Category

Strategy

Strategy for Customer-Led & Community-Driven Growth Playbook

Building genuine community-driven growth, distinct from marketing programs that borrow community language

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building growth strategy around genuine customer and community advocacy — distinguishing real community-driven growth from marketing programs that use community language without the underlying substance that makes it work.

Isn't a referral program the same as community-driven growth?

A referral program is one tactic, but community-driven growth is broader — building genuine value in customer-to-customer connection (shared learning, peer support, collective identity) that drives growth as a byproduct, not a formal incentive-based referral mechanism alone.

What kind of businesses is this suited to?

Works best where customers genuinely benefit from connecting with each other — shared learning curves, peer validation needs, or network value from other customers' presence — not every business has this natural community dynamic available to build on.

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