



20 Ways to Incorporate Clubhouse into Your Business & Marketing Strategy

By Jennifer Henczel

1. **Build Brand Awareness.** Regularly host calls to help others who are just starting out in the industry. Talk about topics you are passionate about. Share your brand story.
2. **Run Impromptu Focus Groups.** If you're thinking about creating a new product or service a focus group call can help you determine if your new idea is viable.
3. **Get Feedback.** Once you have a following, ask your audience for feedback on everything from your products or services to your sales funnel and ease of use of your website and systems.
4. **Connect with Customers.** Customers like to feel included and that their voices are heard. Host calls that give them the ability to not only learn about upcoming events but also to share their thoughts and concerns with you.



5. **Host Hiring Events.** What could be easier than to gather a group of potential employees to talk about what the job entails, expectations of the work, pay scale, answer questions and more.
6. **Host Weekly Team Meetings.** By keeping in touch with your team, you can quickly fix any issues that crop up and ensure everything is running smoothly. You can implement changes in policies and introduce new ways for your customer and affiliate support staff to promote your products and services.
7. **Share Company Announcements.** Whether it's a change in policy or the launch of a new product, customers always like to know what's going on. Use Clubhouse to keep them updated, get instant feedback, and build anticipation.
8. **Attract Investors or Partners.** When you present yourself and your business well and share information in an exciting way, it can grab the attention of other business owners as well as investors.
9. **Share Special Offers with Attendees.** Create custom offers for those who join your call. Share coupons, send them to a specific web address or have them contact you directly after the call ends.
10. **Follow and Interact with Industry Influencers.** This helps you keep up with emerging trends, news, and such. It also puts your name in front of these influencers each time you join their call and interact with them.
11. **Teach Something New.** While video is a wonderful way to learn, not all topics need that extra step. There are thousands of topics you can teach simply by talking with others.
12. **Build an Amazing Community of Listeners.** Remember that the most valuable part of your call is the community you build of like-minded listeners. If you can provide them a place to discuss topics between calls, you'll have added a second tier to your community.



13. **Build Authority.** The more you talk about a topic, the more people view you as being an expert. Be sure to not only host your own rooms but join in on others of a similar topic. When you mingle with industry leaders and perceived experts, you too are considered an expert by your audience.
14. **Generate Traffic to Your Offers.** Clubhouse can be a great traffic generator for the rest of your online real estate. You can send traffic from the call to your products and services.
15. **Build a Club of Sorts.** Build your Clubhouse around the audience you serve. Host weekly calls on topics that are of interest to your audience. Invite guest speakers to take the stage to talk about the topic.
16. **Develop Relationships with Listeners.** Your listeners will become your greatest fans. Once someone is a fan, you can build and develop the relationship even more profoundly if you listen to them too.
17. **Interview Influencers in your Niche/Industry.** As you network, note the people you'd like to interview or connect with. These movers and shakers will help boost your attendance and increase your authority standing, among other things.
18. **Host a Q&A Call.** Consider hosting a Q & A call for your customers and followers. This would be a wonderful way to get all their questions answered and for you to take notes on their concerns. You can also use this time and information to develop an extensive FAQ section for your website.
19. **Discuss Industry and Audience Related News.** Address breaking news topics that are affecting your listeners and industry. Brainstorm and share possible solutions and action plans to alleviate worries and highlight the positives.
20. **Connect with Media Outlets** – Build out your media campaigns by joining pitch rooms where reporters and journalists hang out.

