

# Quiz alert: Who's who in your customer community?

Unsure who's making up the majority of  
your customer community?  
Take our quiz to solve the quandary.

CommunityMatters



**T**hink of your customer community. We don't mean the one-offs and the gone-offs, but the people that you consider to be engaging with your brand right now. Got them in mind? Time to start!

**Start here**



**Supporters might make up most of your community base...**

Your community probably feels like it's taking shape. You've got a pool of members that rally around you and are connected to your brand. Maybe they're supporting you by recommending you to their friends or writing reviews. But is this only happening behind the scenes, rather than on public stages? To be a community champ, you've got to give them the motivation to become your biggest spokespeople.

**Congratulations! You've got a thriving community of Insiders!**

You're right on the money. Your community base gets you, supports you, and are your biggest cheerleaders. They want to take up the mantle, represent you in their social circles and engage in proactive conversations with other shoppers. They're fiercely loyal and are essential to your community – and revenue – growth. Don't let them slip through your fingers though. This type of community is hard to come by.

**Emergency: You may have a community of Drifters!**

You might be mistaking your customer base for a community. Reassess if they're really committing to your brand and completing community-based activities – like engaging with your marketing or sharing you with customers. Are they just buying from you often and that's where the relationship ends? Time to up the ante.

**Looks like you've could have a bunch of Lurkers on your hands**

Feeling stuck in the friend zone? Question if your community is really engaging with your marketing, and each other. Are they clicking and converting? Are they sharing and chatting about your brand with others? Capture them now before they leave the group chat altogether or you could end up with a community of Drifters.