



# WHY TRIBE MARKETING WILL DRIVE ENGAGEMENT

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Social media was intended for people, not brands. The reason puppies and pizza perform well is because people turn to social media to take part in conversations around things they care about. When we are scrolling through our feeds, we stop to engage with content that feels relevant and personal to us.

On top of that, US adults are consuming more than 12 hours of content a day and much of this content is being consumed on multiple screens at the same time. Yes, we live in a dual-screen economy. Someone may be watching their favorite show on a Thursday night and streaming live on Instagram telling their community their thoughts about the show.

As a brand using social media for marketing, these challenges pose two opportunities: The platform wasn't made for you to market your brand, so how do you show up authentically and add value to user's feeds?

In a world spending half their day consuming media, how does your brand stand out and grab the attention of the right audience?

The answer is tribe marketing. Below we'll explain how tribe marketing done right can increase engagement and ultimately impact brand loyalty and sales.

## **But first, what is tribe marketing?**

Tribe marketing is targeting and engaging a like-minded group of people with relevant, personalized content. It's about identifying smaller, niche audiences who have similar interests and want to feel like part of something. The days of mass marketing are done. Average, impersonal content created for the entire Internet feels like spam and won't create engagement. No one will relate to it. Imagine this, is you are scrolling through your feed and see the following headlines, which is most likely to get you to stop?

### **The best places to travel in Italy**

### **The best places for adventurous couples to explore in Italy**

Now maybe you don't identify with an "adventurous couple," but you get the point. The first headline speaks to everyone, which means it actually speaks to no one. The second headline speaks to couples planning a trip who like adventure. Through this headline, the adventurous couple feels heard and related to. They feel your content will be personal to them and add value. They want to get to know you better. Yes, this is a smaller audience but you don't need the whole Internet. There are enough people in the world that if you identify your niche audiences and provide them the right content, you'll see an increase in engagement and sales.

## Your tribe feels like they are part of something

People want to feel like they are part of something. Social media has provided a platform for people to join movements, meet people similar to them and have open, honest conversations. If tribe marketing is done right, your audience can feel like part of your brand. Within these online communities, create a space for your tribe to exchange ideas and have meaningful conversations. Maybe you engage your tribe by including them in product decisions or content direction. Quizzes, user-generated content and open-ended questions are great ways to allow your tribe to be included. It makes your brand feel human. Brands must let go of control in order to engage in purposeful conversations with their tribe.

If you want to find your tribe and increase engagement, reach out to us today! We can help identify your niche, develop a tribe-specific social media strategy and create content that engages them.

For more on tribes, here is a great Ted Talk by Seth Godin:

[https://www.ted.com/talks/seth\\_godin\\_on\\_the\\_tribes\\_we\\_lead](https://www.ted.com/talks/seth_godin_on_the_tribes_we_lead)