# Article information:

Community-Based Marketing: The Future of Business : Social Media Examiner
<https://www.socialmediaexaminer.com/community-based-marketing-the-future-of-business/>

# Article summary:

1. Traditional marketing is becoming less effective, and brands are turning to community-based marketing strategies to reach their customers.

2. Three major trends are driving the need for community-based marketing: traditional marketing doesn't work as well anymore, the internet is evolving, and people are lonely.

3. Community-based marketing involves building and managing communities to fulfill both brand and customer needs, creating strong emotional connections between them.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides a comprehensive overview of the benefits of community-based marketing strategies for businesses in today's digital age. It is written by two experienced professionals in the field, Mark Schaefer and Michael Stelzner, which adds credibility to its content. The article also provides evidence from research conducted by McKinsey to support its claims about the effectiveness of this type of strategy.

However, there are some potential biases in the article that should be noted. For example, it does not explore any potential risks associated with community-based marketing or provide any counterarguments against it. Additionally, it does not present both sides equally; instead, it focuses solely on the advantages of this approach without considering any potential drawbacks or alternative approaches that could be taken instead. Furthermore, there is a promotional element at the end of the article which may be seen as biased towards Social Media Examiner's conference event in San Diego.

In conclusion, while this article provides an informative overview of community-based marketing strategies and their benefits for businesses today, readers should be aware of its potential biases when assessing its trustworthiness and reliability.

# Topics for further research:

* Potential risks of community-based marketing
* Alternative approaches to community-based marketing
* Advantages and disadvantages of community-based marketing
* Pros and cons of community-based marketing
* Social media marketing strategies
* Benefits of digital marketing strategies

# Report location:

<https://www.fullpicture.app/item/962983e05dbbabf2814db5fa289efe91>