Tiparra

STRATEGY BRIEFING · SPORTS EDITION · AUGUST 2026

Reach Is Not Relationship.

Stop renting attention. Own your audience.

> **Social is the invite.**
> **The app is your clubhouse.**

CONTENTS

What's inside.

A practical guide for organisations that want more than attention. Built for sports clubs, events, venues, tourism bodies, universities, and any organisation whose future depends on a direct, measurable relationship with the people who care about it most.

01

The honest question every organisation should ask.

How many of our audience do we actually know?

Not followers. Not impressions. Not reach estimates from a platform we don't control.

How many people can we name, contact directly, understand, and prove to a partner that they exist and are engaged?

For most organisations, whether clubs, destinations, venues, events, or universities, the honest answer is uncomfortable. The bulk of "engagement" lives on rented platforms. Great content gets posted. The platform decides who sees it. The data stays with the platform. And when it's time to renew a sponsor, justify a budget, or measure the value of a season, the numbers are vague.

> **The content's fine. The control is the problem.**

02

Reach vs. relationship: the real distinction.

We've spent a decade being told reach is the metric that matters. Get the followers. Chase the views. Manufacture the viral moment.

But reach is a moment. Relationship is a memory.

Reach is a million strangers seeing you for three seconds. Relationship is one thousand people you can name, message, reward, and bring back next week, and the week after that.

THE NUMBERS MOST TEAMS QUIETLY KNOW BUT RARELY SURFACE

5.2%

ORGANIC REACH, 2026

About 1 in 20 followers sees any given Facebook post. Social Status 2026 benchmark: the mean of the 2026 monthly reach rates, organic reach divided by followers.

3 in 5

PUSH OPT-IN RATE

61% of app users say yes to push, across 10,000 apps and 800 billion messages (Batch, 2025). Permission to reach, granted directly — no algorithm redistributes it.

The rented number moves at the platform's discretion, which is the point: on the same benchmark, Instagram's reach rate roughly halved between late 2025 and 2026. And the audience itself was never the problem. One in 20 Australians holds an AFL club membership; about one in 20 followers sees a club's Facebook post. The fandom is enormous. The channel is the bottleneck.

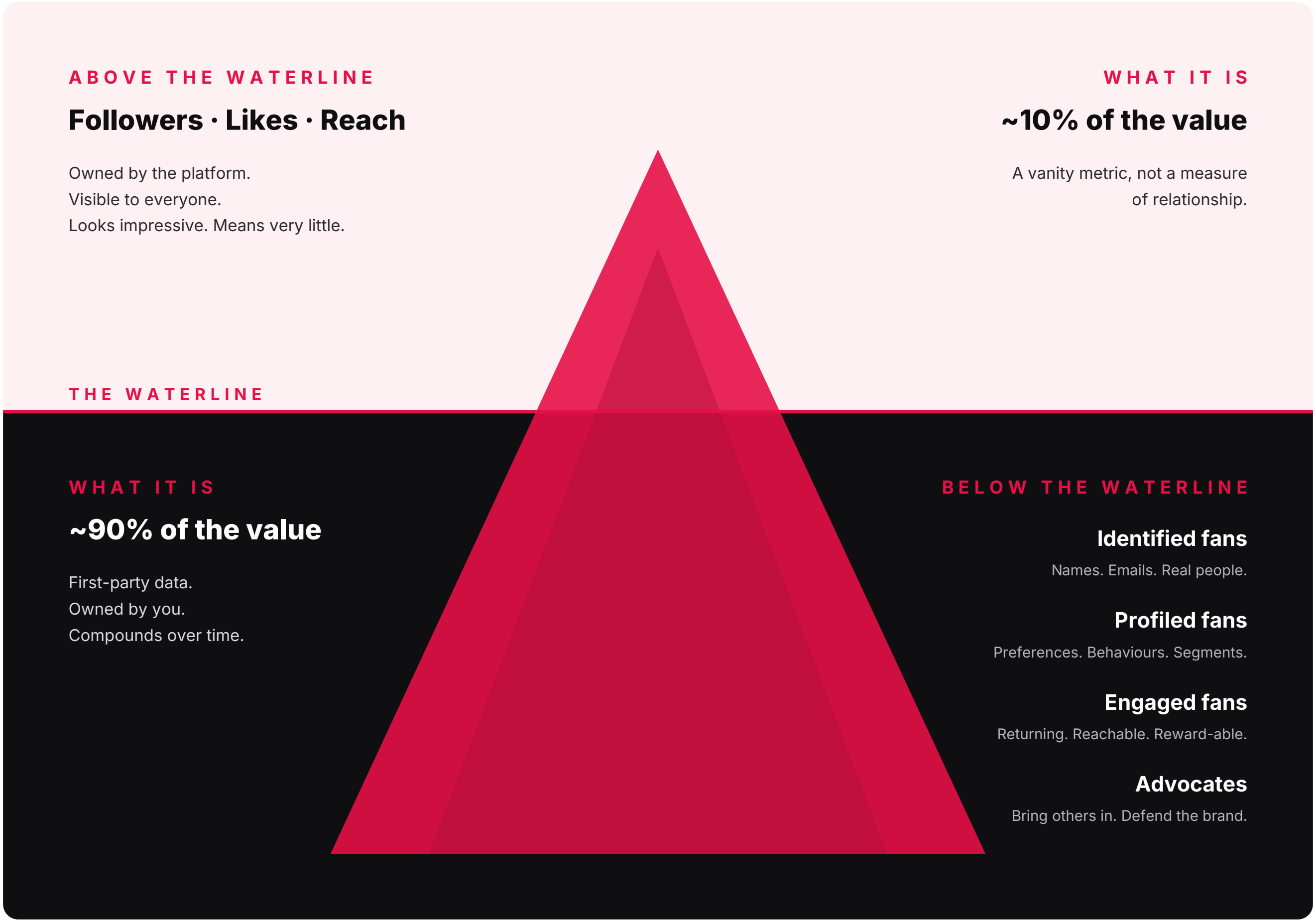
THE TWO QUESTIONS THAT CHANGE EVERYTHING

"How many people did we reach this week?" is interesting, but rented. "How many people did we deepen a relationship with this week?" is strategic, and yours.

> **Do you want your audience to know you exist, or do you want to know who your audience is?**

What the numbers actually represent.

The thing about followers, likes and reach is that they're the visible bit. They're easy to count, easy to put on a slide, easy to be impressed by. But they sit on top of something much larger that nobody on a public dashboard can see, and which is where almost all the value actually lives.



The job isn't to grow the bit above the waterline. The job is to convert as much of it as possible into the bit below.

Every section that follows is, in one way or another, about that conversion: the mechanics, the mindset, the conversations, and the proof. The clubs, destinations, events, venues and universities winning right now are the ones who've stopped reporting on the visible bit and started measuring the invisible one.

0 3

The rented land trap: why social is an away game.

Think of social media, whether Instagram, TikTok, X, Facebook or LinkedIn, as an away game. When you play away, you don't control the surface. You don't control the gates. You don't even control who sees the scoreboard. The algorithm is the referee, and the referee is biased. They want to keep users on their platform, not send them to yours.

And the referee can rewrite the rules mid-season. When Meta rebuilt the News Feed in January 2018, it told Pages outright that their reach would fall. One publisher, LittleThings, lost 75 per cent of its organic reach within weeks and shut down with a hundred people on staff. You've spent years building on rented land, and the landlord renovates whenever it suits them.

The home ground alternative

Your owned channel, your branded mobile app, is your home ground. You own the turf. You control the experience. You own the data. When someone enters your app, they aren't a "user" owned by a tech giant. They're your guest, in your space, on your terms.

PRO-TIP · THE HOME GROUND TEST

If a platform you don't own disappeared tomorrow, how much of your audience could you still reach? If the honest answer is "not many", you have a control problem, and it's solvable.

Why the referee is biased.

Only a fraction of your followers ever see your posts. To understand why, you have to understand how social platforms make money. It isn't by connecting you to your fans.

These platforms are advertising businesses. The large majority of their revenue comes from selling ads, not from you or your fans paying to use the service. That single fact explains almost everything about how they behave, and breaks down into three motives that all point the same way.

ATTENTION IS THE PRODUCT THEY SELL

Every extra minute a user spends scrolling is another slot of ad inventory to sell. So the feed is built to show whatever holds attention longest, not what you most need your audience to see. Your post competes for that slot against friends, celebrities, viral video and paid ads. Most weeks, you lose.

FREE REACH IS THE INVENTORY THEY SELL BACK TO YOU

If your post reached every follower for free, you would have no reason to pay for ads. The gap between the people who follow you and the people who actually see you is the space the platform sells as paid promotion. You built the audience. They charge you to reach it. This isn't an outside accusation; it's the product in writing. When Meta launched paid verification in 2023, the launch copy promised "increased visibility and reach" for subscribers, and X's premium tiers still sell escalating "reply prioritisation" by price.

SENDING FANS TO YOU WORKS AGAINST THEM

A link out to your app, your website or your email list is a user leaving the platform, the opposite of what the business needs. So outbound links tend to be shown to fewer people. The platform wants the relationship to live with it, because that relationship is the asset it monetises.

WHY THE REFEREE IS BIASED · THREE MOTIVES, ONE DIRECTION

01 THE MOTIVE	**Attention is the product they sell.** The feed shows whatever holds users longest, not what you need them to see. **YOUR COST Your post loses the slot most weeks.**
02 THE MOTIVE	**Free reach is inventory they sell back.** The gap between who follows you and who sees you is sold as paid promotion. **YOUR COST You built the audience, then pay to reach it.**
03 THE MOTIVE	**Sending fans to you works against them.** A link out is a user leaving, so outbound links tend to be shown to fewer people. **YOUR COST The relationship stays theirs, not yours.**

Three separate motives. Every one points the same way: keep the audience, and charge you to reach it.

03 · THE LINE THAT MOVED

The landlord's rules just changed by law.

Since December 2025, part of the rented audience hasn't just been throttled. In Australia, it has been closed by legislation.

From 10 December 2025, ten designated platforms, Facebook, Instagram, TikTok, Snapchat and YouTube among them, must take reasonable steps to keep Australians under 16 off, with penalties up to $49.5 million and a bill before parliament to double them. The regulator has moved from monitoring to enforcement, with five platforms under formal investigation by March 2026.

52% → 42%

UNDER-16 ACCOUNTS

eSafety's longitudinal evaluation of 4,000+ children and families measured account holding falling from 52.4% to 42.1% in the ban's first months — a significant drop, though most under-16s still encounter the platforms.

And Australia is not alone. France passed its own under-15 ban in July 2026. The United Kingdom has announced one for early 2027. New Zealand's bill entered parliament in late August 2026. Four jurisdictions have moved in five months, all in the same direction.

Think about what that means for a club. The junior fan, the junior player, and a growing share of every junior family's attention can no longer be reliably reached on the platforms most clubs treat as their main channel. The channels that remain open are the ones a club owns: its app, its email list, its website, game day itself. The obligations sit with the designated social platforms; a club's own app is not one of them.

> **The under-16 audience now lives only on channels you own.**

0 4

The Digital Clubhouse: where the relationship lives.

Every great club, every great destination, every great venue has a clubhouse: a place where people gather, where stories are told, where loyalty is recognised, where identity lives.

Your owned mobile experience is the digital version of that. Not a marketing channel. Not another posting platform. A place, your place, where your audience belongs.

> **Social is the invite. The app is your clubhouse.**

WHAT LIVES IN THE CLUBHOUSE

- Live updates, scores, schedules, line-ups: everything they need in the moment.
- Exclusive content they won't find anywhere else.
- Sponsor activations that are tapped and claimed, not just seen.
- Loyalty, points, rewards and recognition for the people who show up.
- Polls, predictions, check-ins, votes: interaction designed for engagement, not algorithms.
- A direct push channel that doesn't depend on anyone else's permission.

Inside the clubhouse, no algorithm filters your message. No competitor content sits next to yours. No third party owns the relationship. Every interaction is a signal you keep, a person you know better, a relationship that compounds over time.

05

The content multiplier: from disposable to durable.

The content team is exhausted. Four hours editing a behind-the-scenes piece. Posted to social. A few hundred likes. By tomorrow morning it's buried under cat videos and political rants.

That's disposable content. Burned for a single day's reach.

THE SAME WORK, ON YOUR OWN PLATFORM, BECOMES A CONTENT MULTIPLIER

On social, the video dies in 24 hours. In the clubhouse, the video lives in your library: searchable, categorised, surfaceable, and earning data every time someone watches it for the next three years.

Instead of working harder to feed the algorithm, your team works smarter, building an archive of value that compounds. Every poll, every clip, every offer adds to a knowledge base of who your audience is and what they care about.

PRO-TIP · THE GOLDEN RULE

If a piece of content is worth a social media post, it's worth a push notification. Don't just hope they see it in their feed. Invite them into the clubhouse to view it on your turf.

0 6

Meeting A vs. Meeting B.

Here's how the reach-vs-relationship distinction lands in the conversation that actually matters: a sponsor renewal, a board meeting, a council briefing, a funding review.

MEETING A: THE REACH REPORT

"We had a great month. Our Instagram reached 1 million people and we got 20,000 likes on our match-day graphics."

"That's great... but who are those people? Did they buy anything? Can I talk to them?"

"Uh... we don't know. But look at that big number."

MEETING B: THE RELATIONSHIP REPORT

"We had 5,000 active fans in the clubhouse this weekend. During the half-time activation, 450 people claimed the 2-for-1 offer. 38% are aged 18 to 34, and they've engaged with three other sponsor offers this season. Here's the segmented list of fans who opted in for follow-up."

"Where do I sign the renewal?"

> **Without an owned channel, sponsor value is a story. With one, sponsor value is a spreadsheet.**

This shift, from ego metrics to bank-account metrics, is what keeps the lights on. It's true whether you're a professional sports team, a regional tourism body, an events organisation, a venue, or a university student experience team.

5%

SPONSOR CONFIDENCE

Just 5% of brands say they're "very confident" their sponsorship portfolio addresses the right audience, assets and spend (WFA × Lumency 2023, 34 multinationals). Most still spend under 1% of budget measuring impact (2025 report).

Deloitte's 2025 sports industry outlook says fan data "may also be the primary thing brands want" from a sponsorship deal, and that the ability to measure partnership value could become a meaningful way for sports organisations to differentiate. Meeting B is where both live.

Two report cards. One conversation.

Same organisation. Same season. Two reports. The difference between them is not effort or content. It's the channel the engagement happened on, and whether the data came back to you afterwards.

MEETING A

The reach report

REACH

~1,000,000

estimated impressions

Who are they?	?
What did they do?	?
Can we contact them?	?
Did anyone convert?	?

SPONSOR RESPONSE

"Let me think about it..."

MEETING B

The relationship report

CLAIMED THE OFFER

450

identified, segmented fans

Aged 18 to 34	**38%**
Other offers engaged	**3 / season**
Opted in for follow-up	**312**
Within 5km of partner	**61%**

SPONSOR RESPONSE

"Where do I sign the renewal?"

Same season. Same effort. The difference is the channel, and whether the data came back to you.

The card on the left is what most clubs walk into a renewal meeting with. The card on the right is what their competitor will start walking in with.

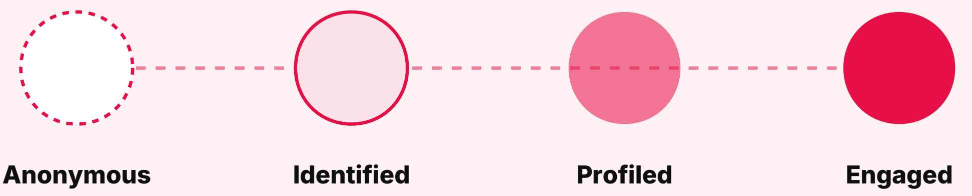
Note what's missing from Meeting A: every question the sponsor actually wants answered. Note what fills Meeting B: numbers small enough to defend and specific enough to act on. Sponsorship has always been about evidence. The new channel just changes who has it.

0 7

From follower to identified fan.

A follower is a stranger. An identified fan is a partner.

The job of every digital interaction should be to move someone from rented land into the clubhouse, and then, gently, deepen what you know about them. We call this **progressive profiling**.



Progressive profiling: each interaction moves a stranger one step closer to a known, reachable person.

THE FOUR LEVELS OF KNOWING YOUR AUDIENCE

1. **Anonymous.** They download the app, but you know nothing about them yet.
2. **Identified.** They vote in a poll, check in at a venue, or claim a reward. You now have a stable ID.
3. **Profiled.** They claim a sponsor discount, complete a trail, or favourite a category. You now know their preferences.
4. **Engaged.** They share their email, birthday, or postcode for an exclusive offer. You now have a direct line and a real person.

None of this happens on social media. On social, the platform keeps the data and sells it back to you in the form of boosted posts.

The professional codes have worked this out. The NRL counts more than 4 million registered NRL ID users, which it describes as the largest first-party data set of fans and participants in Australian sport (NRL.com, October 2025). New Zealand Rugby's NZR+ drew nearly 450,000 registered fans worldwide (StopPress, June 2026). And in August 2026 the NBL signed a multi-year fan engagement partnership promising commercial partners "audiences they can see and prove". The race to identify the fan is already on; the play works at every level of the game.

PRO-TIP · TRADE VALUE FOR VALUE

People will give you data when you give them something genuinely useful in return: early access, a real reward, useful utility, or a bit of recognition. The exchange has to feel fair. If it doesn't, don't ask.

0 8

The Reach Is Not Relationship scorecard.

Use this as a side-by-side reference when you're explaining why an owned channel matters, to staff, to a board, to a sponsor, to a partner.

Social media	Your Digital Clubhouse
The algorithm decides who sees your content	Every audience member with the app receives it
The platform owns the data	You own the data
You can only contact people via paid ads	Push notifications, any time, no fee per send
Sponsor value is estimated impressions	Exact taps, claims, dwell time and segments
Competitor content sits next to yours	Your environment. Your brand. No competitors.
Aggregate demographics only	Individual profiles, opt-in segments, real names
Loyalty mechanics are very limited	Points, tiers, rewards, check-ins built in
Reach is rented and revocable	Your audience relationship is yours, permanently
About 1 in 20 followers sees a given post	About 3 in 5 users say yes to push
No offline access	Cached content, offline-friendly experiences

0 9

What this looks like across your club.

The reach-versus-relationship problem is the same at every level of the game. What changes is the resourcing, the audience size, and the commercial pressure. The shape of the Digital Clubhouse shifts with it.

Level	Core pressure	Key mechanic	Key metric
Professional National · state league	Sponsor renewals, broadcast-adjacent value	Game-day activations, segmented sponsor reporting	Identified fans per home game, claims per activation
Semi-professional Regional · second tier	Small commercial team, big ambition	Polls, predictions, loyalty, matchday content	Repeat attendance, sponsor claim rate
Community Local · junior · grassroots	Volunteer-run, many channels, little time	One channel for updates, rosters, check-ins	Active members, families reached directly

Same underlying platform. Three very different clubs, depending on who's in the stands and who's running the back office. The mechanics scale down to a volunteer committee and up to a full commercial department without changing the core idea: own the relationship, don't rent it.

Professional clubs: the home ground in every pocket

At the top level, the pressure is commercial. Sponsors want proof, not impressions, and broadcast owns the biggest screen. The owned app is where the club controls the relationship that broadcast and social don't give back: live scores, exclusive content, polls, loyalty, and sponsor activations that are tapped and claimed rather than just seen. The board gets numbers it can actually put in a renewal deck.

- Game-day check-ins, polls and predictions that convert reach into identified fans
- Sponsor activations with measurable taps, claims and segments
- A direct push channel that lands without an algorithm deciding who sees it
- First-party data that turns sponsor value from a story into a spreadsheet

Semi-professional clubs: punching above the commercial weight

A semi-pro club usually has professional ambition and a fraction of the commercial team. The owned app closes that gap. It gives a small staff the same measurable channel a big club has, without the six-channel scramble. Matchday content, loyalty and sponsor activations live in one place, and every interaction is a data point the club keeps.

- Loyalty and rewards that turn casual followers into committed, repeat attenders
- Sponsor activations a small commercial team can run and report on
- Polls, predictions and matchday moments that build a habit, not just a spike
- A persistent audience the club can re-engage between seasons

Community clubs: one channel instead of six

At the grassroots level, the problem isn't ambition, it's time. The club is volunteer-run, the audience is families and members, and the updates are currently spread across a Facebook group, a WhatsApp chat, an email list, a website nobody updates, and a noticeboard. The owned app replaces that scramble with one channel the whole club can rely on.

- Rosters, fixtures, results and updates in one place, not six
- Check-ins and simple polls that make members feel part of it
- A direct line to families that doesn't depend on who saw the Facebook post
- Recognition and rewards that keep volunteers and members coming back

> **Whether it's a national side or a junior club, the shift is the same: stop renting the audience, start owning the relationship.**

The rest of this guide applies at every level. A professional club will lean on the sponsor and data sections. A community club will lean on the content multiplier and the Monday Morning Test. The mechanics are the same size as the club running them.

10

What every team can do this week.

You don't need to be "a digital person" to contribute. If you touch the audience in any way, you can move the needle from reach to relationship.

If you...	Do this	Why it matters
Create content	Ask: where does this live best? Use social as the hook; put the real value in the clubhouse.	Builds a content library that compounds in value over time.
Talk to sponsors	Include clubhouse activations in every conversation: taps, claims, segmented reporting.	Moves sponsor renewals from a story to a spreadsheet.
Run game-day, events or venue ops	Push check-ins, in-moment polls, and post-event content through the app.	Every interaction becomes a permanent data point you keep.
Look after members or community	Move loyalty, rewards and recognition into the clubhouse.	Turns casual followers into committed, identified fans.
Sit on the leadership team	Make "identified audience" a board-level KPI, alongside membership and revenue.	Forces the rest of the organisation to take it seriously.
Work in partnerships or BD	Lead with strategic intent: what outcome the partner is trying to achieve, not product.	Reframes the conversation around control, not features.

11

The Monday Morning Test.

This is the simplest discipline we know. Apply it to every piece of content, every campaign, every activation.

1. Can we host this in the clubhouse first? *(Owned channel first, social second.)*
2. How are we capturing data? *(A poll, a check-in, a click-through, a claim.)*
3. What's the clubhouse experience? *(What does the audience get here that they can't get anywhere else?)*

Next time you have a big moment, a signing announcement, a destination launch, a programme reveal, a major event, post the teaser to social to grab the reach. But put the substance, the exclusive interview, the poll, the offer, the unlock, inside the clubhouse.

> **The reach pulls them in. The clubhouse keeps them.**

Pro-tips: practical wins for the digital team.

STOP THE SCROLL, START THE CONVERSATION

Don't just post a result, post a teaser. "Who was your Player of the Match today? Cast your vote and unlock a signed jersey in the app." You've just converted reach into a relationship.

USE PUSH POWER SPARINGLY

A push notification is a direct line into someone's pocket. Don't waste it on routine news. Save it for big moments, exclusive offers and breaking news. Make people feel like insiders. Two great pushes a week beats six average ones.

MONETISE THE INTERACTION

Every poll, quiz, prediction and check-in is a sponsorship opportunity. Don't ask "who won?" Ask "the [Brand] Player of the Match." Don't run a check-in, run the [Brand] check-in challenge. Branded interaction is worth more than branded impressions.

BUILD IN SEASONS

Plan content and activations around your real cycles: pre-season, in-season, off-season; pre-event, event, post-event; semester one, breaks, semester two. Owned channels reward rhythm. Social rewards noise.

MAKE THE OFFER WORTH CLAIMING

If your sponsor activation is a 5% discount nobody wants, no platform on earth will save it. The clubhouse is the multiplier, not the magic. Bring real value into it and the metrics follow.

Common objections.

"OUR AUDIENCE WON'T DOWNLOAD AN APP."

Audiences download apps when there's a clear, ongoing reason: exclusive content, real rewards, useful utility (scores, schedules, maps, check-ins), recognition. Adoption is a function of value, not virality. The question isn't "will they download an app?" It's "have we given them a reason worth downloading for?"

"WE ALREADY HAVE EMAIL AND SOCIAL. ISN'T THAT ENOUGH?"

Email looks healthier than it is: the benchmark publishers report average opens of 31 to 40 per cent, and each warns that Apple's Mail Privacy Protection auto-opens mail and inflates the figure. Clicks, the honest number, run between roughly 1.7 and 3.3 per cent. Social reach is about 1 in 20 followers. Both have a role; neither delivers a guaranteed, segmented, identified channel into a known audience. The clubhouse sits alongside those tools and turns them into a loop, not a ceiling.

"WE DON'T HAVE THE RESOURCES TO RUN ANOTHER CHANNEL."

This is the fair objection, and it's why platforms like Tiparra exist. Owned channels used to mean expensive custom builds and dedicated dev teams. Modern, self-service platforms collapse that cost dramatically, so the question becomes capability, not capacity.

"OUR CONTENT TEAM IS ALREADY AT FULL CAPACITY."

The point of an owned channel isn't *more* content. It's better use of the content you already make. Repurpose, archive, surface, and reward the work you're already doing. The content multiplier in Section 05 is exactly this.

"OUR SPONSORS ARE HAPPY WITH LOGO PLACEMENT."

Some are. The forward-looking ones aren't. Sponsorship is rapidly moving from impressions to interactions, and the partners who can prove interaction will outbid the ones who can't. An owned channel is how you stay in front of that curve, not behind it.

The mindset shift.

Old thinking	New thinking
"Social reach equals fan engagement."	"Direct reach equals real engagement."
"More followers means more fans."	"Known fans means real relationships."
"The platform will show our content."	"We guarantee our message lands."
"We know our fans because they like our posts."	"We know our fans because we have their data."
"Sponsors should be happy with logo placement."	"Sponsors get measurable proof of value."
"We have a content problem."	"We had a control problem. We fixed it."
"Reach is the goal."	"Reach is the invite. Belonging is the goal."

Sources cited.

Every number in this document traces to a source that discloses what it measured. Caveats travel with the figures where they appear; the full list lives here.

REACH AND THE OWNED CHANNEL

Social Status, Facebook organic reach benchmark, 2026: 5.2% average organic reach rate, the mean of the January to July 2026 monthly rates, measured as organic reach divided by followers; the same benchmark shows Instagram's rate roughly halving between late 2025 and 2026. · Batch, 2025 Push Notification Benchmark: 61% average opt-in, measured across 10,000 apps and sites and 800 billion messages, July 2024 to July 2025. · AFL, all-time club membership record announcement, August 2025: 1,363,437 members, "one in 20 Australians a member of an AFL Club". · Meta, News Feed announcement, January 2018: Pages told organic reach would fall; Digiday reported publisher LittleThings, roughly 100 staff, shutting weeks later citing a 75% organic-reach loss. · Meta Verified launch marketing, 2023: "increased visibility and reach"; X premium tiers sell escalating reply prioritisation.

THE UNDER-16 LAWS

Online Safety Amendment (Social Media Minimum Age) Act 2024 (Cth): obligations commenced 10 December 2025 for ten designated platforms, penalties up to $49.5 million, with a bill before parliament to double the maximum and five platforms under formal investigation by March 2026 (eSafety Commissioner). · eSafety longitudinal evaluation, 2026: account holding among under-16s fell from 52.4% to 42.1% in the ban's first months, across 4,000+ children and families, with most under-16s still encountering the platforms. · France: under-15 ban passed July 2026. United Kingdom: ban announced for early 2027. · New Zealand: Social Media (Age-Restricted Users) Bill introduced 24 August 2026 (Beehive.govt.nz).

SPONSORSHIP AND THE CODES

WFA × Lumency, The Evolution of Sponsorship, 2023: 34 multinational companies, US$51.3 billion combined global advertising spend; 5% of brands "very confident" their sponsorship portfolio addresses the right audience, assets and spend; average spend on ROI measurement 1% or less of sponsorship budget. Their November 2025 report (41 brand owners, US$8.2 billion sponsorship spend) finds most respondents still under 1%. · Deloitte, 2025 Sports Industry Outlook, February 2025: fan data "may also be the primary thing brands want" in sponsorship deals. · NRL.com, October 2025: more than 4 million registered NRL ID users, described as the largest first-party datasets of fans and participants in Australian sport. · StopPress NZ, June 2026: NZR+ attracted nearly 450,000 registered fans globally. · Komo × NBL Group partnership announcement, 12 August 2026: multi-year, across NBL and WNBL, promising commercial partners "audiences they can see and prove".

EMAIL

Klaviyo, email marketing benchmarks, February 2026: 31% average campaign open rate, 1.69% average campaign click rate, with the stated caveat that Apple Mail Privacy Protection auto-opens inflate opens. Mailchimp (data to December 2023) and GetResponse (2023 sends) report opens of 35.63% and 39.64% and clicks of 2.62% and 3.25%, each carrying the same caveat.

Benchmarks are vendor-published with disclosed methods and samples; none is sport-specific, and Batch's sample is Europe-weighted. Where a figure could not be verified to this standard, it does not appear in this document.

Tiparra

Stop renting attention. Own your audience.

Tiparra is a white-label fan engagement platform, used by clubs and organisations from Super Rugby to community football across Australia and New Zealand. We help them stop renting attention and start owning the audience relationship.

> **Social is the invite. The app is your clubhouse.**

WHAT TO DO NEXT

Share it internally with your board, leadership, content and commercial teams. Use it as a conversation starter with sponsors and stakeholders. The Meeting A vs. Meeting B framing in Section 06 is built for exactly that. Apply the Monday Morning Test in Section 11 to your next campaign. When you are ready to talk about what a Digital Clubhouse looks like for your organisation, get in touch.

START THE CONVERSATION

tiparra.com

Your app. Your channel. Your rules.