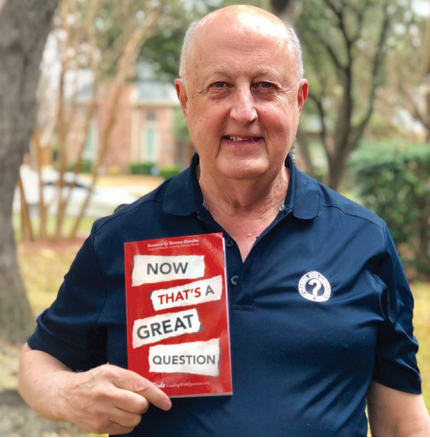


HOW BOB TIEDE GREW HIS ONLINE COMMUNITY THROUGH CONSISTENT VALUE



THE CLIENT: BOB TIEDE

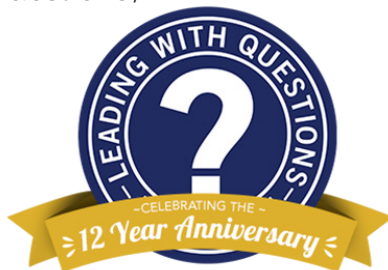
Cru U.S. Leadership Development Team Member

Co-author of *Leading With Questions: How Leaders Discover Powerful Answers by Knowing How and What to Ask, 3rd Edition*, and the author of 6 ebooks in multiple languages and formats.

Bob has worked with Cru for 53 years and currently serves on the U.S. Leadership Development Team. He is passionate about helping leaders shift their paradigm from the pressure of having to have all the right answers to simply having a few of the right questions.

Bob's blog, *Leading With Questions*, now in its 12th year, highlights the wisdom of leaders from around the globe. It includes leadership book recommendations and interviews with thought

leaders, authors, and pastors. Bob invites everyone to join the growing league of leaders who are shifting their focus from having all the answers to asking the right questions.



NUMBER OF BOOKS: **7**



YEARS WORKING WITH WEAVING INFLUENCE: **9**



Weaving Influence is the best choice when it comes to marketing. They're always coming up with new and innovative ways to expand my message, and they've helped me grow my online presence and expand my email list for over nine years."



**SOCIAL MEDIA
CONTENT MARKETING
BOOK LAUNCH SUPPORT**

THE RESULTS



13,000 Email Subscribers

With the support of Weaving Influence, Bob grew his email subscriber list from 2,300 to nearly 13,000. His emails have an average open rate of 40%.



30K+ LinkedIn Followers and 13K+ Facebook Followers

Through Weaving Influence's strategic and content creation support, Bob has achieved over 30,000 followers on LinkedIn and over 13,000 followers on Facebook.



16K Monthly Blog Visitors

The *Leading With Questions* blog receives an average of 16,000 visitors monthly.



HOW WE CREATED REACH

Working together, we built reach for Bob through the four commitments:



VALUE



CONSISTENCY



LONGEVITY



GENEROSITY

REACH = EXPANDING AUDIENCE + LASTING IMPACT

VALUE

Be consistent in generously sharing value with others.

- Bob curates content and insights from others and amplifies thought leaders by sharing inspiring voices in a curated way for his audiences. He puts the energy into compiling the most valuable and insightful guidance to simplify learning efforts for his audiences and build a community of learning and growth.
- He built his subscriber list by developing and launching six English ebooks and audiobooks centered around leading with questions. He also has dozens of translations (Spanish, French, Albanian, Chinese, Farsi, Polish, Portuguese, and Urdu) that have helped scale his impact on an international level. Weaving Influence helped design, produce, and launch all of Bob's ebooks.



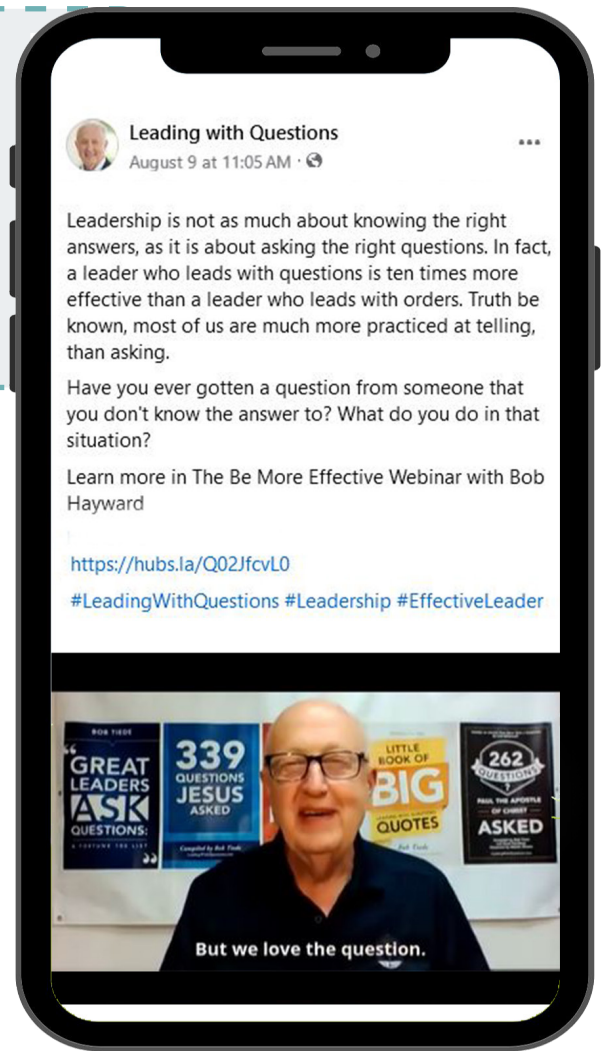
- Bob embraces the collaborative partnerships he's made over the years to amplify the impact of his message. Many of his ebooks include tips from other leaders, as do his blog posts.
- He engages with his audiences to share his content on their social media channels, in their newsletters, or through other channels to help expand the reach of the messaging and insights.



Before I started working with Weaving Influence, I was struggling to stay up to speed on all the latest social media trends. Working with them, though, has helped me create a consistent social media presence that reflects me and has grown my online community exponentially.”

- Weaving Influence has strategically boosted Bob's high-performing content on Facebook, expanding the reach of the valuable content and sharing his message with new audiences who would benefit from his guidance. We would then invite people to follow his Facebook page when they engaged with the boosted post to build up his following. >>>

- Bob employs the power and reach of webinars to promote this content, such as his *Leading With Questions* book with co-author Michael J. Marquardt. Webinars give Bob the opportunity to reach new audiences and share his content on a deeper level, and they also allow the attendees to ask questions!



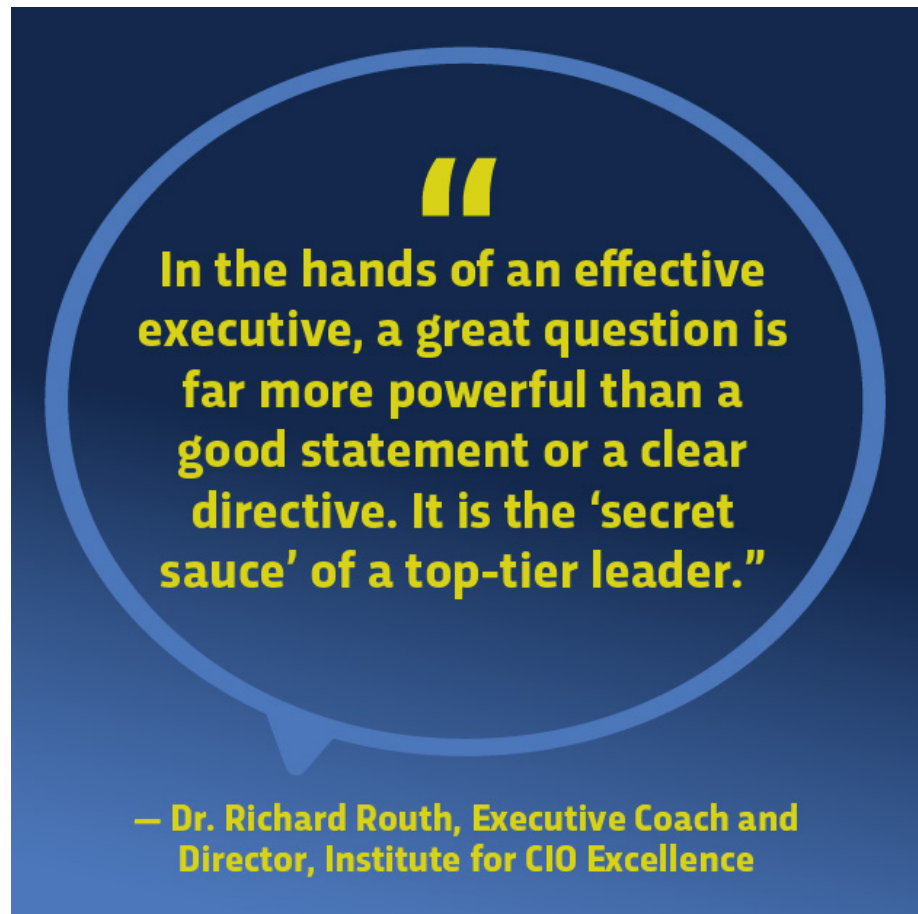
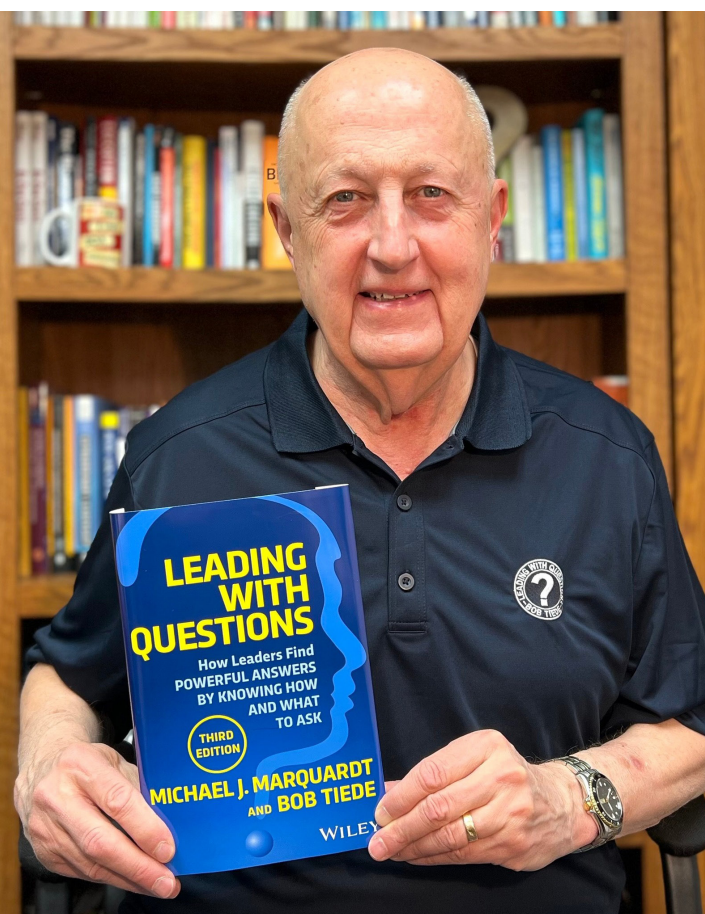
SOCIAL SHARING



PARTNERSHIPS



WEBINARS



LONGEVITY ∞

Keep showing up over the long haul.

- With the ongoing support of Weaving Influence, Bob has maintained a consistent social posting cadence on all major social media channels. He has prioritized his social channels for many years, helping create long-term relationships with his online community.
- Weaving Influence supports Bob by sending two emails per week promoting his new blog. Every week, Bob publishes two new blogs, showing up reliably for his audience and building long-term trust. In tandem with the emails for his new blogs, he also sends a monthly email to offer further guidance and thought leadership.

NEW BLOG

"20 Best Performance Review Questions To Ask Your Manager"

READ NOW



- Bob has been working daily for 12 years to build and sustain online relationships. The key is to continue showing up for your audiences, and Weaving Influence has been able to supplement those efforts through email marketing and social media.
- Bob asks his followers to share photos of themselves with his books, which he then shares on his social media channels. For the launch team of his book *Leading With Questions*, he designed a collage with the photos and promoted the number of launch team members he has. The last count was more than 800!

Bob keeps showing up through:



SOCIAL POSTS



WEEKLY EMAILS



BLOG ARTICLES



ONLINE RELATIONSHIPS



AUDIENCE ENGAGEMENT



CONSISTENCY

Be dependable in your ongoing online presence.

- Bob nurtures his subscriber list by sending out a newsletter each month, created by the Weaving Influence team. The content is centered around Bob's theme of a few simple questions can change the way you lead. He believes heavily in the power of questions for personal and professional development and wants to share that guidance.
- By consistently creating and releasing new ebooks, Bob's audience is always eager to continue learning.



Do you **love learning** from the **wisdom of others**?

Do great **quotes** inspire you?

[DOWNLOAD NOW](#)

LITTLE BOOK OF **BIG** QUOTES
LEARNED WITH CLASSIC QUOTES
Bob Tiede

- Weaving Influence has helped Bob show up consistently on social media through his presence on LinkedIn, Facebook, Instagram, and X, where he offers daily advice on how to lead with questions.
- Bob connects with influential thought leaders to promote this message to new audiences. He regularly participates in podcasts to engage new audiences and be a well-known, trustworthy presence.

GENEROSITY ♥

Ensure that the value you create is accessible to others. Give away as much as you can.

- All of Bob's ebooks and resources are completely free and openly available. He's committed to supporting skill development and learning for anyone interested in engaging with his content. He believes in what he is sharing and wants to spread the messaging and wisdom as much as he can.
- On an international level, Bob has helped sponsor free printed and audio versions of his ebooks to numerous countries and his deep devotion to generosity has built a very strong connection to his network.
- Bob created launch teams for his book releases by engaging with his existing network. In exchange for participating in the promotion of the ebook, they would get a free, signed copy of the book. Participating in the launch team was the only way to get a print copy, so this was a generous value-add for those who supported his launch. He also continues to nurture his list growth post-launch, continually adding new participants who commit to taking action in exchange for a free book.



HOW CAN WEAVING INFLUENCE GROW YOUR ONLINE COMMUNITY?

Do you need support growing your online community?
We'd love to help your message reach wider audiences by creating value, consistency, longevity, and generosity.

Email Becky Robinson, founder and CEO, at becky@weavinginfluence.com to start the conversation.

