

5 tips to build an awesome community

To build a good web3 project also requires a solid community involved. Here are a few tips to build and grow a loyal community.

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It's all fun and games until you need a **strong community**.

To have an awesome idea and to execute it into the striving and constantly rising **Web3** is already a heavy duty.

But to do it without people, the very source of decentralization, it can be almost impossible.

So, if you want to make your vision for **web3** succeed, you need to stay sharp about the aspects that are going to help you build a solid and loyal community.

Starting with the main concept

Web3 is the moment when the internet leaves the hands of the mighty to become a world built by many.

While in the web1 the internet was only a mirror to what others projected and web2 a space of social network to participate in, the **web3 is even more decentralized**.

What changes now is that all users not only will be able to participate, but also to build whatever they want inside of it, have true ownership of their data and share with each other the power to make this system functional.

Basically, this describes the concept of **blockchain** and, per extension, the **web3** itself.

So, if we are making a product inside of this new shared and people-driven world, how can we build something that is going to last without the core asset of it all: the people?

That's why communities matter so much on web3. They are the most valuable asset inside any project. They can build you up, promote you, sell and advocate your project for you.



People are the core asset of a decentralized world (gif: giphy)

It's almost like the **web3**, a complete technological improvement in modern society, is reminding us of the importance of sticking together and relying on each other with a strong human purpose to survive and to thrive.

That being said, here are some quick tips to build an awesome **community** around your project, regardless of what it is.

1. Who are you and what do you want?

It may seem like a rude question but it's not.

In order to build any kind of group revolving around something you have to know what this 'something' is, right?

So try to answer those questions:

- ***What are you building? (An art platform, a marketplace, a product, a DeFi platform, etc)***
- ***What is your goal with this?***
- ***Who is your ideal community member?***
- ***What type of community are you trying to create?***
- ***What is your experience in the field and what motivated you to do this?***



To answer fundamental questions about your project is a kickstart to build a community (gif: giphy)

Once you have those questions figured out, put them on paper – this can be the start of your whitepaper.

2. It's the web3, but we still need web2 tools

We are not completely independent from web2 since it is inside the latter that we are still using the most.

Of course, with time, we will use **web3** social media like it's nothing, but for now, communities are growing stronger inside the regular social media platforms.

Some of the most used socials for web3 projects are:

- **Reddit**
- **Discord**
- **Twitter**



Social media is an important tool to grow communities (img: unsplash)

Those three platforms have a lot of **crypto and blockchain** enthusiasts that share their questions, their opinions and, yes, their communities amongst each other.

Of course, other socials also have a strong contribution for **web3** communities – and it will depend on your target audience – but to make your presence in the socials, regardless of which one, is extremely fundamental.

3. Provide true ownership & be transparent

For some, all this information above can be a little too much to display publicly. But not on web3.

You must remember that people will invest their time and – sometimes – their money in it. So, the more info you provide, the more trustworthy your project will seem to the community.

And even if your project does not work with tokens and other assets, or if it is a **DAO** focused on other purposes such as philanthropy and so on, try to make the **members** as involved as possible, providing cool exclusive contents, access to first-hand information, or any kind of benefits for those who are using and talking about it – in some way, they are working for the project's success just as you are, so it's good that they have some kind of exclusive insight.

4. Be original

This one is already embedded in the first topic but we have to go back to this so we can dive a little deeper.

Even though **web3** is still crawling, there are many projects being built inside of it – good ones and bad ones too.

The problem here is not so much the variety of cool ideas, it's more about separating the interesting and good potential ones from the others that can be just another copycat.

Therefore, try to be as original and as creative as you can be.

Bring fresh ideas and use that “early years” of web3 as an advantage for you to deploy something that has not been made yet.



Bored Ape Club is a cool example of originality in the NFTs world (gif: giphy)

Actually, if you are reading this until now, you have to understand that you already are ahead of the race when it comes to innovations that are going to change the technologic world.

So take advantage of it: be bold and don't be scared to try and fail. It's better to risk being original than to be known as "another one" in the crowd.

5. Start with your neighborhood (and with the world)!

Even though this is a tech world and you can pretty much do everything on your own, the affirmation "those who do not show up are not remembered" is pretty much true here.

Whether it is inside the "artificial squares" of the internet or at the physical ones of this big world, it is always good to talk to people, to understand what they are looking for and to share your ideas with them.

A good idea is to start with the people you know – friends, family, neighbors. People who you already feel comfortable talking to.

But then you can say “but my friends and family barely understand what this is!”.

Well, this is good! To explain concepts of the web3 and about your project to different levels of knowledge can be hardcore training for you to convince different people to participate in your project’s community.



Share your ideas with everyone who is willing to listen. They can be good training for you. (img: unsplash)

The more you talk about your project to others, the more you can adjust, adapt, transform and even convince yourself that your idea is worth people’s time, investment and loyalty.

KleverNFT has more tools for your community growth

Even though these are just 5 simple tips to build an awesome **community**, if you take every word to heart, the probability is that your project will, at least, start some new buzz inside the **web3** world.

The durability of this conversation, however, depends on your efforts to make good relationships and a creative and sustainable project.

Either way, the **KleverNFT** platform is here to embrace and empower good quality community projects that have the potential to build something good inside the **web3**.

Moreover, **KleverNFT** not only is a platform to host **NFT Drops** for web3 projects but also a good partner to grow your project even more with protocols such as the **Token Rewards** and the **Token Benefits**, where the whole community can benefit from the sales of the assets in the secondary market.

If you are interested in launching and dropping your project on our platform, you can submit your application by [clicking here](#) and our team will evaluate it and get in touch with you as soon as we can.