



Community Driven Marketing Case Study Yes To Carrots



There are three components to building a [Community Driven Marketing](#) engine.

1. Identify your [Raving Fans](#)
2. Cultivate them
3. Activate them to help spread the word for you.

Over at the [Yes To Carrots Facebook Fan Page](#) (full disclosure: [my client](#)), we've grown the community by over 400% in 3 months through steps 1 and 2.

A while back, some of our top fans asked us for ways to help spread the word. One of the many ideas we came up with is both cost-effective and easy for [Raving Fans](#) to implement.

We offered them an application to "[Donate Your Status to Yes To Carrots.](#)"

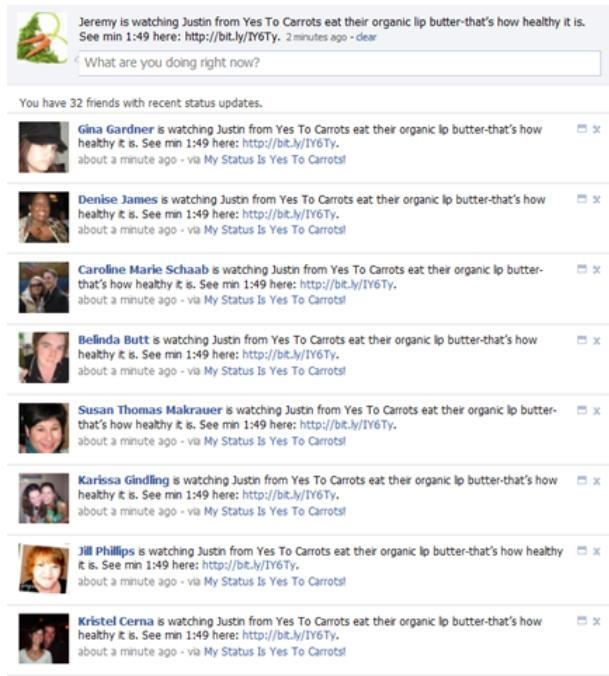
Receiving permission from our [Raving Fans](#) allows us to modify their Facebook status updates for them (no more than twice a month, we promised).

We had done a great job in part 1 and 2 of the CDM process. (Remember, you have to REALLY care about your community and the [Yes To Carrots](#) team does!)

Not surprisingly, a significant proportion of these fans said "Yes" (to Carrots and Yes to the donate your status application, that is.)

Here is what it looks like....





Not only is this exciting in its own right, but it reinforces the “special sauce” of [Community Driven Marketing](#)- *the unparalleled ability for the individual to communicate trusted messages to a personal network.*

And for the ROI mavens out there, think about the cost, reach, and scale of this activity.

- **Cost**-after it was built, [marginal cost](#) is zero.
- **Reach**- our fans average 290 friends each.
- **Scale**- as many fans are willing to do it.

And I’ll throw one more factor in there: **Credibility**.

It’s not 290 “impressions” of potential customers, it’s an endorsement given to an average of 290 friends at a time (yes, I know they may not all be online or see it, but you get the point.)

P.S. if you want to watch the video of Justin eating the organic lip butter, [here you go](#) (min 1:49).