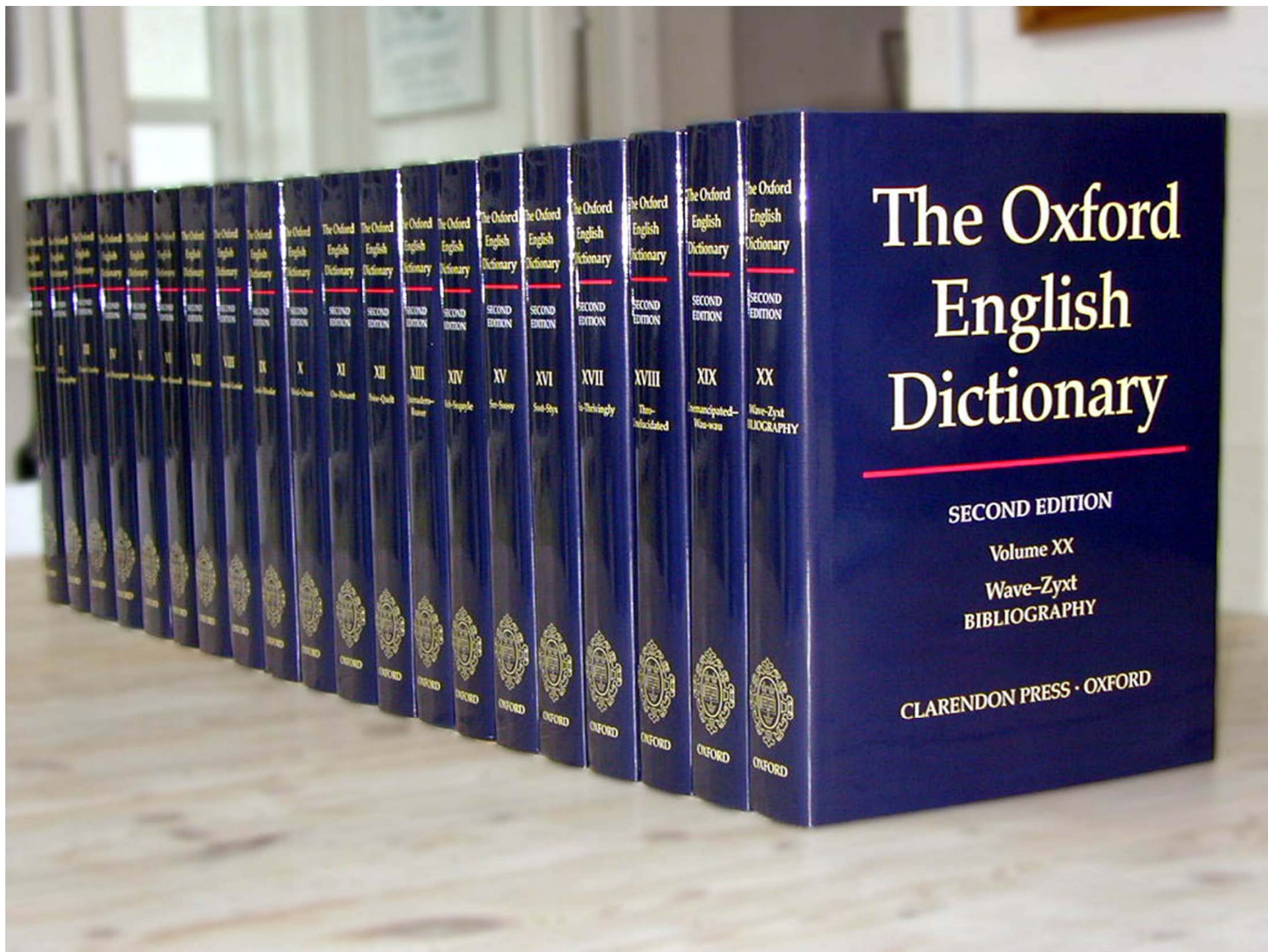




**Fan communities and collaboration:  
Worth it!**

**AKA:**

*Everything I ever wanted to know  
about marketing I learned from  
comic book geeks.*



# The Oxford English Dictionary

SECOND EDITION

Volume XX

Wave-Zyxt  
BIBLIOGRAPHY

CLARENDON PRESS · OXFORD

# Fans, not customers!



# Eh? What's that again?

Many-to-Many interaction works 'cause..

- It's easy to build stories with it
- It reduces transaction costs for meeting folks

We are all fans.

# What's in it for them?

- Comradeship
- Access to techniques
- Collaboration
- Approval

**Recognition | Belonging**

# **Finding, getting, and keeping a fan community**

Your Facebook page is not an advertisement!  
(And it's not a blog either)

## **Finding, getting, and keeping a fan community**

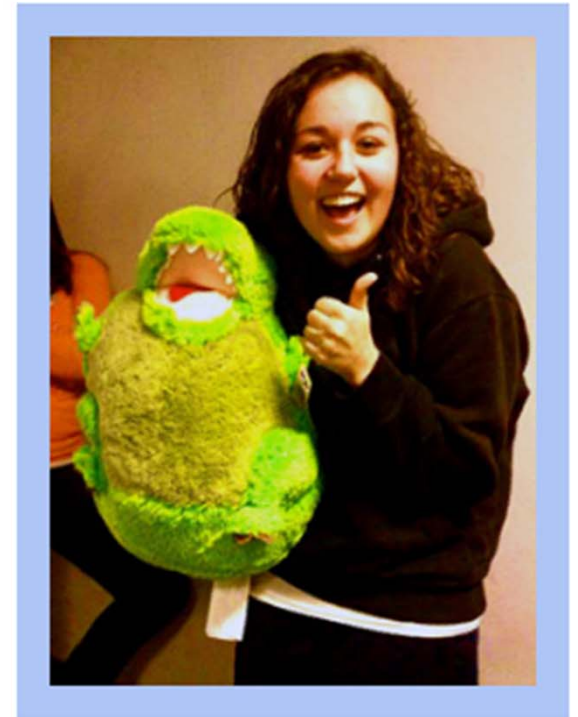
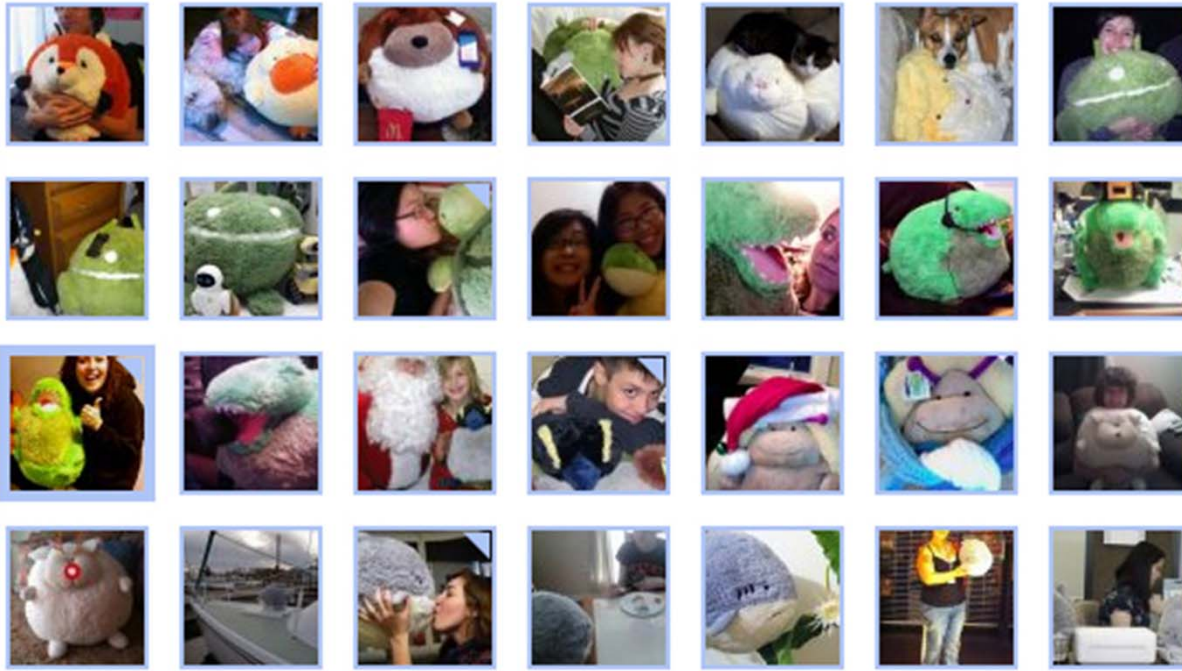
- Step 1: Finding your fans and getting over the initial hurdle.

## **Finding, getting, and keeping a fan community**

- Step 1: Finding your fans and getting over the initial hurdle.
- Step 2: Give them a safe place to land

# Is my fan page fan-frindly?

- Are fans encouraged to share “displays of identity?”



SIMP & VIEWER

# Is my fan page fan-frindly?

- Are fans encouraged to share “displays of identity?”
- Is it timely?

# Is my fan page fan-frindly?

- Are fans encouraged to share “displays of identity?”
- Is it timely?
- Is it social? (or is it just commercial ☹️)
  - Does it follow the 40/40/20 rule?

## **Finding, getting, and keeping a fan community**

- Step 1: Finding your fans and getting over the initial hurdle.
- Step 2: Give them a safe place to land
- Step 3: Keeping their attention

# Fans as a Marketing force



**Sara Lisbeth**

SOOOOOO HAPPY!!!!!!



📅 9 hours ago · Like · Comment

👍 Alicia Hawkins likes this.

💬 View all 4 comments



**Sara Lisbeth** :D

5 hours ago · Like



**Alicia Hawkins** Omg adorable foxy plush! I want one!

5 hours ago · Like

Write a comment...



**Jill Tara Anderson**

mini-Narwhal mini-Cthuhulu timeee (narwhal's name Hjoris and Cthuhulu's name odin) (norwegian names)



# ...Other things to do with a fan base

- Beta testing!

# User-contributed resources and services

[login!](#) | [order tracking](#) | [cart](#)  
yay! you have 5 item(s) in your basket. Checkout!

[shop](#) | [gallery](#) | [fandom](#) | [wholesale](#) | [gift certificates](#) | [help](#) | [us](#) | [contact](#)



[home](#) > [jobs!](#)

### We Need an Emergency Model!

So hey, we need a model for some really fast emergency pictures on the site! Really fast. Like, next Monday 1/3/11 fast, gonna take the pix with whatever camera I have around fast, still booking the studio fast. And we'll pay you. So! Here's what we need. If you...

- Live in NYC (I know, I know, but that's where we are). We'll be shooting down in Soho somewhere
- Are free on Monday 1/3/11 about mid day. It should take about an hour and a half...ish.
- Are adorable! Height doesn't matter, but if random strangers pinch your cheek and say "Awww" then you're on the right track.
- Have at least two cute outfit changes - If you're a hipster with a thing for random accessories then you're probably our gal. Or guy.
- Are over 18, legal to work in the US, and able to prove it. That's important, folks!

Sounds good? Send an email to [HireMe@squishable.com](mailto:HireMe@squishable.com) with a headshot! Yay! And that's it!

-Zoe and Aaron!

Pages!

[shop](#)  
[help](#)  
[gallery](#)  
[fandom](#)  
[philanthropy](#)  
[gift certificates](#)  
[us](#)  
[contact](#)

[privacy policy](#) | [contact us](#)



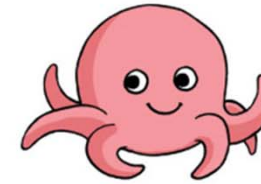
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Site Design by [Binaryspark](#)

# Idea Sourcing

## Voting!

So we've been keeping a list of every new Squishable suggestion we receive, and every time we get enough suggestions for one animal Zoe designs one up! And then last week we thought, wait a moment, we're all smart folks, surely there's a more intelligent way of doing this. And there was! The Squishy Voting page is born! Each season when we go to make our new prototypes we'll just take the top dozen off the list. Vote! Tell your friends and enemies! Yay!



### Currently in Development!

Squishable Wolf  
Squishable Manatee  
Squishable Kangaroo  
Squishable Mallard  
Squishable Dragon  
Squishable Koala  
Squishable Puffer-fish  
Squishable Unicorn  
Squishable Horse  
Squishable Polar Bear

### Currently in Design!

Squishable Phoenix  
Squishable Squirrel  
Squishable Chipmunk  
Squishable Hamster  
Squishable Red Panda  
Squishable Kiwi  
Squishable Raven  
Squishable Jellyfish  
Squishable Saber-tooth tiger  
Squishable Moose  
Squishable Ladybug  
Squishable Bee

Want to find out when these guys are ready for hugging?  
[Join the mailing list!](#)

### Squishable Arctic Fox

+3660   -1416

### Squishable Otter

+3332   -1181

### Squishable Snow Leopard

+3129   -1133

### Squishable White Tiger

+3166   -1308

### Squishable Chinchilla

+3011   -1354

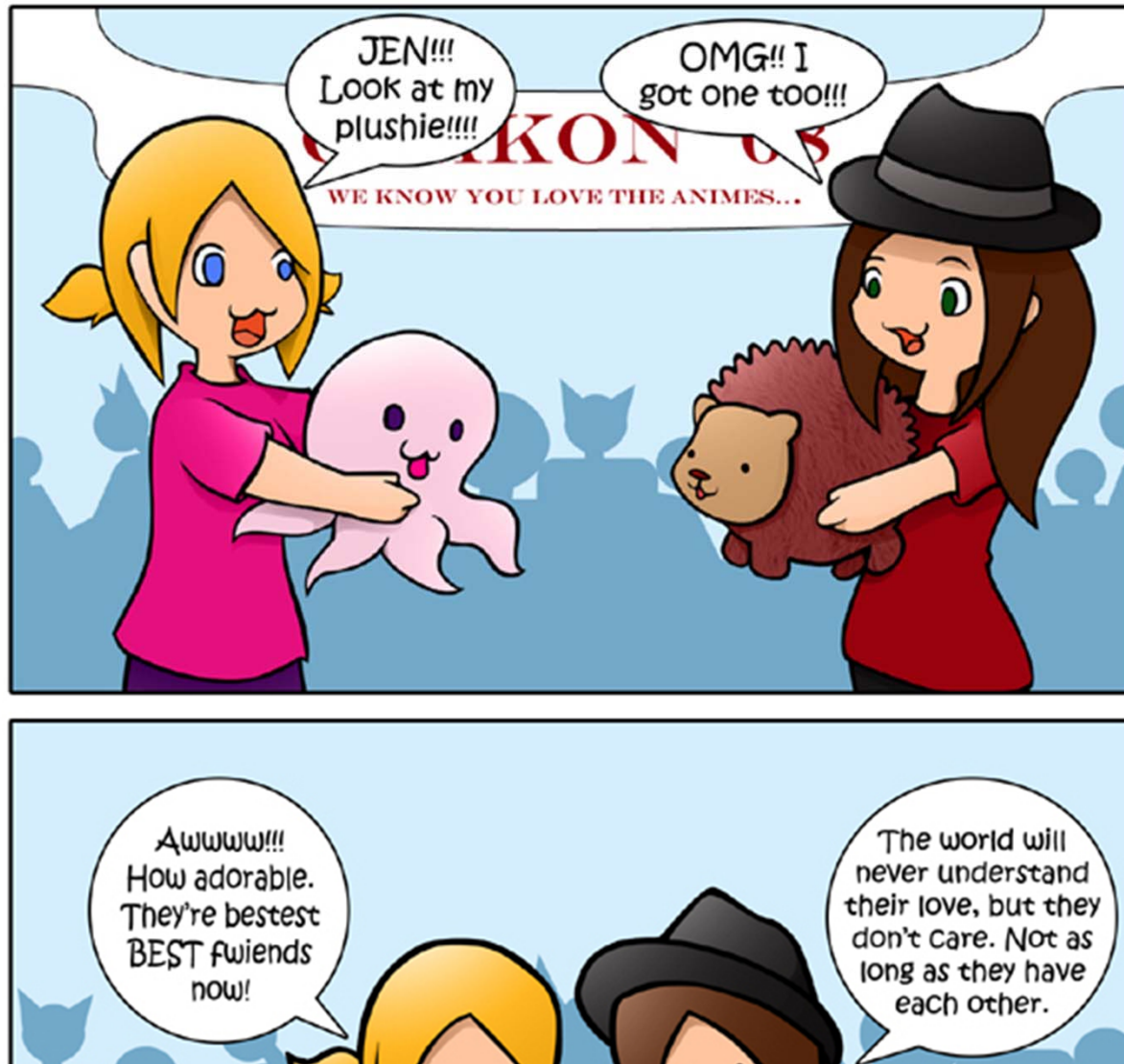
### Squishable Pegasus

+2672   -1419

# User generated content

Moar Than Three <3

#7 - Squishy Doom



Issues and problems ☹️



Solution #1:

Encourage that conflict!

## Solution #2:

Don't forbid what you can't prevent:  
Accept the conflict you can't change

# Solution #3

Suppression (but only if you really have to!)

Fan communities.  
A little work beforehand goes a long way.

