



SUPERCHARGING **COMMUNITY** & FANDOM

GM, WE'RE *GMGN LABS*

A marketing agency specialising in emerging tech, community building, and Discord. We work with the world's biggest brands, to help them build communities.

We're experts in Discord, using the platform to drive deeper levels of connection, increase evangelism and open new revenue opportunities through gating access, all by owning the group chat.



JOSHUA ELLIOTT

CO-FOUNDER & STRATEGY DIRECTOR



We led social media marketing strategies for
the world's biggest brands...

adidas



sky

BBC

afterpay

Apple Music

Coca-Cola

FIFA

PRETTYLITTLETHING

...and have been trusted by social media giants to run their...
social media accounts! Go figure.

twitch

TikTok

We lead web3 marketing strategies & execution for
the world's biggest brands (both web2 & web3)...



NY
FN
THE SHOWS

UNIVERSAL

UNIVERSAL MUSIC GROUP

animoca
BRANDS

afterpay

SAILGP™



Scott at The Online Rule

@OnlineRule [Follow](#)



I've been on the @ManUtd Discord a while to see how they're using it.

They're taking it seriously as a platform. It's an open community, but a place where the club are in much more control of the message.

Here's what they're doing [📄](#)

[#Digisport](#) | [#SportsMarketing](#)

3:07PM · Jun 9, 2023



30



Reply



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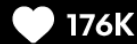
Ian Miell

@ianmiell [Follow](#)



My son informs me that Slack
'looks like a boomer Discord'.

11:05PM · Feb 28, 2021



176K



Reply



Copy Link

THE **COMMUNITY** PROBLEM

Sport has some of the most passionate and engaged communities in the world...

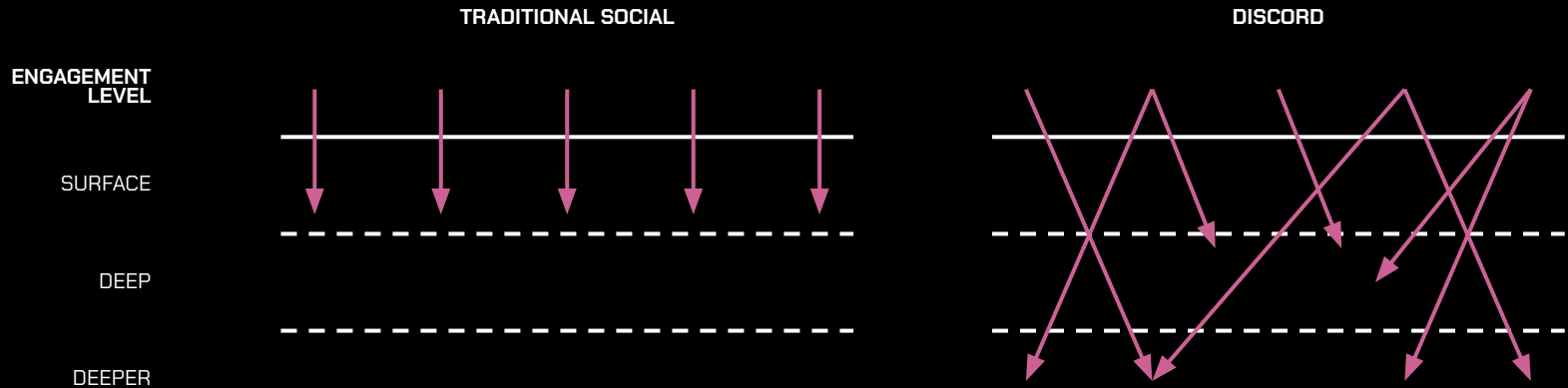
Tribes are built around sports teams.

Community is vital to sport – it's at its core.



BUT...

Traditional social platforms are ill-equipped when it comes to facilitating or leveraging the power of community.



Traditional social platforms have a tendency to focus on driving mass engagement, **vanity** metrics & awareness.

The focus isn't on the deepest level of engagement.

It's challenging to foster **real** community.

It's challenging to drive **more meaningful** fandom.

QUALITY OVER QUANTITY

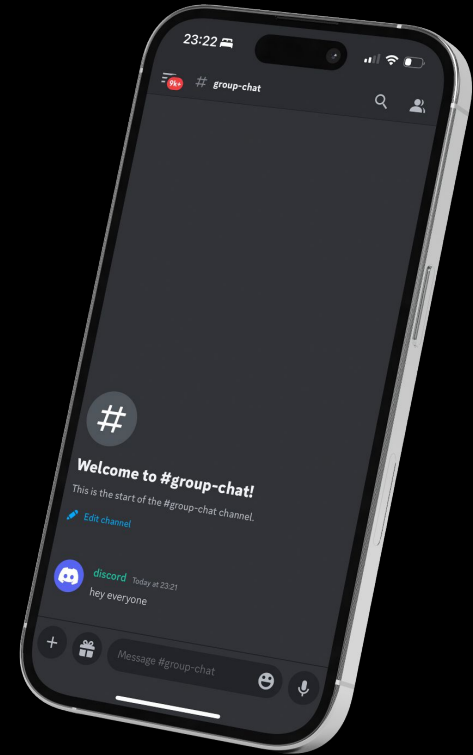
DISCORD ENTERS *THE CHAT*

Discord is primed to house **deeply-engaged** communities.

Its setup and the extended toolkit around it provides an **opportunity**.

Sports teams and brands alike can utilise Discord to create **unique experiences** for fans and customers.

They can truly **leverage** the power of **community and fandom**.



WELCOME TO  **Discord**

THE PLATFORM FOR
COMMUNITY BUILDING

Discord

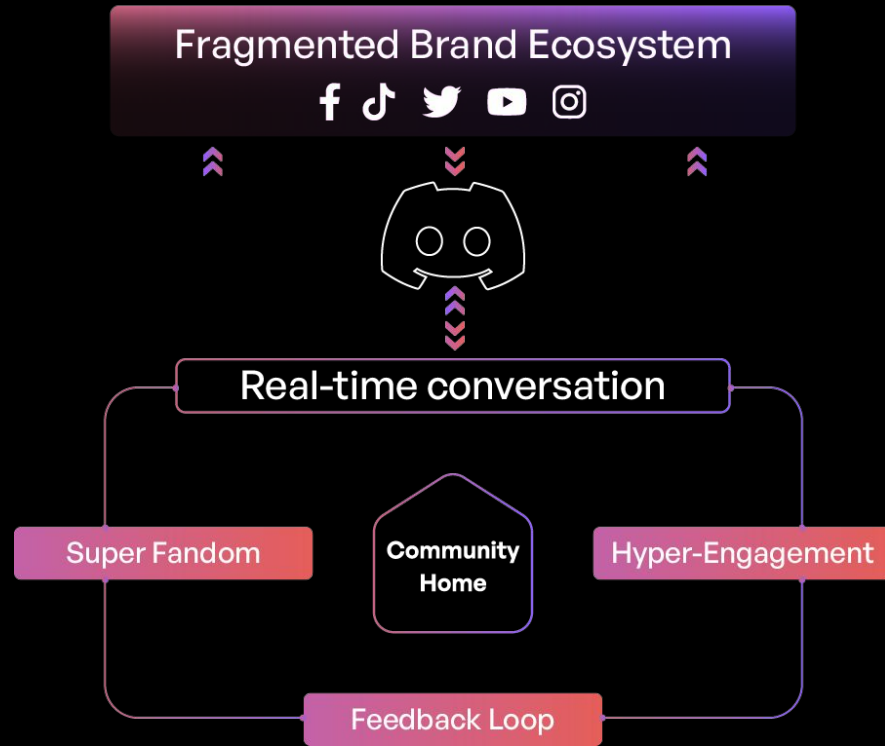
- A **chat app** initially built by gamers, for gamers.
- The preeminent choice for **community building**.
- Developed to facilitate **continuous conversation**.
- Being leveraged by the **world's biggest brands**: Manchester United, Universal Music Group, Samsung & Netflix.



WITH THE RISE OF DARK SOCIAL...



...BRANDS HAVE AN OPPORTUNITY TO **OWN THE GROUP CHAT**



DISCORD 101

CHANNELS

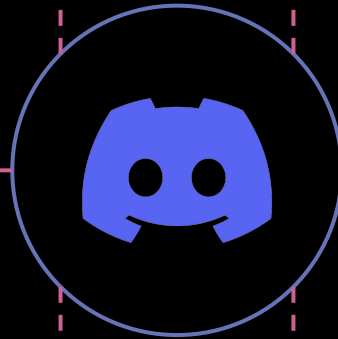
- Customise the conversation
- Focus the chat

ROLES

- Provide identity
- Create tiered access
- Control permissions

BRANDING

- Custom branded GIFs, emojis & stickers for members to use
- Common symbol system



COMMS

- Real-time, two-way multimodal communication
- Live voice, video & text
- Continuous feedback loops
- Ability to control the message with moderators

INTEGRATIONS

- Existing range of bots to increase functionality
- Ability to create custom bots

BOTS ARE TAKING OVER

MEE6

The all-in-one Discord bot: From auto-moderation and spam prevention to secure giveaways and voice-channel recordings. From levelling & XP systems to advanced custom commands and personalisation.

ZEALY

A points economy / fan loyalty programme system that rewards community members for engaging and completing quests.

TICKET TOOL

A highly customisable ticket bot designed to handle everything you need to effectively support your community - funnel & organise support questions to ensure your community get the support, love, and attention they deserve!

EASY POLL

Allows for quick and easy voting, providing the community with a simple way to feedback, and arming the brand with invaluable data on how to improve.

QUIZ BOT

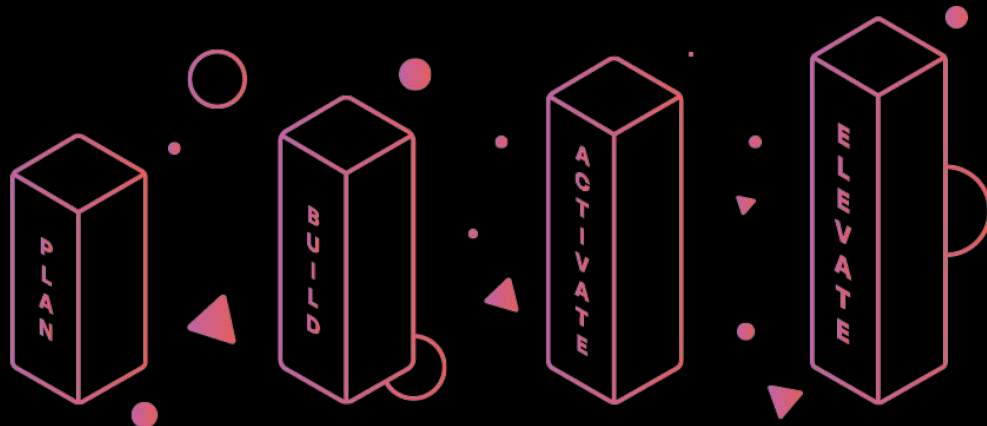
Helps you create & play fully-custom quizzes for casual trivia nights, gamifying shared interests in your community.

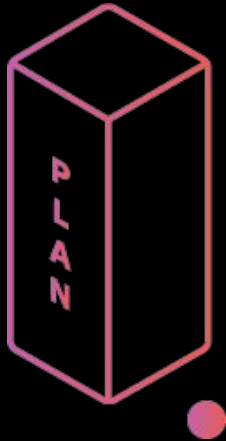
MIDJOURNEY

Levels up Fan Art competitions, lowering the barrier to entry & driving unprecedented levels of UGC related to your brand.

HOW TO GET STARTED WITH

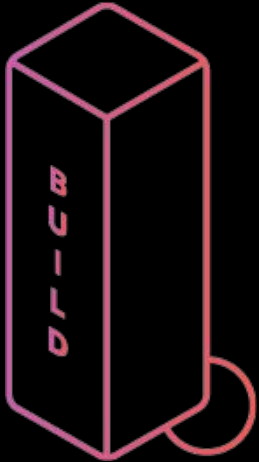


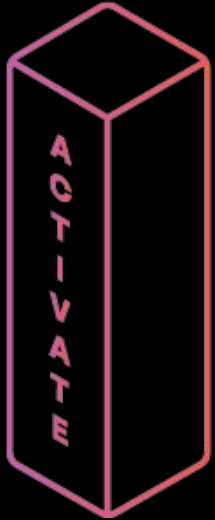




- What does community mean for your brand?
- Who are your community? Where are they? What do they want?
 - If your brand has strong fandom, sense of community or serves a particular niche, then Discord is a viable platform.
- Do you have a regular cadence of activations or events, be it sporting events, product drops or an audience tapped into trending culture?
- Formulate a strategy that aligns with a wider marketing strategy, conduct a landscape audit and produce materials for teams & moderators.

- Time to build your server – it's important to start strong, knowing the server can evolve over time.
- **Server strategy:**
 - Covers setup & launch, factoring in full server customisation, channel structure, roles, permissions, mod recruitment, functional bots [safety & security-focused] and more. Onboarding is key.
- **Mod team:**
 - Your server is only as good as your mods. They're your brand ambassadors and safeguard the community. Build a team to cover 24/7 moderation, drive core narratives, foster community & run fun activities.
- **Bots:**
 - With functional bots in place, it's time to get creative. Bots not only secure the server, they bring auto moderation, verification & games into the server.





- Establish a regular cadence of activities to engage the community.
- Activate community members around key events & trending topics relevant to your niche.
- Consider activities like AMAs with surprise guests, exclusive sneak peeks, and first-looks at launch announcements.
- Leverage bots to create gamified systems & engagement-based economies within the server, and to reward audiences, activate partnerships, and drive results for key sponsors.
- Implement a system where fans participate to earn points and unlock brand-focused rewards.
- Strengthen brand affinity through tiered rewards and community engagement.



- Tracking is key:
 - Keep a close eye on Discord's community insights and custom sentiment tools.
 - Moderators also play an important role: Ensure your moderation team are regularly feeding back community sentiment.
 - Evolve your strategy based on these insights, tweaking Moderation practices, narratives, and event schedules as necessary.
- Follow these steps and you'll drive a strong sense of community, foster a shared purpose and supercharge your fandom.

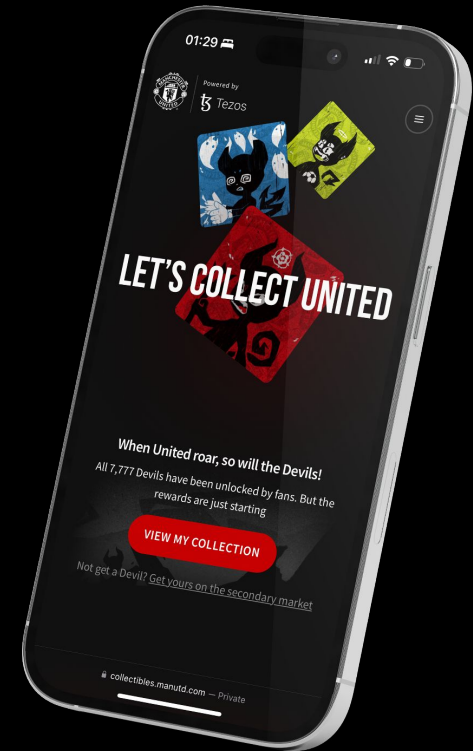
INCREASING VALUE WITH **WEB3**

DISCORD X WEB3

Discord easily integrates with Web3 technologies, enabling to brand to **unlock the power of the superfan.**

While not critical, Web3 tech can **supercharge community engagement** & enable collective ownership, generating great levels of fandom.

Web3 gives consumers skin in the game.



THE NEW FORMULA FOR FANDOM

fandom

=

community

x

autonomy

x

equity

A peer to peer network which aids in the feeling of belonging but also in the sense of intimacy that is created when you're surrounded by people who share your passions and interests. The ability to build relationships and rapport, regardless of your physical location.

The creative freedom and active encouragement to develop and share your own ideas, initiatives inspired by your objects of affection and to be rewarded for it.

The ability to buy in as part of your fandom, to earn based on your advocacy and to have the potential shared upside of monetary payback in the future.

ZOE SCAMAN (2021)



tezos
Tezos

THE MAGIC

WHAT WILL
YOURS UNLOCK?





PUTTING IT INTO PRACTICE

90K Members

Manchester United



The What & The Why:

Established as a home for Manchester United fans to connect from around the world and get closer to the club, the server has a broad range of channels within which to engage, from Matchday Chat and Transfer Talk, to Club Trivia and Fan Art.

Building Fandom:

There is no stronger shared passion than the tribal love football fans have for their club. Providing a place for fans to congregate harnesses this passion into a flurry of conversation.

Token gated channels for holders of the Devils NFT Collection gives United superfans access to private chats, giveaways, and exclusive content from the club.

Fan Zones are activated around match days alongside exclusive BTS content; AMAs with club legends or current players bring fans closer to the club.

Fan Art contests allow fans to flex their creative muscles; and exclusive competitions maintain hype.

manchesterunited
announcements Follow
Stay updated on all the major news, including fixtures, important community announcements, and Collect United rewards. This is your go-to place for everything essential about Manc...

START HERE

- # welcome
- # verify
- # rules
- # safety

YOUR CLUB

- announcement
- # mufc-home
- # community...
- # official-links

THE GANTRY

UNLOCK UNITED

- # unlock-here
- # devils-news
- # bts-content
- # devils-chat
- # web3-chat
- # devil-follow-devil

media-room

- # ama-archive
- # giveaways

FAN ZONE

- # fan-chat
- # matchday-chat
- # transfer-talk
- # club-trivia
- # fan-forum
- # fan-art
- # memes
- # suggestions

They were flown into Manchester from around the world for the final game of the season

PLUS their names were added to the Manchester United Museum in a new exhibit, dedicated to this community and digital collectibles

Watch now:
<https://www.manutd.com/en/news/detail/man-utd-fans-become-legends-at-new-museum-exhibit-nft-launch>

Man Utd fans become legends at new museum exhibit NFT launch

Back in May, a group of lucky supporters were etched into United history thanks to our latest NFT collectables drop.



Remember to check out [#mufc-home](#) or visit <https://collectibles.manutd.com/> to find out how to create a digital wallet and join our Web3 community

GGMU!

92 33 37 22 22 20 18 17 17 13 18 21 14 16 16 19 17 20 16 6

16 June 2023

NOW LIVE: THE FAN FORUM

@everyone - over the past 7 months there have been many suggestions and requests for new channels dedicated to discussing topics such as gaming, memorabilia, the women's team and more

We've been listening, but we didn't want to overwhelm the server with too many additional channels...

But we've found the solution. Say hello to the [#fan-forum](#)

This is a place for fans to share and discuss these topics in dedicated threads. It makes it easier to keep track of conversations you are passionate about and connect with fans interested in the same topics

We're kicking-off the forum with three key topics: Manchester United Women FC, Manchester United Memorabilia and Gaming, but keep an eye open for more topics to be added in the coming weeks

What topics do you want to discuss? Let us know over in [#suggestions](#).

Pre-season training for the biggest Discord in football starts now

93 38 28 28 25 23 25 27 21 24 20 22 21 22 24 21 20 23 22 22

128K Members

Open Campus



The What & The Why:

We're revolutionising the future of education alongside Open Campus, putting the power back in the hands of the teachers, and gamifying learning to drive increased engagement.

The Discord community consists of believers in the mission, as well as a healthy dose of web3 degens excited about a token launch.

Building Fandom:

Our Moderators are running various games & events to keep the community engaged, deepen connections, and to educate on project goals.




To highlight the team's experience in the space, we organise regular AMA's with experts in web3, tokenomics & education to discuss the future of education.

35K Members

Netflix

Netflix released a **Discord bot** that lets you watch films with your friends, first making recommendations, then sharing links to view and facilitating conversation whilst watching. Netflix leaned into the customisable elements of Discord and the power of bespoke bots to help answer their communities biggest problem: “What should I watch next?” Every brand will be able to find a bot that either solves a problem for, or entertains, their community.

Let's find a series available in your country.

Select your country from the menus below and confirm with clicking "we're ready"
People joined from   

 Australia	A-F
G-M	 Germany
N-S	N-S
T-Z	T-Z
<input type="button" value="join"/> <input type="button" value="we're ready"/>	<input type="button" value="join"/> <input type="button" value="we're ready"/>

you used `/heynetflix`

Hey, Netflix **BOT** Today at 11:31 AM

Hey kingcyrusking, let me help you find something to watch today.

First: Are you watching with anyone else? Or just you?

 Only you can see this • [Dismiss message](#)

44K Members

NBA

24/7 moderation keeps the global fan base safe, with bots sharing a weekly schedule of stats & activities. Separate chats for basketball and NFTs allows different interest groups to congregate in the same server, whilst custom GIFs and stickers provide an outlet for collective expression. Highlight

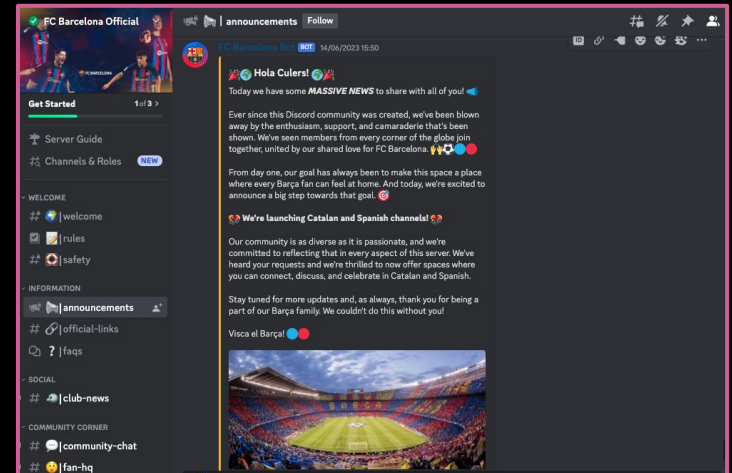
JOIN THE **NBA DISCORD** 

reels drive the community from Discord to YouTube, increasing social engagement across other channels.

There is an opportunity to enhance the community experience by hosting AMAs for legends and players to share their stories.

HELLO, BARCELONA! 🖐️

- Barcelona's official Discord server launched last week.
- Starting small.
- Web3 product incoming?





@JOSHUAELLIOTTUK

THANK YOU!

WANT TO PICK OUR BRAINS? 
JOSH@GMGNLABS.COM