

# Discord

## A Brand's Secret Weapon to Building Active Communities

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**It's no secret** that enterprise brands are leaning into Discord to develop community and foster deeper engagement with their members. More and more, we are seeing brands develop authentic owned communities on Discord.

The rapidly-expanding social platform is an extremely effective tool for meeting many objectives: managing a Web3 program, servicing customer support needs, and offering a second screen/watercooler venue to name a few.

But where Discord knocks it out of the park is as a tool to build, engage, and retain communities in ever-evolving, mind-blowingly creative ways.

Heavy hitters like Disney, Wendy's, Bud Light, Gucci, Puma, the NBA, and Lacoste are utilizing Discord to their advantage to foster deeper connections with their community through organized, customized, well-designed experiences. Beyond just these early leaders, we are seeing continued growth in brand experimentation and adoption of community-building on Discord.

### Brands Leveraging Discord in 2023

	<b>NIKE (RTFKT)</b>	<b>240K Members</b>
	<b>Samsung</b>	<b>147K Members</b>
	<b>Hyundai</b>	<b>98K Members</b>
	<b>McLaren</b>	<b>59K Members</b>
	<b>Gucci</b>	<b>56K Members</b>
	<b>Netflix</b>	<b>32K Members</b>
	<b>TIME</b>	<b>20K Members</b>
	<b>Bud Light</b>	<b>13K Members</b>

So then...**what's the recipe for success on Discord?**

# Check the four boxes...

The formula for success on Discord is no mystery. It can be achieved by executing four simple steps, which work together to optimize your server.



## Aggregate

all of your brand's communications in one social platform

Maximize amplification of key messaging by aggregating all your brand's communications into one well-organized Discord Announcements Channel. Answer all community questions in one place in an expedient manner.

*Different social platforms service your brand in different ways with their own best practices and limitations. Discord can act as the hub that is optimized for all content types.*



## Customize

your Discord server to fit your brand and audience

Organize conversational Channels in a way that maximizes your community's engagement. Offer exclusive content relevant to your brand's passion points. Collaborate with partners who share the same brand ethos.

*The more you customize your server, the more your audience will perceive your authenticity, develop a sense of belonging, and want to engage.*



## Integrate

custom or 3rd party apps within Discord to enhance the user experience on your server

Extend the functionality of Discord by adding tools your community can use, turning your Discord into a resource for your members. Develop bespoke games to tell a story or leverage quest-based achievements to reward members for their attendance and participation.

*There are a myriad of Discord bots or apps available to drive engagement for your community. The sky's the limit for custom integrations.*



## Converse

in real-time, bi-directionally, with your members

Be Present! Host live office hours or AMAs on a virtual stage. Provide customer support via real-time conversations or with support tickets. Maintain a consistent, always-on content plan and provide updates to keep members well-informed. Consider offering daily historical brand nuggets or easter eggs.

*Fostering brand-to-member and member-to-member communication is the key to Discord success.*



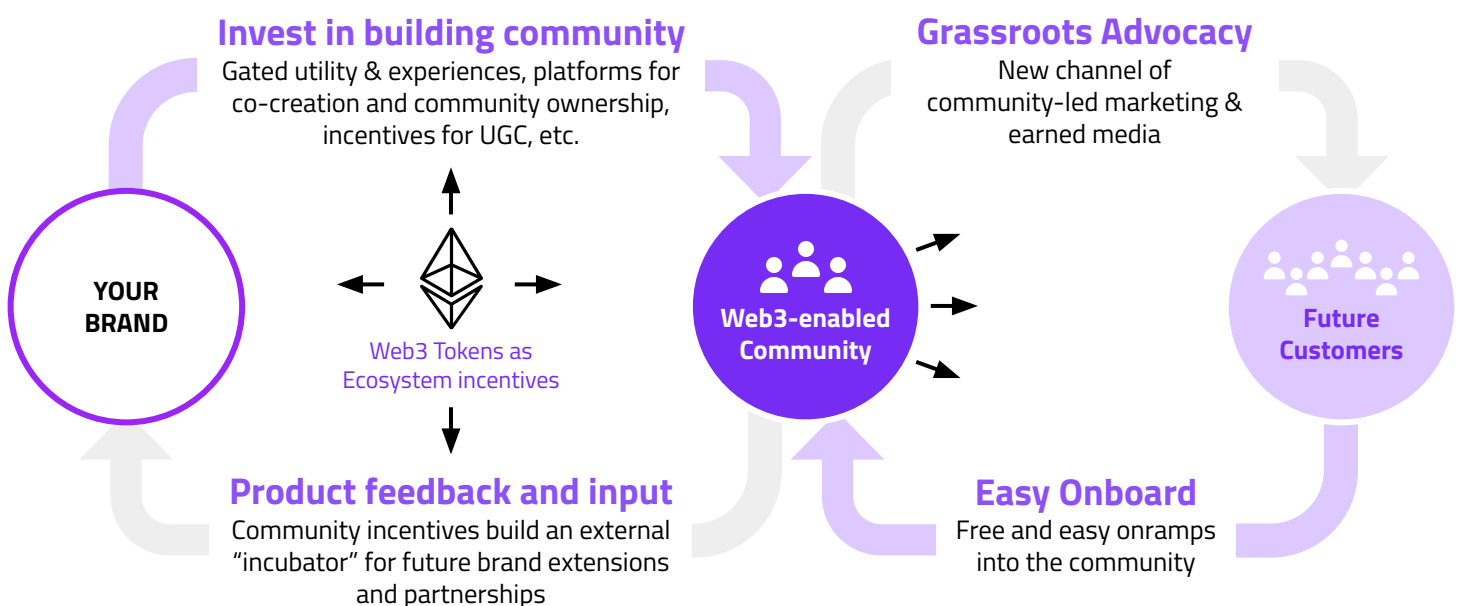
# ...and then check them again.

Checking off the four boxes is integral to setting up a successful Discord game plan, but it's *only the first step*. Like any meaningful social relationship, your Discord server can't be one-sided. You must:

- Continuously **align your social efforts with your Discord server** to present a cohesive narrative
- Maintain community retention with **consistent, relevant, and valuable content**
- Form **collaborations and partnerships** with other communities

Not only does engaging in real-time with your consumers help build trust and rapport, it also allows you to gain nuanced customer insights and input that you just simply can't get on broadcast-focused social channels like Twitter or IG.

## Building the Community Flywheel in Web3



# Discord servers checking the boxes:



**NIKE (RTFKT)**

**Total Members:** 239,906  
**Total Channels:** 40 channels, 11 categories, 8 forums  
**Announcement Frequency:** Daily

## DETAILS

NIKE (RTFKT)'s Discord server is robust, offering conversational Channels dedicated to facilitating a wide range of community touchpoints (including art appreciation, Web3, gaming, 3D/AR/VR, NIKE products, and more) with exclusive token-gated content.

They host Weekly Zen Sessions (Meditations) and Ledger Office Hours.

They gamified their server with their "Quest" event, which invited members to play games by using chats as whiteboards and voice channels to discuss theories.

**SAMSUNG**

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**Total Members:** 147,121  
**Total Channels:** 24 channels, 9 categories  
**Announcement Frequency:** Daily

## DETAILS

Samsung's Discord server is dedicated to Web3, gaming, and all things Samsung.

They hold interactive workshops (events and activities) every Tuesday and Thursday to regularly engage their members, as well as consistently livestream events and utilize the metaverse platform Decentraland to integrate NFT wearables.

They offer product discounts and rewards in their robust, community-driven channels.



**NETFLIX**

**Total Members:** 32,671  
**Total Channels:** 35 channels, 9 categories, 9 forums  
**Announcement Frequency:** Daily

## DETAILS

Netflix's Discord server offers the latest news about upcoming series.

They provide "second-screen" community discussions where members can chat while watching content together.

They have an active "meet the team" channel and incentivize discussions with members through daily interactions such as games or events (ex: Question of the Day).



**VEEFRIENDS**

**Total Members:** 351,431  
**Total Channels:** 59 channels, 12 categories, 2 forums  
**Announcement Frequency:** Every other day

## DETAILS

The VeeFriend's Discord server spans across multiple VeeFriend collections and offers fans a unique opportunity to meet and communicate with founder Gary Vaynerchuk on a direct, personal level.

It proactively drives awareness of live events and other news through other social channels on a consistent basis.

It has helped facilitate Gary's collaboration on NFT projects with partners in order to build bridges and grow the community in a positive way.



## It's no longer a secret...

Discord can be a powerhouse for converting an audience into an active, engaged community that has the capability to evolve well into the future...right along with your brand. However, a successful server does require heavy community management / moderation, and there are valid security concerns certain brands might encounter. Setting and adhering to a strategic plan is vital to achieving success on the platform.

**Vayner3** is a team of Web3-native strategists, digital creators, and blockchain experts who are guiding the world's leading enterprises and intellectual property owners in the **next iteration of connected consumer behavior**.

## Discord is right in our wheelhouse.

If you're looking to leverage the platform's awesome community-building capabilities, Vayner3 would be delighted to help you achieve that goal.



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