Board	http://www.ideagenplc.com	United Kingdom	Handed over to SFDC	Virginia	
10	Just Accounts	Co-Founder	http://www.justaccounts.com	United Kingdom	Handed over to SFDC	Virginia	
11	Transparent Choice	CEO	http://www.transparentchoice.com	United Kingdom	Handed over to SFDC	Virginia	
12	Billfaster	Co-Founder	http://www.billfaster.com	Ireland	Handed over to SFDC	Simon	
13	TriSys	CEO	http://www.trisys.co.uk/	United Kingdom	Handed over to SFDC	Virginia	
14	Kykloud	Founder & Technical Director	http://www.kykloud.com	United Kingdom	Handed over to SFDC	Virginia	
15	Petrotechnics	VP Product Marketing & Management	http://www.petrotechnics.com/	United Kingdom	Handed over to SFDC	Simon	
16	Qinec	CEO	http://www.qinec.com/	United Kingdom	Handed over to SFDC	Virginia	
17	Aquarium Software	Managing Director	https://www.aquarium-software.com	United Kingdom	Handed over to SFDC	Virginia	
18	Booking Bug	Biz Dev Director	http://uk.bookingbug.com/	United Kingdom	Handed over to SFDC	Virginia	
19	I-nexus	Product Manager / Product Owner	http://www.i-nexus.com	United Kingdom	Handed over to SFDC	Virginia	
20	LeadByte	Founder /CEO	http://www.leadbyte.co.uk/	United Kingdom	Handed over to SFDC	Virginia	
21	LeaveWizard	Co-Founder / Tech Architect	http://www.leavewizard.com/	United Kingdom	Handed over to SFDC	Virginia	
22	Fund Apps	CTO	http://www.fundapps.co/	United Kingdom	Handed over to SFDC	Virginia	
23	Science Warehouse	Product & Technology Director	http://www.sci-ware.com/	United Kingdom	Handed over to SFDC	Virginia	
24	Causeway Technologies	Advisor	http://www.causeway.com/	United Kingdom	Handed over to SFDC	Virginia	
25	D2iSystems	Owner	http://www.d2isystems.com/	United Kingdom	Handed over to SFDC	Virginia	
26	You Manage	CEO	www.youmanage.co.uk	Scotland	Handed over to SFDC	Virginia	
27	Resourceguru	Co-Founder	http://resourcegurupapp.com	United Kingdom	Handed over to SFDC	Virginia	
28	123 Insight	CTO	http://www.123insight.com	United Kingdom	Handed over to SFDC	Virginia	
29	FreeAgent	Founder and CEO	www.freeagent.com	United Kingdom	Handed over to SFDC	Virginia	
30	Pangaea Consulting	Founder and CEO	http://www.pangaea-consulting.com/	United Kingdom	Handed over to SFDC	Virginia	
31	WorkPlace Systems	Chairman	www.workplacesystems.com	United Kingdom	Handed over to SFDC	Virginia	
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46	AutoChaselt	CEO	https://autochase.it	United Kingdom	Handed over to SFDC	Simon	
47	Adaptris	Group CTO	http://www.adaptris.com/communities	United Kingdom	Handed over to SFDC	Simon	
48	Compleat Software	CEO	www.compleatsoftware.com	United Kingdom	Handed over to SFDC	Simon	
49	Document Logistix	Managing Director	www.document-logistix.com	United Kingdom	Handed over to SFDC	Simon	
50	Customer Thermometer	Chief Executive & Co-founder	www.customerthermometer.com	United Kingdom	Handed over to SFDC	Simon	
51	TribePad	Co-founder & Director	http://tribepad.com/	United Kingdom	Handed over to SFDC	Gogo	
52	Growth Curve Technologies	Founder and MD	www.growthcurvetechologies.co.uk	United Kingdom	Handed over to SFDC	Gogo & Rit	
53	Compleat Software	CEO	http://www.compleatsoftware.com	United Kingdom	Handed over to SFDC	Simon	
54	Janrain	Managing Director	http://janrain.com	United Kingdom	Handed over to SFDC	Simon	
55	Acuate	MD/Founder	http://acuate.com/acuate_integrity_d	United Kingdom	Handed over to SFDC	Simon	
56	Satago Ltd	Co-Founder & CTO	www.satago.co.uk	United Kingdom	Handed over to SFDC	Simon	
57	Mastec	Managing Director	www.mastec.net	United Kingdom	Handed over to SFDC	Simon	
58	OneTap and Chattro	Founder	https://chattro.com	United Kingdom	Handed over to SFDC	Gogo	
59	Ezora	Co-Founder & CTO	www.Ezora.com	United Kingdom	Handed over to SFDC	Simon	
60	BlueVenn	Co-Founder	http://bluevenn.bluegroupinc.com	United Kingdom	Handed over to SFDC	Gogo	
61	Cloud Trade	Founder	www.cloudtradenetwork.com/en/home	United Kingdom	Handed over to SFDC	Simon	
62	Goalscape	Co-founder	www.aalscape.com	United Kingdom	Handed over to SFDC	Simon	
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Fuel Education

Social Selling Leads

Blended Learning LinkedIn Group



I am astounded by the engagement, the LinkedIn Community continues to generate trackable leads, The Social Effect are true partners.

Nicole Bono

Marketing Director
Fuel Education

fueleducation™
the new power of learning



	A	B	C	D	E
1	School Name/District	Location	State	Job Title	Lead Status
2	NYC Department of Education	Brooklyn, New York	NY	Assistant Principal	Handed Over to Amy
3	San Mateo Union High School District	San Francisco Bay Area	CA	Superintendent	Handed Over to Amy
4	Downingtown Area School District	Greater Philadelphia Area	PA	Superintendent	Handed Over to Amy
5	West Bloomfield School District	West Bloomfield, Michigan	MI	Superintendent	Handed Over to Amy
6	West Bloomfield High School	Greater Detroit Area	MI	Principal	Handed Over to Amy
7	Montgomery County Public Schools District	Washington D.C. Metro Area	DC	Assistant Superintendent	Handed Over to Amy
8	Amos Elementary School's	Dallas/Fort Worth Area	TX	Assistant Principal	Handed Over to Amy
9	Montrose Elementary School	Columbus, Ohio Area	OH	Principal	Handed Over to Amy
10	Heritage Middle School	Cleveland/Akron, Ohio Area	OH	Principal	Handed Over to Amy
11	Red Clay Consolidated School District	Newark, Delaware	DE	Superintendent	Handed Over to Amy
12	Carusi Middle School	Greater Philadelphia Area	PA	Principal	Handed Over to Amy
13	Pinebrook Elementary School	Washington D.C. Metro Area	DC	Principal	Handed Over to Amy
14	Plano Independent School - Memorial Elementary	Dallas, Texas	TX	Assistant Principal	Handed Over to Amy
15	Central Greene School District	Waynesburg, Pennsylvania	PA	Superintendent	Handed Over to Amy
16	Elder High School	Cincinnati Area	OH	Assistant Principal	Handed Over to Amy
17	Tuckahoe Elementary School	Washington D.C. Metro Area	DC	Assistant Principal	Handed Over to Amy
18	Bayard Rustin High School	Greater Philadelphia Area	PA	Principal	Handed Over to Amy
19	Pathways In Education	Shreveport, Louisiana Area	LA	Regional Supervising Principal	Handed Over to Amy
20	Islamic Saudi Academy	Washington D.C. Metro Area	DC	Assistant Principal	Handed Over to Amy
21	Olive Peirce Middle School	Greater San Diego Area	CA	Principal	Handed Over to Amy
22	Los Altos School District	Los Altos, California	CA	Assistant Superintendent	Handed Over to Amy
23	Temple University	Greater Philadelphia Area	PA	Principal	Handed Over to Amy
24	El Modena High School	Riverside, California	CA	Principal	Handed Over to Amy
25	Everett Public School	Greater Seattle Area	WA	Assistant Principal	Handed Over to Amy
26	Brightstar Secondary Charter Academy	Greater Los Angeles Area	CA	Assistant Principal	Handed Over to Amy
27	West Muskingum Middle School	Columbus, Ohio Area	OH	Principal	Handed Over to Amy
28	City of Angels School	Greater Los Angeles Area	CA	Principal	Handed Over to Amy
472	Dr. Rosa Minoka Hill School	Marinette, Wisconsin	WI	Principal	Handed Over to Brendan
473	Greene County High School	Meridian, Mississippi	MS	Assistant Principal	Handed Over to Derrick
474	Robert Randall Elementary School	San Francisco Bay Area	CA	Principal	Handed Over to Brendan
475	Claxton High School	Vidalia, Georgia	GA	Principal	Handed Over to Amy
476	Central Dauphin High School	Harrisburg, Pennsylvania	PA	Assistant Principal	Handed Over to Brendan
477	Oakdale Elementary School	Frederick, Maryland	MD	Principal	Handed Over to Brendan
478	Broughal Community Middle School	Bethlehem, Pennsylvania	PA	Principal	Handed Over to Derrick
479	Dr. David L. Anderson Middle School	Port Saint Lucie, Florida	FL	Principal	Handed Over to Derrick

Status

to Amy

to Derrick

to Brendan

to Amy

to Amy

to Amy

to Amy

to Derrick

to Amy

to Brendan

to Derrick

to Brendan

to Brendan

to Derrick

to Brendan

to Amy

Women in Business Expo

Pre Registrations

WIBEXPO LinkedIn Group



Women in Business Expo Community - UK

Listed group

WOMEN IN BUSINESS EXPO

Primary Dimension: Social Network Landing Page Other										
Plot Rows		Secondary dimension		Sort Type: Default						
	Social Network ?	Acquisition			Behaviour			Conversions		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Visitor Registration Completion (Goal 1 Conversion Rate) ?	Visitor Registration Completion (Goal 1 Completions) ?	Visitor Registration Completion (Goal 1 Value) ?
		7,464 % of Total: 18.13% (41,164)	5,488 % of Total: 13.48% (40,725)	9,508 % of Total: 15.03% (63,267)	43.07% Avg for View: 46.01% (-6.40%)	3.10 Avg for View: 3.08 (0.53%)	00:02:23 Avg for View: 00:02:49 (-15.23%)	22.45% Avg for View: 10.82% (107.48%)	2,135 % of Total: 31.18% (6,847)	US\$0.00 % of Total: 0.00% (US\$0.00)
<input type="checkbox"/>	1. LinkedIn	2,647 (34.87%)	1,582 (28.83%)	3,492 (36.73%)	41.21%	3.32	00:02:46	30.36%	1,060 (49.65%)	US\$0.00 (0.00%)

Note: Last Touch Attribution

Messe Frankfurt

Pre Registrations

Automechanika LinkedIn Group



automechanika
BIRMINGHAM

Primary Dimension: [Social Network](#) [Landing Page](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type: Default

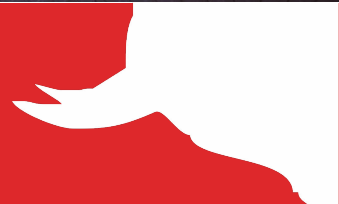
advanced

<input type="checkbox"/>	Social Network ?	Acquisition			Behaviour			Conversions All Goals		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages/Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
		4,835 % of Total: 5.44% (88,855)	4,330 % of Total: 4.88% (88,658)	6,501 % of Total: 4.55% (142,882)	64.25% Avg for View: 56.76% (13.20%)	2.35 Avg for View: 3.01 (-21.73%)	00:02:21 Avg for View: 00:02:53 (-18.54%)	14.03% Avg for View: 21.09% (-33.48%)	912 % of Total: 3.03% (30,134)	US\$0.00 % of Total: 0.00% (US\$0.00)
<input type="checkbox"/>	1. LinkedIn	2,672 (54.46%)	2,439 (56.33%)	3,335 (51.30%)	63.60%	2.27	00:02:17	15.92%	531 (58.22%)	US\$0.00 (0.00%)



Book a session with me and we can review your specific situation further and help you build your own game plan.

Want us to take a deeper look?





Questions?



Thank you!

Ricardo Molina - 07903 577542 - ricardo@brightbull.co.uk

