

# Building Advocacy in Online Communities

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 **convosight**



# Communities have arrived.


*Over 2 Bn people are 'talking' in communities.*

 Facebook  
Groups

1.8B

 Reddit

500M

 WhatsApp

2B

 Telegram

700M

 Discord

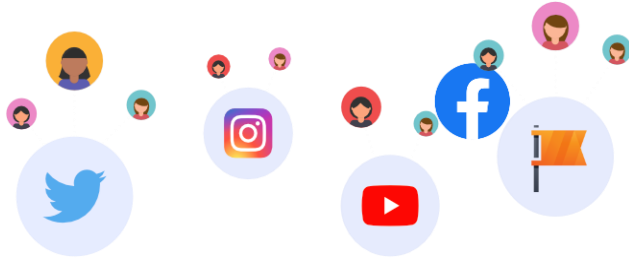
150M

 Slack

10M

# People talk in “Halls” not “Balconies”

**Balconies** - Facebook Pages, Instagram, Twitter etc.



V/S

**Halls** - Facebook Groups, Whatsapp, Reddit



**10%**

Engagement

One person engages **.1 times** on open social media channels

**600+%**

Engagement

While the same person engages **6 times** in a community

# Communities help trigger & multiply UGCs

## Admin Post



Foodle

all those snacks really crav u waitry. I just can't imagine my evening snacking without MAGGI HOT & SWEET Sauce. It's not just like other regular tomato sauces. IT'S DIFFERENT!!!! It gives a unique pleasure to the taste buds and makes food taste way more delicious. Do you guys have such stories that having MAGGI Hot and Sweet Ketchup made your evening snacks tastier? If not what are you guys waiting for? Do try and enjoy the amazing spicy flavour of MAGGI HOT and SWEET Ketchup. Share your stories and images with #Hot&SweetChaiTime #ItsDifferent "গোেস্ট টার প্রথম কমেন্টটা দেখবেন" I @everyone #Foodle



Topics #ItsDifferent #Foodle #Hot

## UGC Posts



Hot and sweet sauce kis v dihi me mil ja ha, mere baby ko hot and sweet sauce bh pond humera bby uka siller me mil, qutit chila chila sath hot and sweet sauce kring pason karta Mne ij mere bby k live evening snack healthy paneer fry k sath serve ki 🥰🥰🥰 Home made paneer ko cut kr use salt,hald pwar, black pepper powder,jers pwar dika aiche se me kisi Fry kr. See more



All the freshies are gone. Snacks chahie kuch bhi ho but snacks k sath Magga Hot & Sweet 🥰🥰 it becomes my love 🥰 because its different. IT'S... See more



Topics #HotDiffernt #HotandSweetChaiTime

#HotandSweetChaiTime #ItsDifferent hot nd sweet sauce Bahut hi tasty hai, mere kisi ko snacks k sath bahut hi jummy lagt hai ved hot kmer rj hi snack m haka karte hai kyon kihe sauce bahut hi tasty lagt hai , I always hi Maggie, sandwich, maggi, noodles, nd french fries etc.



## Comments

#HotAndSweetChaiTime #ItsDifferent

Chai time i think sbka favorite 🥰🥰 hota hai.. Chai time m jo choti choti bhuk ki craving hoti hai us time mujhe pkode and samose bhut pasand hai.. Or Specially jb snacks k sath maggie hot and sweet ketchup ho to snacks ka taste or bhi bhad jata hai.. Meri puri family ko maggie ketchup bhut pasand hai.. Evening tea time meri beti french fries 🍷 khana pasand krthi h Or wo bhi maggie hot and sweet ketchup k sath 🥰🥰



#HotandSweetChaiTime #ItsDifferent

Recipie. Bread sandwich Bread pieces. Flatternd Onion,tomato , capsicum,,cheese ,cucumber all in smzll pieces ,salt,amchoor piwder,black peeper.add sauce and green chuteny. Place in bread slice and roll it.



#Hotandsweetchaitime #Itsdifferent

I have been eating this ketchup for very long. Its amazing if anyone has even had this knows. If you try it once you will never go back to regular ketchup 🍷... See more



we believe that as brands,

It's time you talk <sup>with</sup> ~~to~~ your  
**real consumers.**

## Brands did not have a way to access communities.



Not discoverable



Not Accessible ( No ability to Listen or Market into )



No way to measure impact

A photograph of three women in athletic wear standing outdoors and talking. The woman on the left is wearing a purple sports bra and black leggings, holding a clear water bottle. The woman in the middle is wearing a grey tank top and pink shorts, wearing a white earbud and a black watch. The woman on the right is wearing a green t-shirt and holding a green coffee cup. They are all smiling and looking towards each other.

**The end of broadcasting.  
The beginning  
of conversations.**



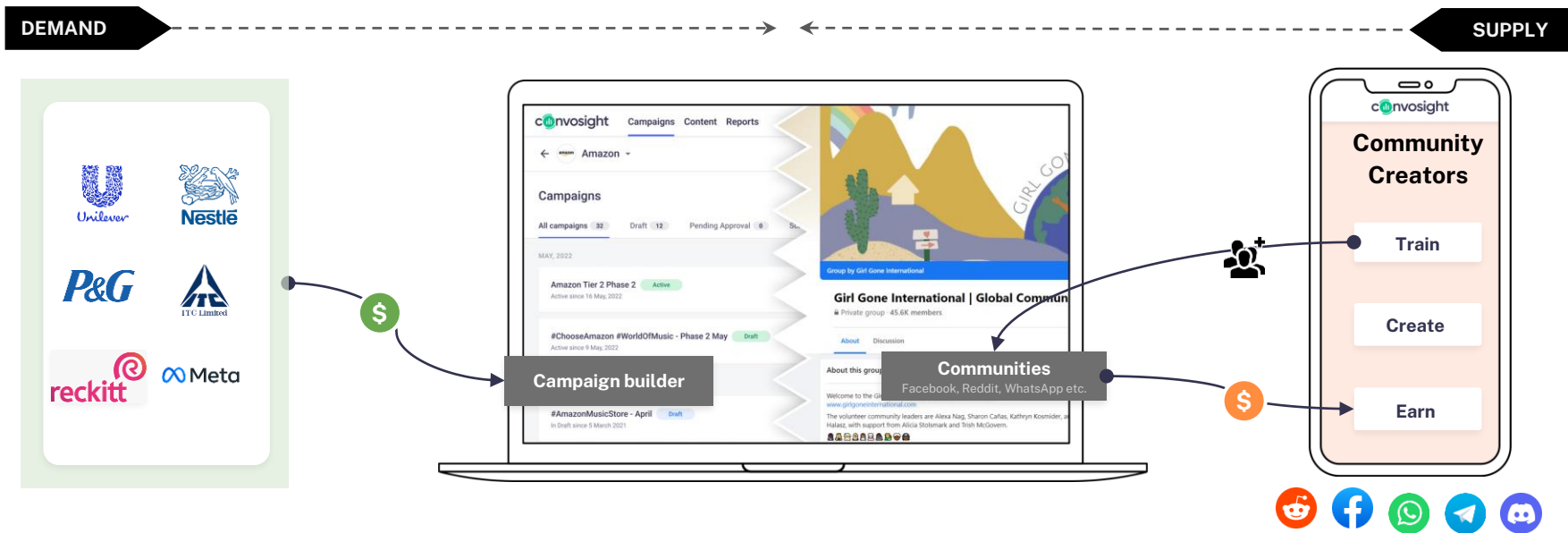
The background of the slide features silhouettes of several people in a meeting or collaborative setting, set against a blue gradient background. The silhouettes are dark and positioned around the central text, suggesting a group of professionals engaged in discussion.

# A new world of marketing has just opened.

We help **brands** to get insights and drive advocacy into the **previously inaccessible** world of communities. We help **Community creators** earn through these Brand partnerships

3 million UGCs (9 mos)

100K communities  
1 billion members  
3B+ conversations



## Working across key consumer segments in India

### Food & Beverages



### Beauty & Personal care



Unilever



L'ORÉAL



### Pharmaceuticals



### FMCD & Others



SAMSUNG



dyson



## Helping them achieve their objectives and goals by driving brand advocacy



**Product Launches**



**Category Creation & Expansion**



**New Market Penetration**



**Building Brand Salience**



**Concept Testing**



**Insights and Research Studies**

## Giving them access to 100K+ Halls where over 1 Billion members are talking organically



**22m**

Sports & Gaming  
383 Groups



**71m**

Learning & Education  
2441 Groups



**66m**

Lifestyle,  
1239 Groups



**44m**

Fitness & Health  
1209 Groups



**32m**

Food & Drink  
522 Groups



**43m**

Hobbies & Interest  
1044 Groups



**32m**

Buy & Sell  
1450 Groups



**71m**

Cooking & Recipes  
1232 Groups



**43m**

Parenting  
1437 Groups



**16m**

Neighbourhood/Local  
1229 Groups

## Going deep across “Bharat” - Engaging in people’s own languages

हिन्दी

26M

मराठी

8M

ગુજરાતી

Gujarati language

7M

తెలుగు

TELUGU LANGUAGE

8M

தமிழ்

Tamil language  
India

15M

ಕನ್ನಡ

KANNADA LANGUAGE

10M

മലയാളം

MALAYALAM CALLIGRAPHY

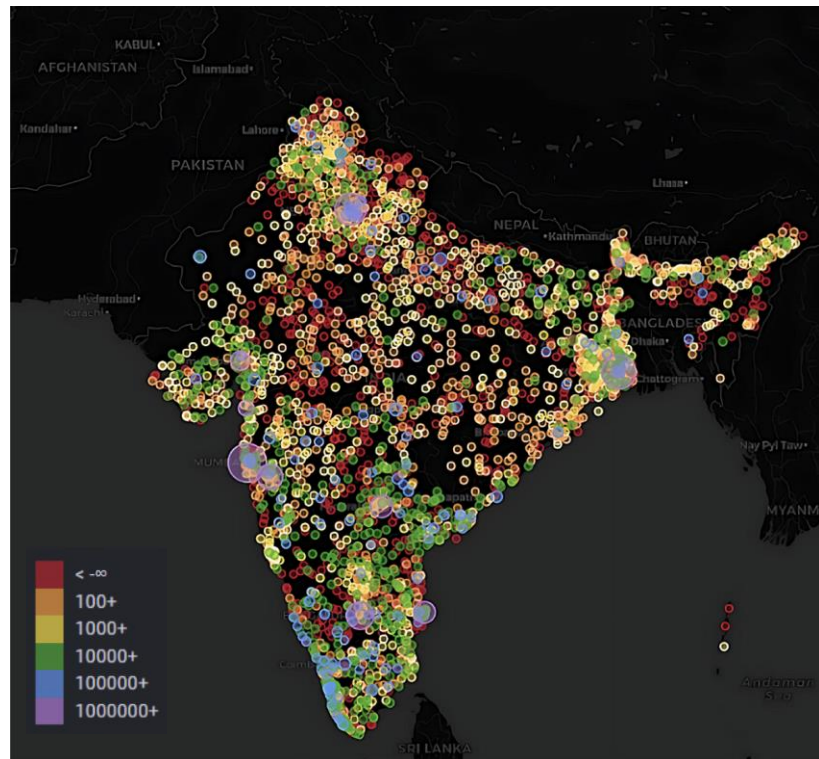
10M

বাংলা

13M

অসমীয়া

4M



Demographic distribution in India

## And enabling them to listen to, engage with, and even create communities

### Insights



Understanding category landscape, purchase drivers competitive positioning, concept testing etc.

### Community Marketing



Taking the brand's messaging into existing communities to drive brand advocacy and consideration

### Community Building



End to end creation of an owned asset for the brand



#### Data Privacy: All campaigns run through Convosight adhere to the following

- (1) Data privacy norms in compliance with the law of the land
- (2) PII safeguarded through Anonymized conversations

- (3) Conversations sourced through an official facebook API
- (4) All programs are admin led with appropriate brand disclosures

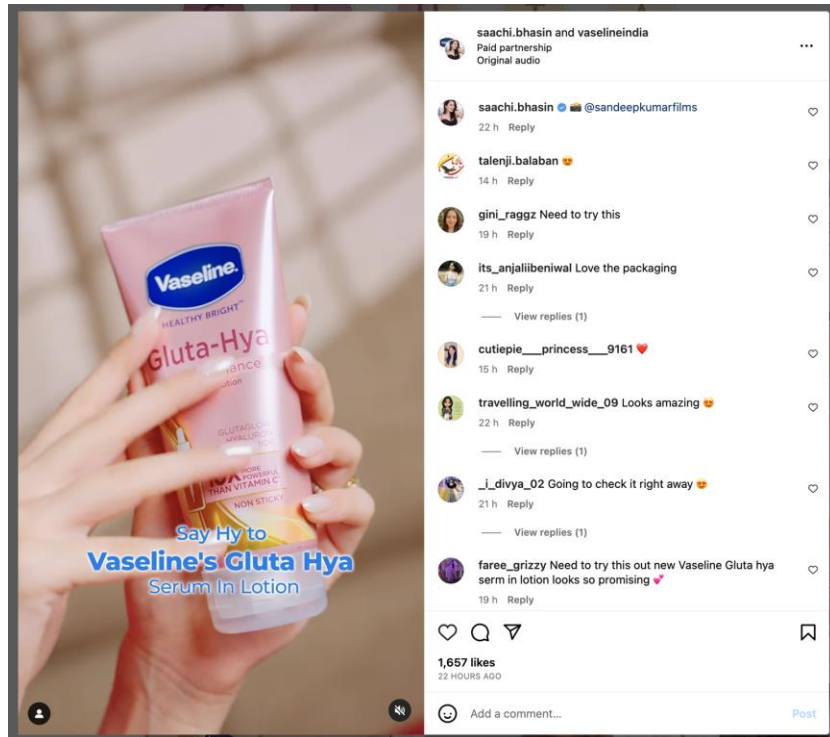
Let's understand the difference  
between *Balconies* & *Halls*



## Listening and Insights : *Balconies vs Halls*

### Comments in Balconies

Facebook Pages, Instagram, Twitter etc.



### Conversations in Halls

Facebook Groups, Reddit, Telegram



# Listening and Insights : *Balconies vs Halls* In halls, you get nested conversations



## Discover what are people talking about

Get insights from 100,000+ Communities and 3 Billion+ conversations

Q Vim

- Q Vimal Specifically in Cooking Oil
- Q Vimal in Entire Food & Recipes
- Q Vim in Entire Home Hygiene
- Q Vim Specifically in Kitchen Hygiene

Q Sensitive skin   Q Colgate   Q Baby lotion   Q Formula milk

All Brands Issues Products Consideration Factors Purchase Intent

**Filter By** Reset

Brands ⌵

All Brands

---

Sentiment ⌵

All Conversations

Positive

Negative

Apply

**Private Facebook Community**  
Comment • Jan 19 7:45PM • India

Hi dear dustbin ko dally **vim** liquid se wash karne ke bad Dettol **antiseptic** liquid se bhi ek br wash karti hu jise hygiene maintain bhi or germ free bhi ho jata h

[Show entire discussion >](#)

**Private Facebook Community**  
Comment • Jan 08 10:03PM • India

Yes m warm water m vinegar n Dettol **Antiseptic** liquid dal k sath m **vim bar** se scrub karti hu **kitchen** chimney

[Show entire discussion >](#)

**Rocking Moms 🧑🏻‍🍼(,health,beauty n parenting guidance )**  
Comment • May 04 3:43AM • India

Ya dr first am also using **soap** or **vim**. But after finishing cleaning patches are there.i didn't get full satisfaction. So after that only i tried Cif. It's very **effectiv**... [See more](#)

[Show entire discussion >](#)

**AI powered Insights on Brands Mentions in Vim**

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**Brand SoV on Brands Mention in Vim**

Share of voice of Brands Mention in Vim across top brands

Brand	Share of Voice
Cif	44.1%
Urban Company	30.3%
Dettol	14.1%
Vim	6.0%
Scotch-Brite	3.3%
Method	2.2%

Q Vim

Viewing All conversations for Vim

All Brands Issues Products C

**Filter By** Reset

Sentiment ⌵

All Conversations

Positive

Neutral

Negative

**Rocking Moms 🧑🏻‍🍼(,health,beaut**  
Comment • May 04 3:43AM • India

Ya dr first am also using **soap** or **vim**. But after patches are there.i didn't get full satisfaction. Cif. It's very effective and ... [See more](#)

**Private Facebook Community**  
Post • Aug 04 11:18PM • India

Ap log ghar me gas stove ko clean rkhn k liye kya use krte ho?

**Private Facebook Community**  
Comment • Aug 04 11:56PM • India

bim liquid

**Private Facebook Community**  
Comment • Aug 05 12:14AM • India

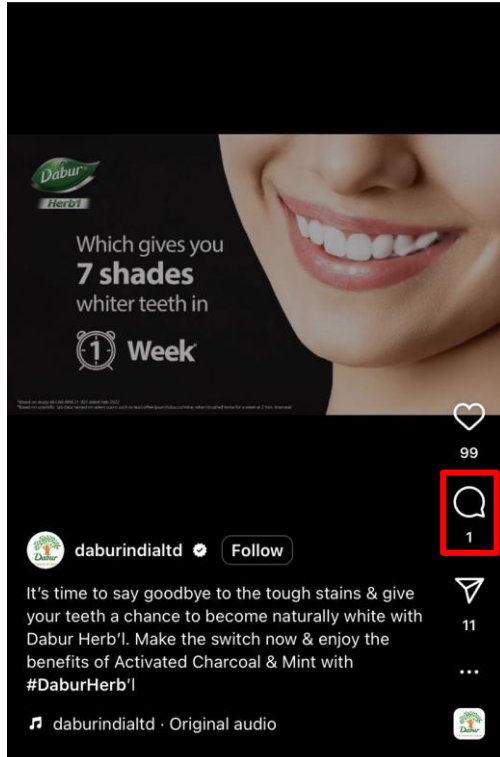
**Vim** liquid

**Private Facebook Community**  
Comment • Aug 05 12:43AM • India

Cleanit oven cleaner and anv dish washing soap .

# Brand Marketing in *Balconies vs Halls*

## Dabur Charcoal Launch - Instagram vs Facebook group



I read about it why it happens and what can be done to remove the yellow color and learned that activated charcoal whitens teeth. I also got to know of Dabur herbal activated charcoal toothpaste, which improves teeth whitening by assisting in the removal of plaque and staining. It doesn't contain triclosan, peroxide, or fluoride. He was happy to try this toothpaste and recently he told me there is a lot of difference. I have also started using this to take care of my teeth.

Friends, have you tried teeth whitening with charcoal? How has it helped you? Check out the product here [bit.ly/3UodDcv](https://bit.ly/3UodDcv) and share your experience with us in the comments below with [#DaburHerb'lCharcoal](#) [#ChooseBlackForWhite](#) [#TeethWhiteningWithCharcoal](#)



Added by admin [#brandcampaign](#)

and 135 others

238 comments

That line made me feel really bad and everyone started looking at my yellow teeth.

I didn't notice much earlier but now I started hiding my teeth and stopped attending parties and functions. One day my sister saw me getting really conscious at a wedding. She understood my concern and told me to use Dabur Herbal Activated Charcoal Toothpaste 🙌👏

It is made of a unique formulation of mint and charcoal that helps ensure the teeth remain white with a fresh mouth feel 🍋 The activated charcoal fights plaque and removes stain marks. The best part is it is made of natural ingredients and does not contain fluoride, peroxide, and triclosan. This toothpaste is really helpful and boosts confidence with white teeth 😊 I have started brushing and flossing my teeth twice a day.

Friends, have you tried teeth whitening with charcoal? How has it helped you? Check out the product here [bit.ly/3UodDcv](https://bit.ly/3UodDcv) and share your experience with us in the comments below with [#DaburHerb'lCharcoal](#) [#ChooseBlackForWhite](#) [#TeethWhiteningWithCharcoal](#) – with Vandana Bohara and 42 others.



and 159 others

247 comments

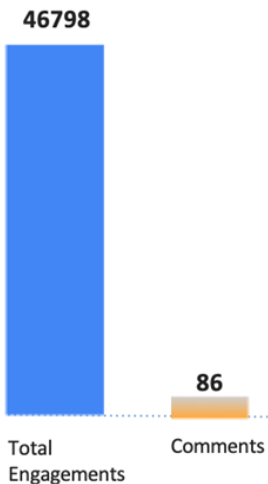
## Impact in **Balconies vs Halls**

### Dabur Charcoal Launch - Instagram vs Facebook group

#### CAMPAIGN DONE IN BALCONIES



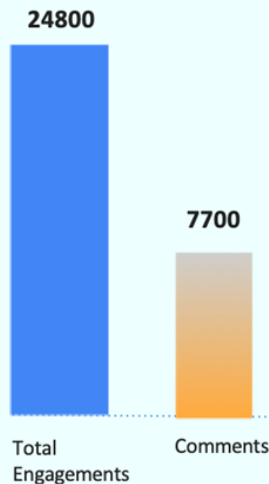
Length  
15 days



**0.18%**

*Of engagement  
from comments*

#### CAMPAIGN DONE IN HALLS






**31%**


*Of engagement  
from comments*

# Impact in **Balconies vs Halls**

## In halls, “content” is the hero not the “creator”




Facebook Pages

- Reach
- Awareness
- Low Product Consideration or Preference


Facebook Groups

- Awareness
- High Consideration
- Insight into conversion barriers



← **Manilata Dubey in Beauty Health & P..**

#ChooseBlackForWhite  
#TeethWhiteningWithCharcoal  
#DaburHerbalCharcoal #ChooseBlackForWhite  
It's gives a refreshing feeling in your mouth.do the job so well.quality is good. 🙌



freshner n believe me i choose for me n my family ❤️ is Dabur... Nowadays it's produced new paste n i love it.. emagine new flavour new colour n plus point is made of only natural things.. I give my kids too to use it n brush it in twice in a day.. I would like to tell you that try out once you have to become love with it n thank you so much Dabur for providing us amazing product 🙌🙌🙌🙌🙌🙌 & thanks priya for recommending always good product 🙌❤️



#DaburHerb'Charcoal #ChooseBlackForWhite  
#TeethWhiteningWithCharcoal  
Wow it's really amazing toothpaste. I trust on dabur. It's trusted brand.i use dabur red toothpaste earlier now i will definitely try this black dabur toothpaste.

Shilpa Deepak Gang 20 December at 15:04

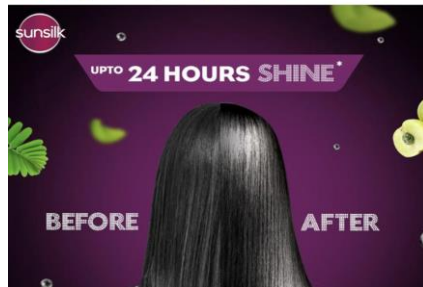
You, Priya Jain and 26 others 25 comments

## Brand Owned **Balconies vs Halls**

Halls become a safe space for hyper engaged consumers, creating equity for the brand

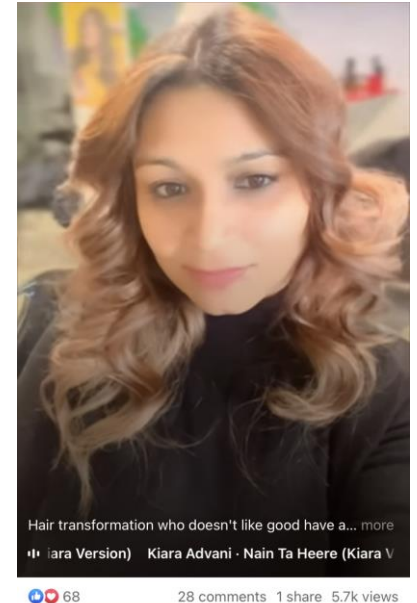
**Balcony - Sunsilk Facebook Page**

**16 M Followers .19% Engagement**



**Hall - Sunsilk Girl Giri Facebook group**

**20 K Members , 2.2 mn Organic Reach  
250 % Engagement**



A diverse group of young adults, including men and women of various ethnicities, are smiling and laughing together. In the center, a man with curly hair is kissing a woman on the cheek. The overall atmosphere is joyful and social.

Convo sight

**The conversation starts here.**

Convo sight

>Welcome to the world  
of hyper-engaged  
Customers.





**THANK YOU!**