

[00:00:04.260] - Kriste

Hey, welcome to How It's Done, a podcast for curious marketers. I'm Kriste Goad, I'll be your host. I'm really glad you're here.

[00:00:16.060] - Kriste

Welcome to the How It's Done Spark Sessions. If you haven't watched one of these before, Spark Sessions are super short episodes, 10 minutes or less, where I tackle a hot topic or trend.

[00:00:25.570] - Kriste

Today's hot topic is the Clubhouse app. More specifically, what is Clubhouse and do you use it?

[00:00:31.540] - Kriste

If you're like me, you've probably heard or read the hype, but you haven't really tuned into it.

[00:00:35.200] - Kriste

Just one more thing, right?

[00:00:36.730] - Kriste

But marketing and PR are sort of my thing. So it's my job to stay in the know about the latest media channels.

[00:00:42.730] - Kriste

Clubhouse is the new new and very simply, it's a social audio app. It's based on live drop-in audio chat experiences that allow users to get together to talk about a particular topic without having to worry about their appearance. Pretty cool, right? This also means there are no posting like on more traditional social apps.

[00:01:03.340] - Kriste

There's no pictures, no videos, no feed posts, no stories, just live audio. So why is it so popular with no actual posts, including no likes or comments? Why do people actually like it?

[00:01:15.820] - Kriste

I would argue that's precisely why they like it. It's not like other social media apps. It's about connection and conversation rather than likes and followers.

[00:01:23.830] - Kriste

People also tend to gravitate toward exclusive. And when the app was first released about a year ago in a brilliant PR move, it's been invite-only since the very beginning.

[00:01:33.700] - Kriste

Which begs the next question. If it's invite only, how do I get invited?

[00:01:37.750] - Kriste

All you really have to do is post on your current social media accounts and ask if any of your followers have Clubhouse app invites to spare. You can also join Clubhouse invite groups on Facebook.

[00:01:48.310] - Kriste

Another easy workaround is to go to [Clubhouseguide.com](https://clubhouseguide.com). All you do is click an invite link, enter your phone number, download the app. Dunzo.

[00:01:57.010] - Kriste

And if none of those tickle your fancy, keep an eye out for our next podcast episode, where we'll also be offering Clubhouse invites from a real life Clubhouse moderator.

[00:02:07.060] - Kriste

OK, so you have an invite. The next question is, how do you actually use Clubhouse?

[00:02:12.460] - Kriste

In full transparency, this is the part I really struggled with, which is why I'm going to walk you through it and show you exactly what I'm doing on the screen.

[00:02:20.680] - Kriste

Step one: log in.

[00:02:22.870] - Kriste

Once you get an invite, you download the app, select, "have an invite" and enter your phone number. The app will send you a text with a code, and once you enter the code, you're in.

[00:02:33.100] - Kriste

Step two: find people or topics to follow.

[00:02:36.370] - Kriste

When you initially go through your setup process on the app, it will walk you through a few topics and people you can follow. If you later realize you need more people to follow, you can click the search icon in the top left corner. This will allow you to search for people and topics or clubs to follow.

[00:02:53.290] - Kriste

Step three: seeing upcoming rooms.

[00:02:56.740] - Kriste

Rooms are often scheduled so people have a chance to plan to join the room at a certain time. The calendar icon at the top of the screen will take you to a list of upcoming rooms. Once you find a room you're interested in, just click the bell icon next to the room title so you'll get a notification when it's about to open.

[00:03:14.740] - Kriste

Step four: joining a room.

[00:03:17.680] - Kriste

Once you get a notification about a room opening or if you see a room that's open in the moment, you can click on the room name and join the room in progress by clicking the large green button at the bottom of the screen.

[00:03:30.280] - Kriste

Step five: starting your own room.

[00:03:33.100] - Kriste

This one's actually pretty easy. Just click the green "start a room" button at the bottom of the screen on the home page. You'll be asked whether your room is open to everyone, only open to people you follow or closed, meaning invite only. You can then add a topic in the top right corner and click "let's go." Or, if you choose a closed room, click "choose people."

[00:03:56.560] - Kriste

If you'd like to schedule a room or an event, you can navigate back to the upcoming room section and click the calendar icon in the top right corner. This will walk you through adding an invite name, co-host or guest, date, time and description.

[00:04:11.680] - Kriste

OK, now that we've covered the very basics of Clubhouse, let's dive into six Clubhouse marketing tips to get you started.

[00:04:18.850] - Kriste

First tip: optimize your bio, titles and descriptions.

[00:04:22.930] - Kriste

I can't stress this enough. Everything is search engine, especially social media platforms. So make sure your bio, room names, event titles and descriptions are optimized with search terms your audience is using.

[00:04:35.260] - Kriste

If you're unsure how to do this, check out our very first session on this very topic.

[00:04:41.080] - Kriste

Tip two: join clubs that relate to your industry or potential clients.

[00:04:45.280] - Kriste

Being active in these clubs will help increase your follower count and visibility to that audience. For example, if you're in the healthcare industry, you could join the future of health care club. Yes, it's a thing.

[00:04:58.210] - Kriste

Tip three: create rooms based on topics that are important to your potential clients.

[00:05:02.500] - Kriste

Again, it's all about getting in front of the right audience and using terms or topics they're looking for.

[00:05:07.420] - Kriste

Another example, if you're in healthcare marketing, you could start a room titled "Using Social Media for Health Care Marketing."

[00:05:15.010] - Kriste

Treat rooms like live podcasts or networking sessions. That's tip number four.

[00:05:19.360] - Kriste

If you don't get on stage and talk, your follower count will not grow. So come to each room with something to talk about, something on your mind.

[00:05:27.700] - Kriste

Tip five: collaborate with others in your industry.

[00:05:30.640] - Kriste

Collaborating on a room with prominent members of your industry will help you both reach new audiences and grow your following.

[00:05:36.850] - Kriste

Marketing tip number six: cross-promote your Clubhouse rooms.

[00:05:40.720] - Kriste

Although you can't share content from Clubhouse, you can post about your upcoming Clubhouse events or rooms on your other social media accounts and channels. This is going to encourage your audience to join you on Clubhouse or ask you how they can join.

[00:05:54.010] - Kriste

Now that we've covered what Clubhouse is and how to use it. Keep an eye out for our next episode of How It's Done, featuring Clubhouse moderator Amy Mirlisena, who takes us much deeper into all things Clubhouse. Plus, she's pretty funny and super engaging.