

1:1 Connections Are Quietly Driving SaaS Success

Community-building and engagement doesn't
have to be about big numbers

Hi, I'm Peter 🙌

- G'day from Australia
- Husband, dad, runner, and 🍺
- Co-founder and Co-CEO Accoil Analytics
- Previously Atlassian, ThinkTilt, Big 4 consultant, other random businesses



Build your community. One connection at a time.

01

Customer intimacy
(ooh la la)

02

My problem with trad'l
community building

03

The One-to-One
solution

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Build a flywheel

05

A skeptic says 'what?'

06

Q&A

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**Start small.
Build deep.**



Who has time to be online
that much?



I don't have the energy for
constant engagement.



I like working alone;
I don't need a community.



There's too much noise—it's
hard to find the value.

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68%

**of branded communities say
that the community has helped
create new leads.**

66%

**of branded communities say
that the community has had an
impact on customer retention.**

55%

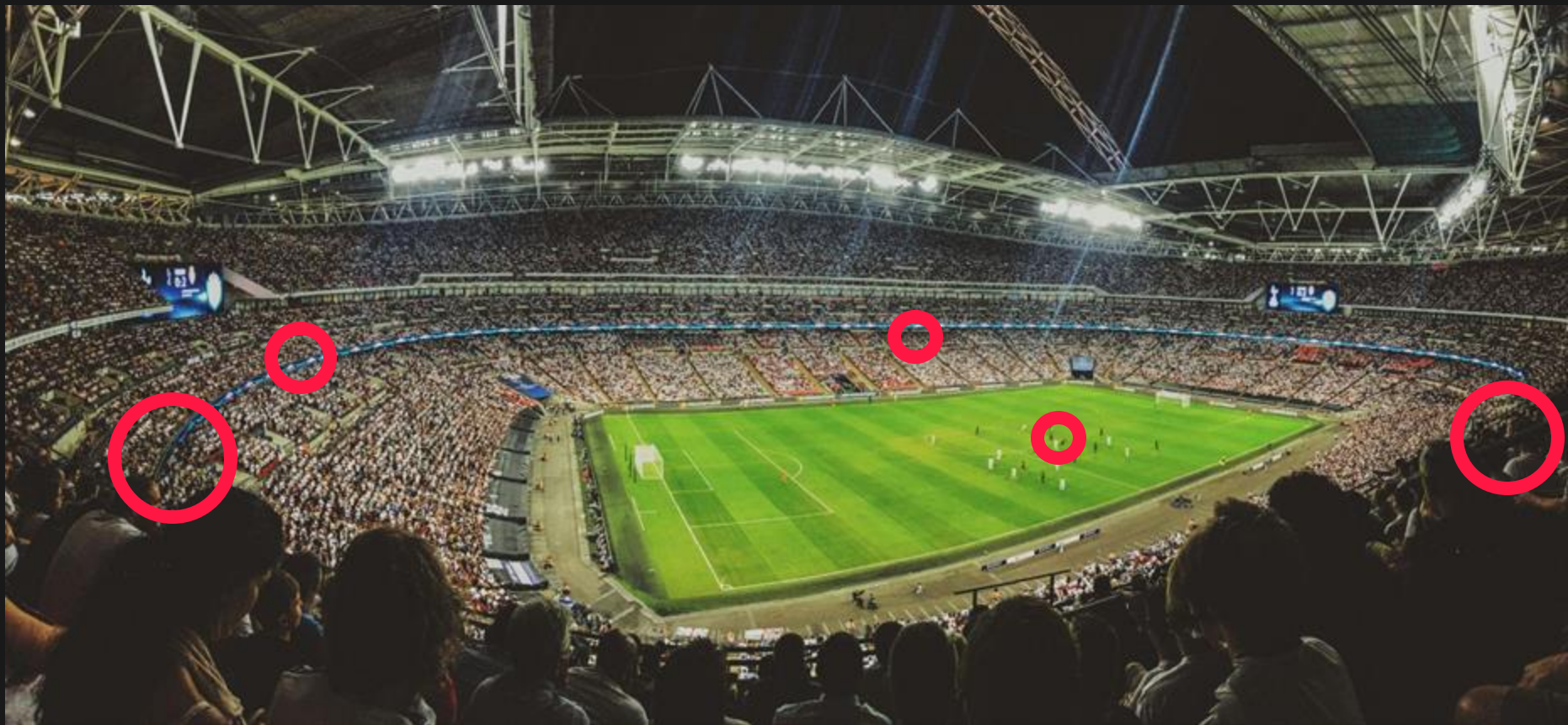
**of branded communities say that
the community has contributed
to an increase in sales.**



But who owns the community?









 **ATLASSIAN** Community

IN 2023

3.3M

members

5M

unique views
(every month!!!)

70k

new posts, questions,
articles (per year)



← **The people who post.**



The people who don't.



ATLASSIAN Community

My engagement score over time





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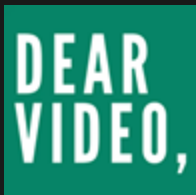
05

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1:1 community engagement at 4 companies



- 1:1 podcast interviews
- Took the back door 🚪



- ThinkTilt/ProForma
- Strategic 1:1 connections



- Marketplace Advisors
- 1:1 outreach to community.



- Broader B2B community
- Same ideas apply



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▲ ATlassian

team'24

See what the buzz is about

Catch up on the biggest moments from our
founders' keynote and more.

Watch highlights

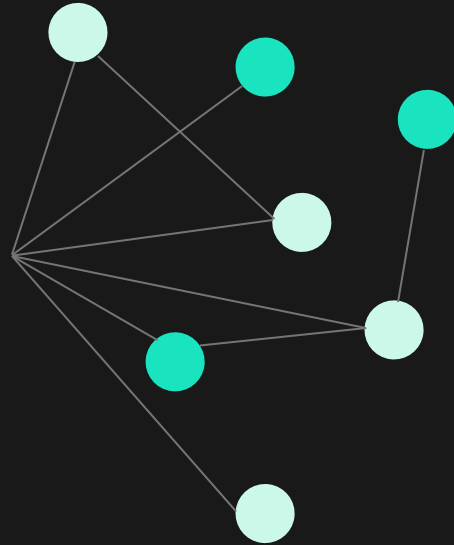
Watch full keynote





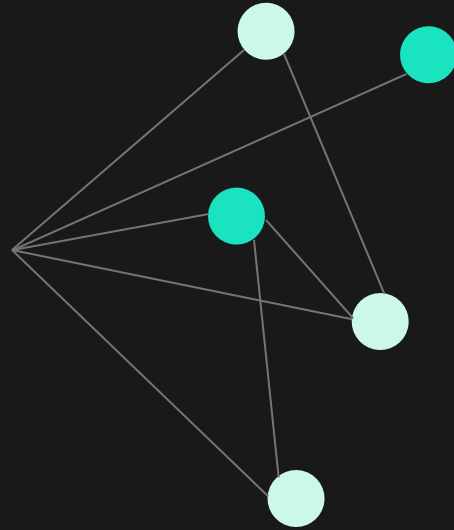


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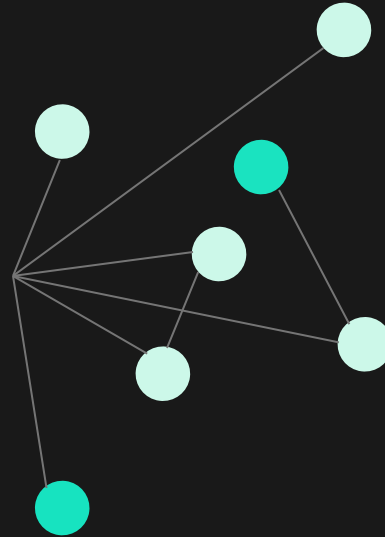
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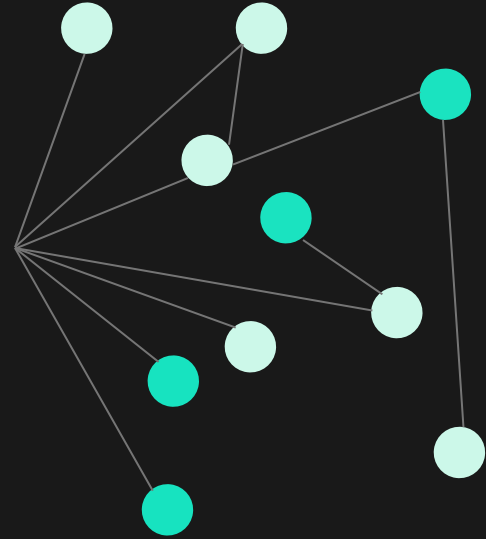
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Building your flywheel

1. Study the market (narrow your focus)

Get clear on who your best fit customer is today. It may be different from your long-term ideal. Use Confluence to document this.

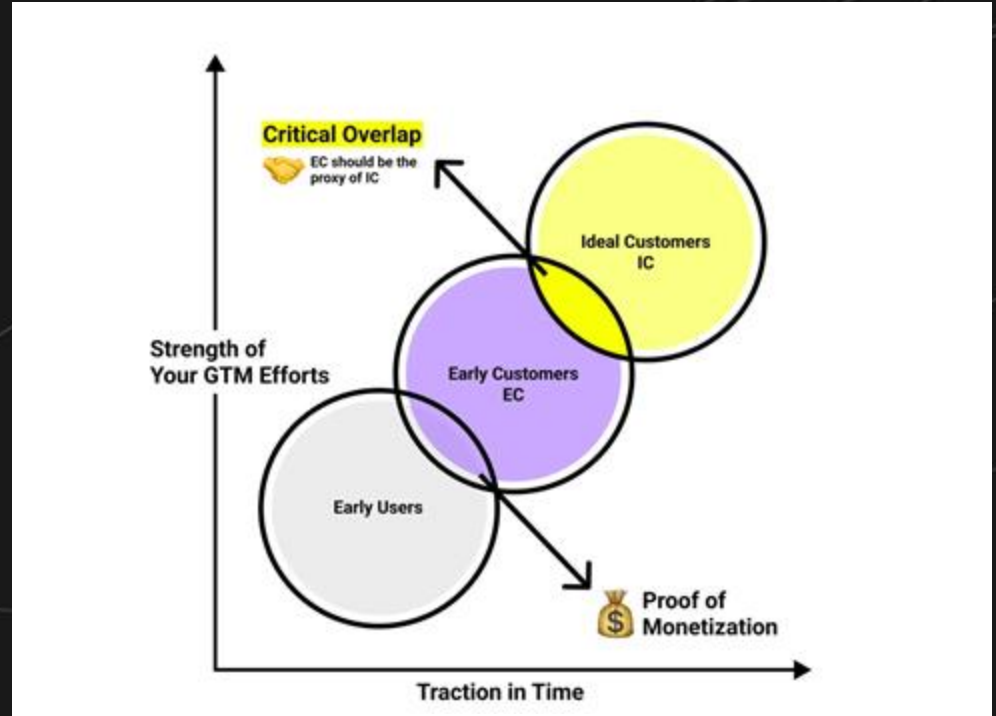


Image source: <https://gtmstrategist.substack.com/p/before-there-is-ideal-there-is-early>

Three places to start

01

Your email inbox

You're already engaging with people.

Look at your All Mail folder and find an old conversation to reignite.

02

LinkedIn

Challenge yourself to look outside your immediate network.

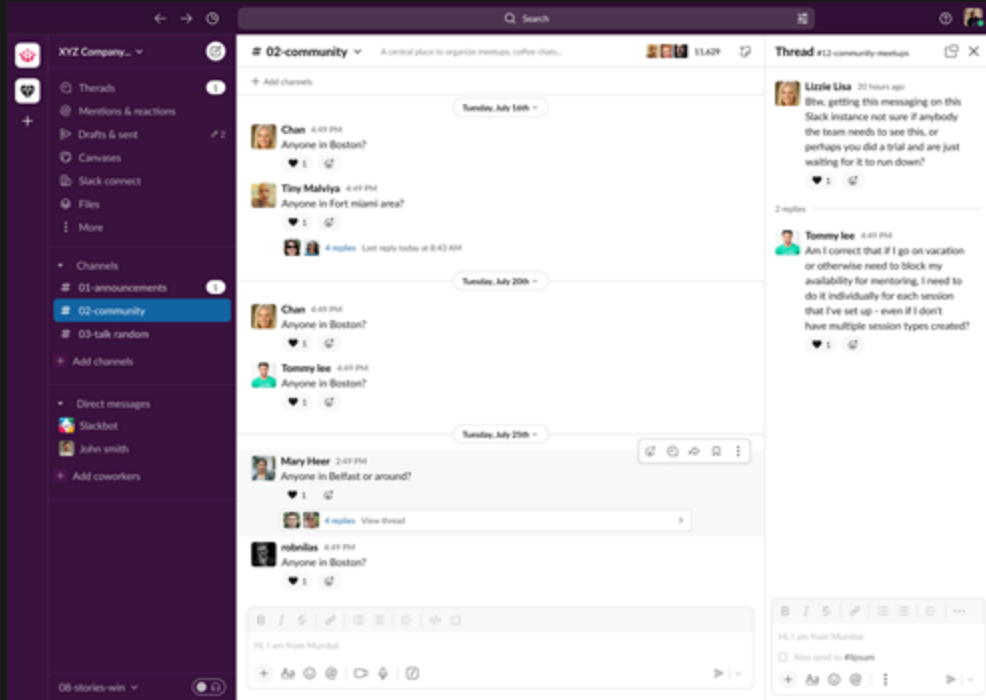
Find new people to say hi to.

03

Slack groups

Marketplace Clarity.

Don't go in with a pitch. Aim for connection.



Building your flywheel

2. Connect to learn

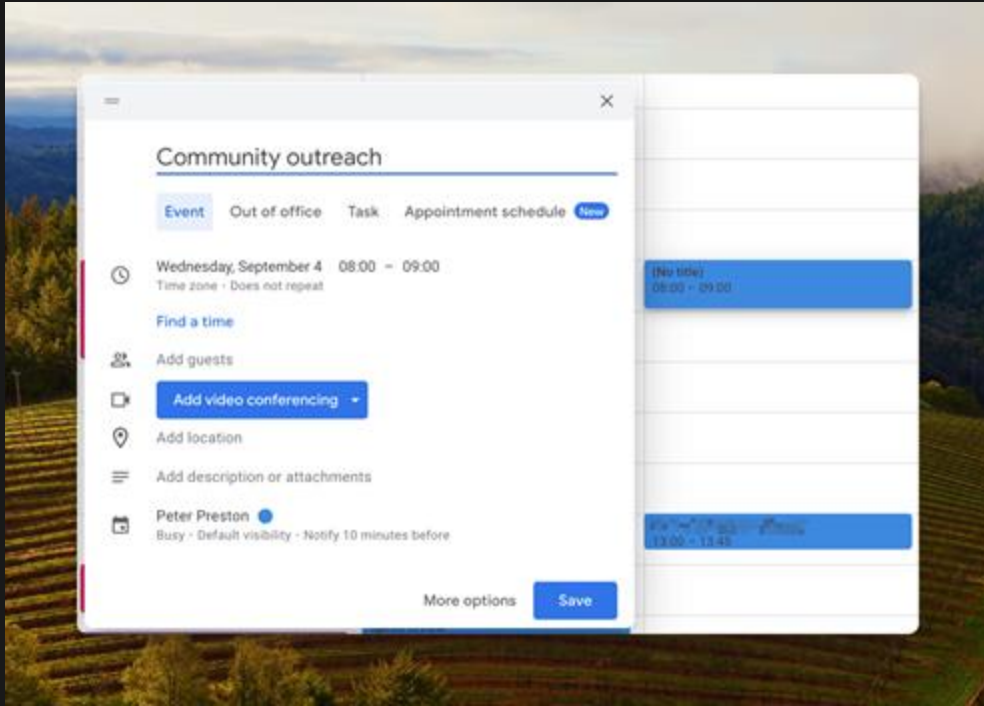
Use LinkedIn, Slack groups, and email to connect. Focus on learning. No selling (yet)

Building your flywheel

3. Ask questions. Offer unique insights.

Start with simple conversations. No selling. For AMA, it was about asking Marketplace Partners lots and lots of questions.





Building your flywheel

4. Do it over and over

Block time on your calendar for outreach. Even one note a week will work. But do it.



Who else should I talk to?

Building your flywheel



1. Study the market (narrow your focus)

Get clear on who your best fit customer is today. It may be different from your long-term ideal. Use Confluence to document this.

3. Bring the value

Start with simple conversations. No selling. For AMA, it was about asking Marketplace Partners lots lots of questions.

2. Connect to learn

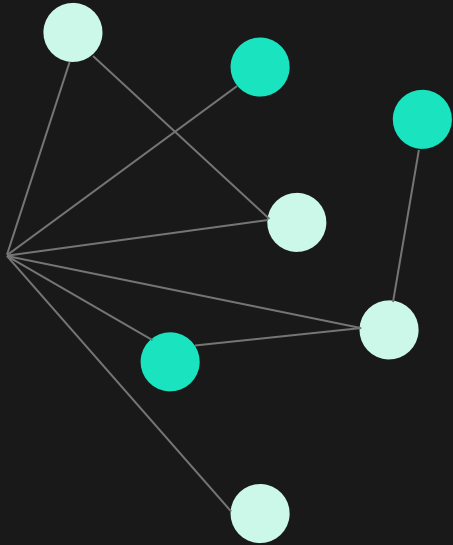
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Block time on your calendar for outreach. Even one note a week will work. But do it.

4.5 Don't forget to ask for recommendations.





Want to make it spin faster?



Hire a PA or VA

Dear Video was built on a PA doing the initial outreach

Scheduling tools

Calendly and similar tools make it easy to avoid overwhelm

Pick a day each week

Schedule connect calls on the same day each week

Ask for intros

When we lead with helpful conversations (not selling), this is easy

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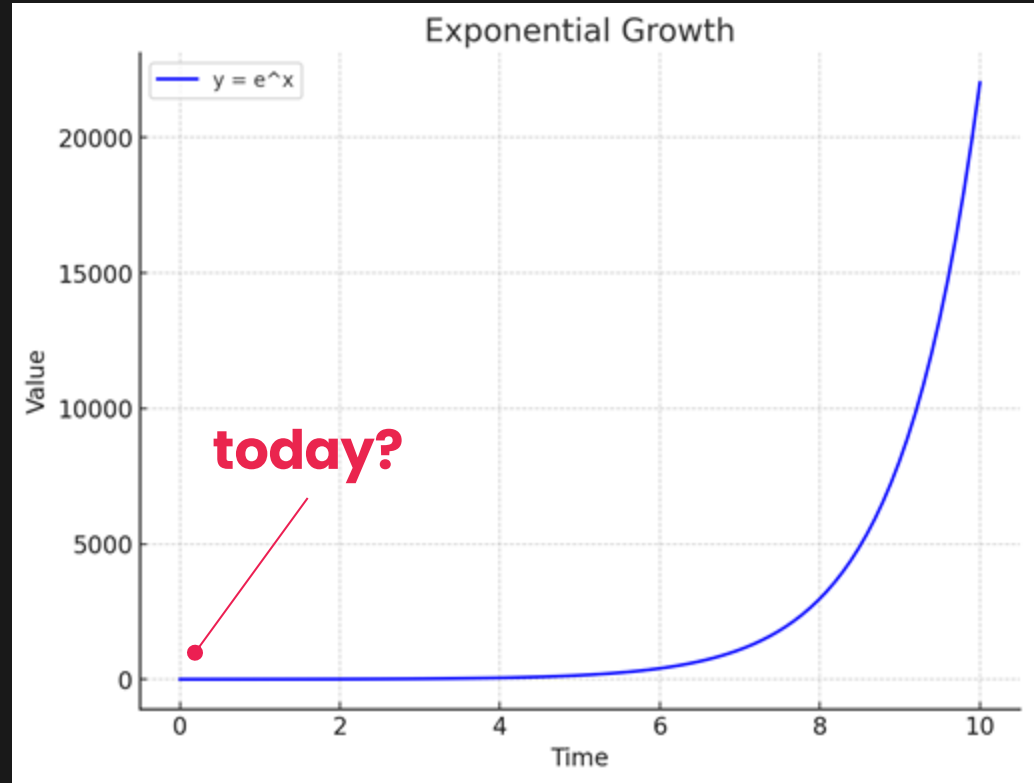
Q&A



**“It’s too slow.
We need
impact now!”**

- Flywheels work on momentum
- Momentum compounds
- You can do this in 5 minutes if you want
- Get your team on board for coverage
- Don’t underestimate what you can do in the next 12 months

**“It’s too slow.
We need
impact now!”**



Thank you



Your homework

- Scan QR
- Connect with me on LinkedIn
- Send me DM the 1:1 way

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