

# SETH GODIN ON WHY WE SHOULD BE BUILDING “TRIBES” ONLINE

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## Tribes

Seth Godin is widely accepted as one the other greatest minds in modern marketing.

His ideas on connecting with an audience, building trust, and providing value to people have been game-changing for online marketers.

Follow the link below to find a fantastic video about the importance of building a “tribe”.

A “tribe” is a group of people who follow everything you do, and desire to stay connected to you. They are “your people” and are vital to your online success.

View this video through the lens of **your** social media marketing plan. Who are you marketing towards? Who is your tribe? How can you find them?

Follow the link, and begin to build you tribe:

[https://www.ted.com/talks/seth\\_godin\\_on\\_the\\_tribes\\_we\\_lead?language=en#t-2681](https://www.ted.com/talks/seth_godin_on_the_tribes_we_lead?language=en#t-2681)

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