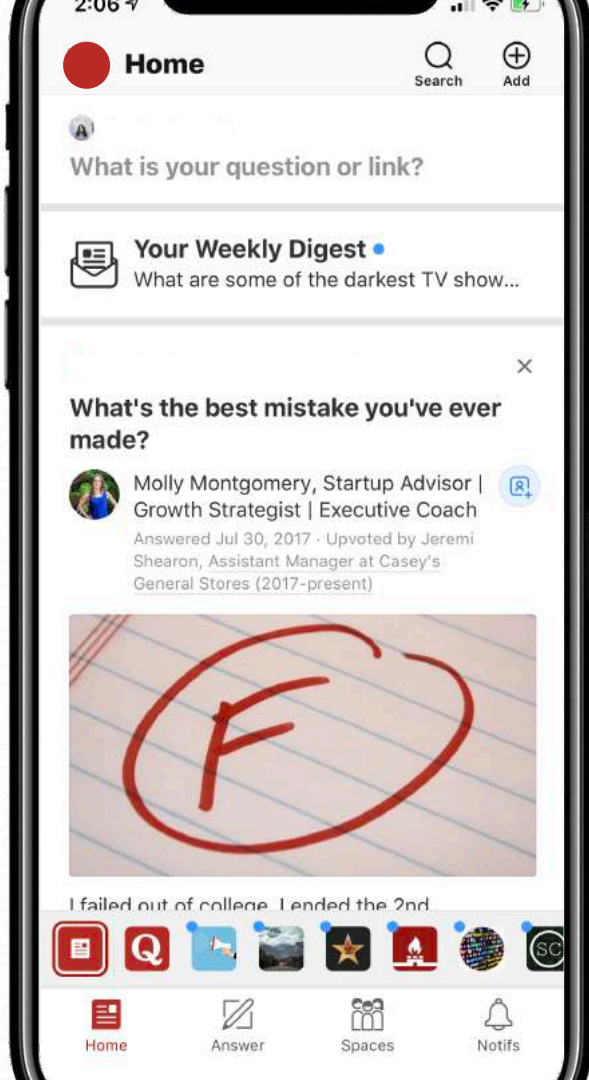


Quora for Business





Overview

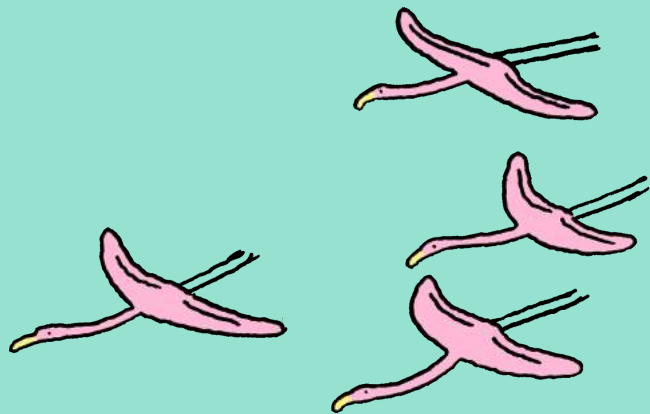
What is Quora? And why do people come here?

Listen, Learn, Launch

Q&A



What is Quora?

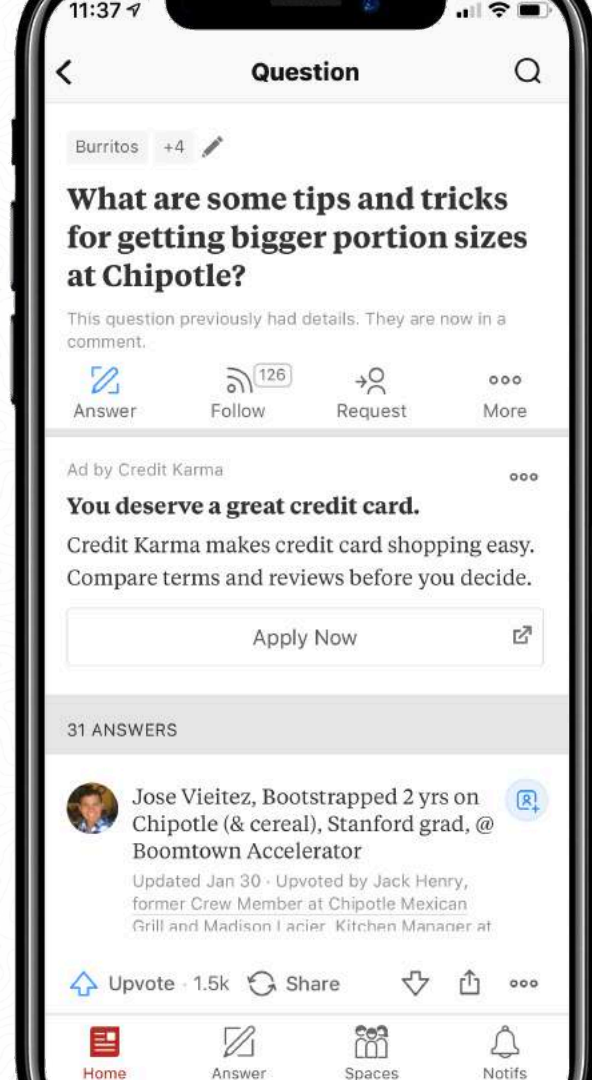


And why do people come here?

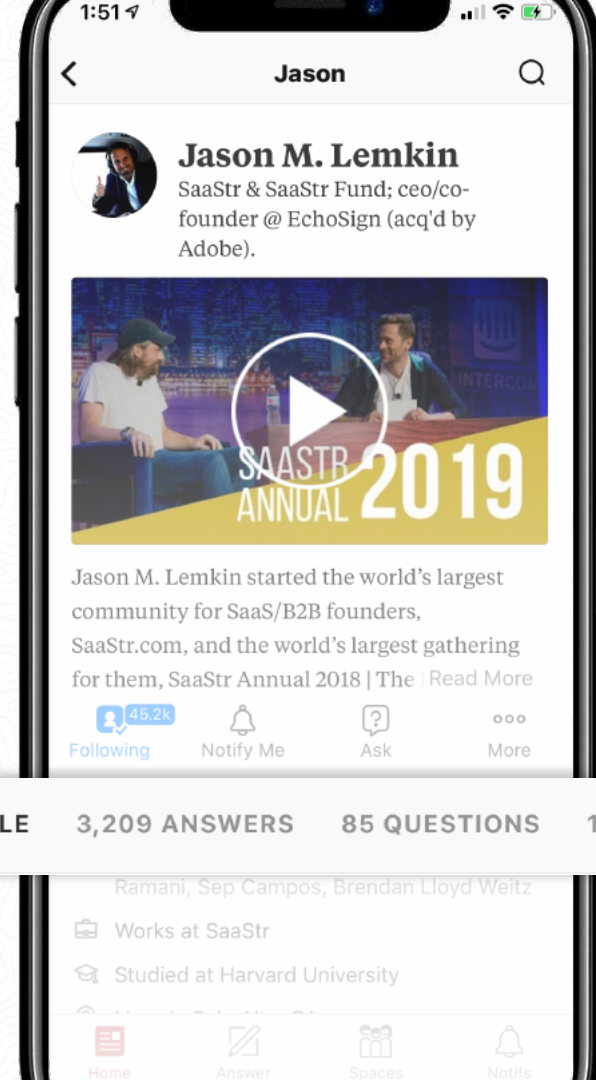


A place to share knowledge and
better understand the world.

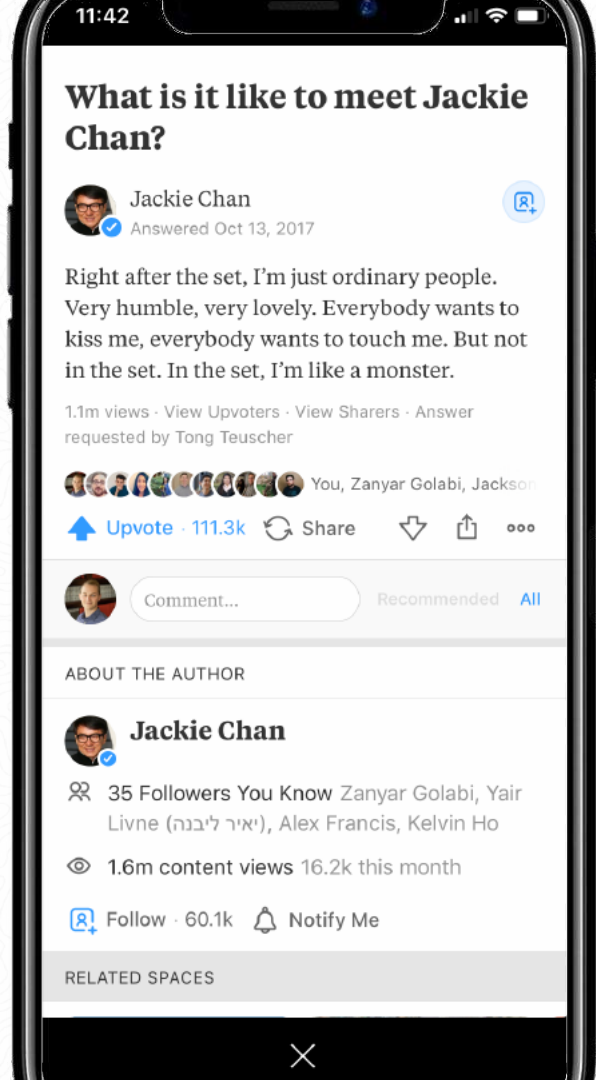
To learn about the world



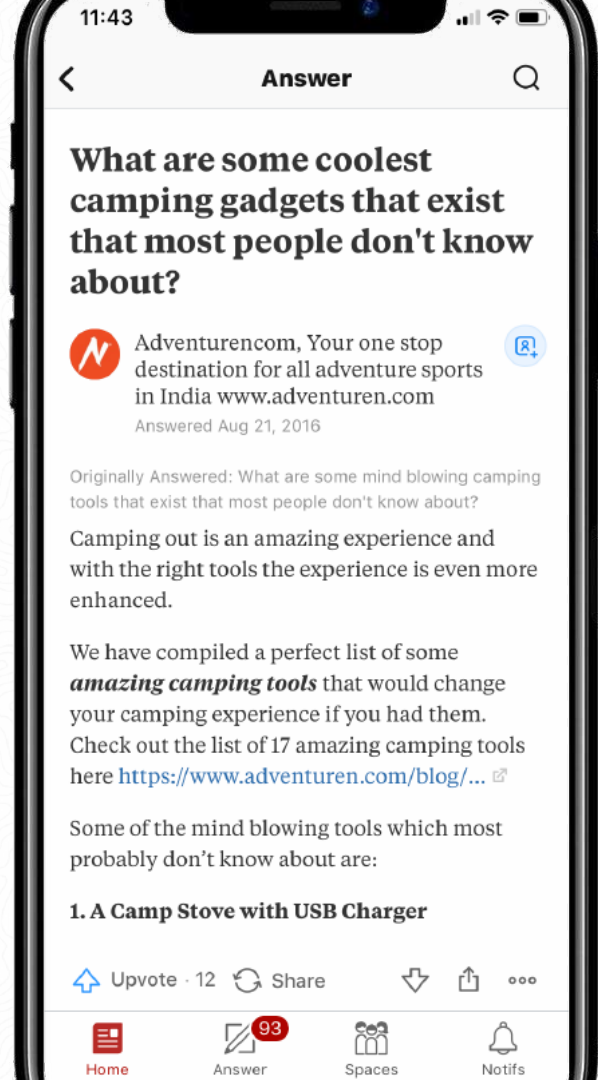
To share graciously



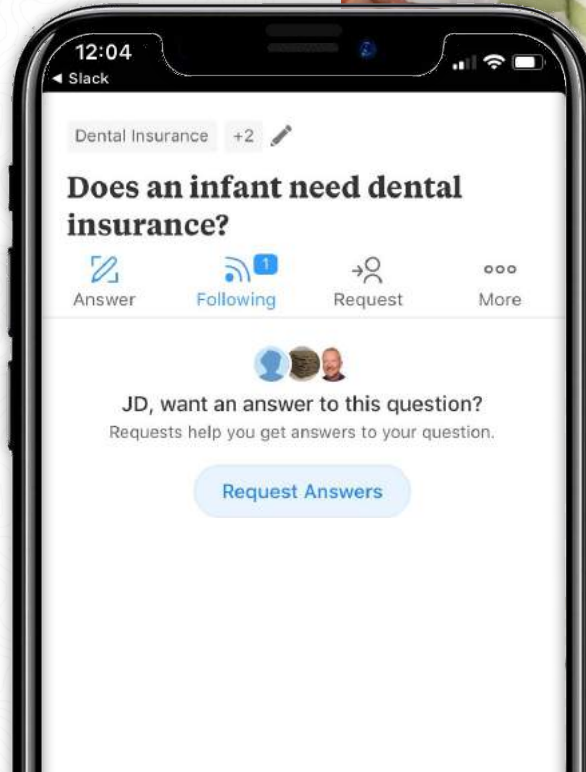
To be surprised



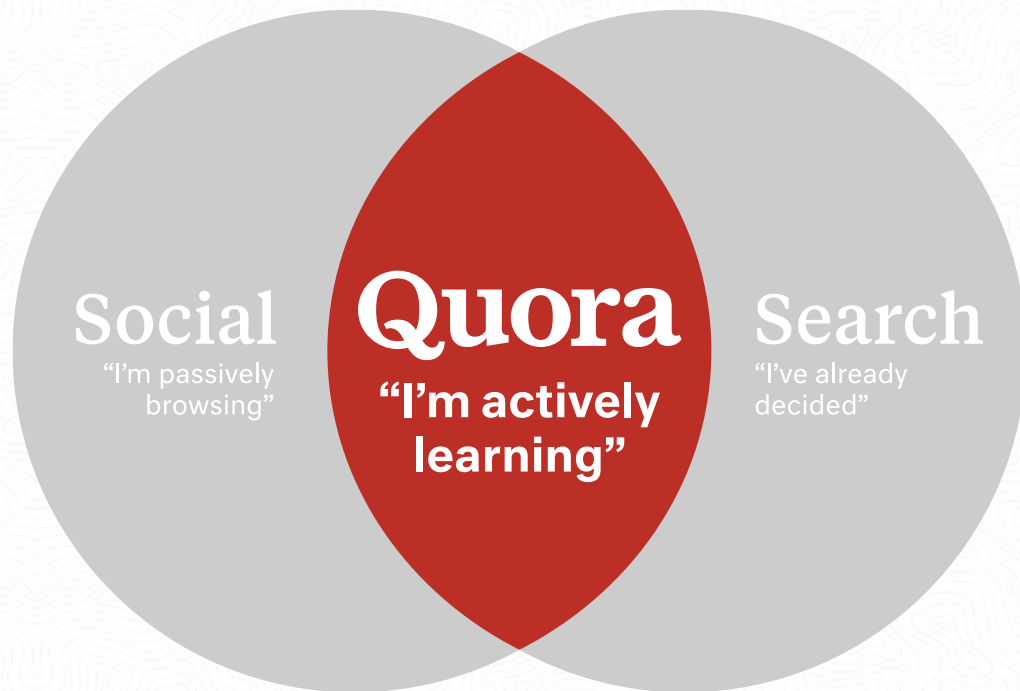
To conduct research



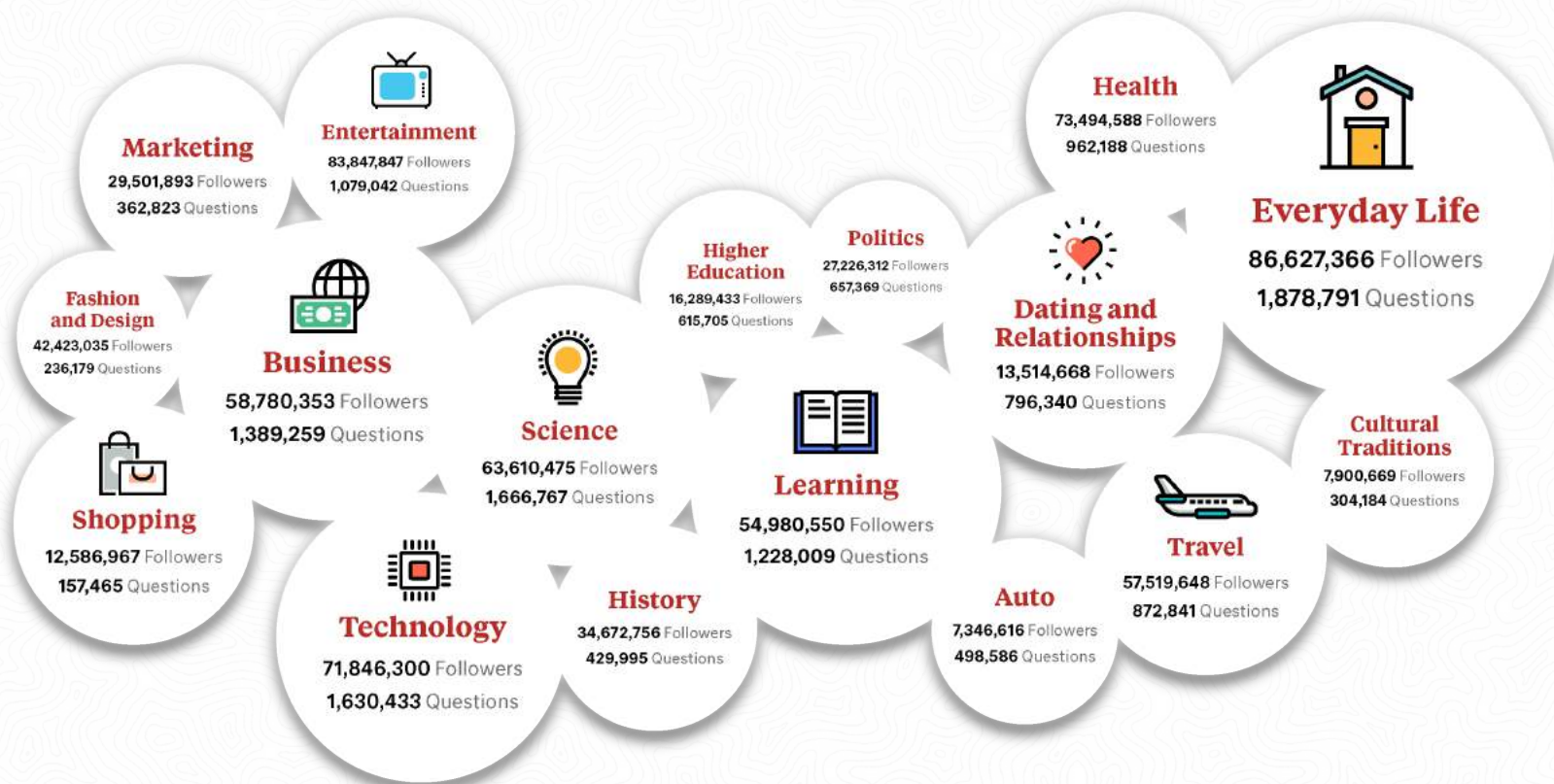
To be better



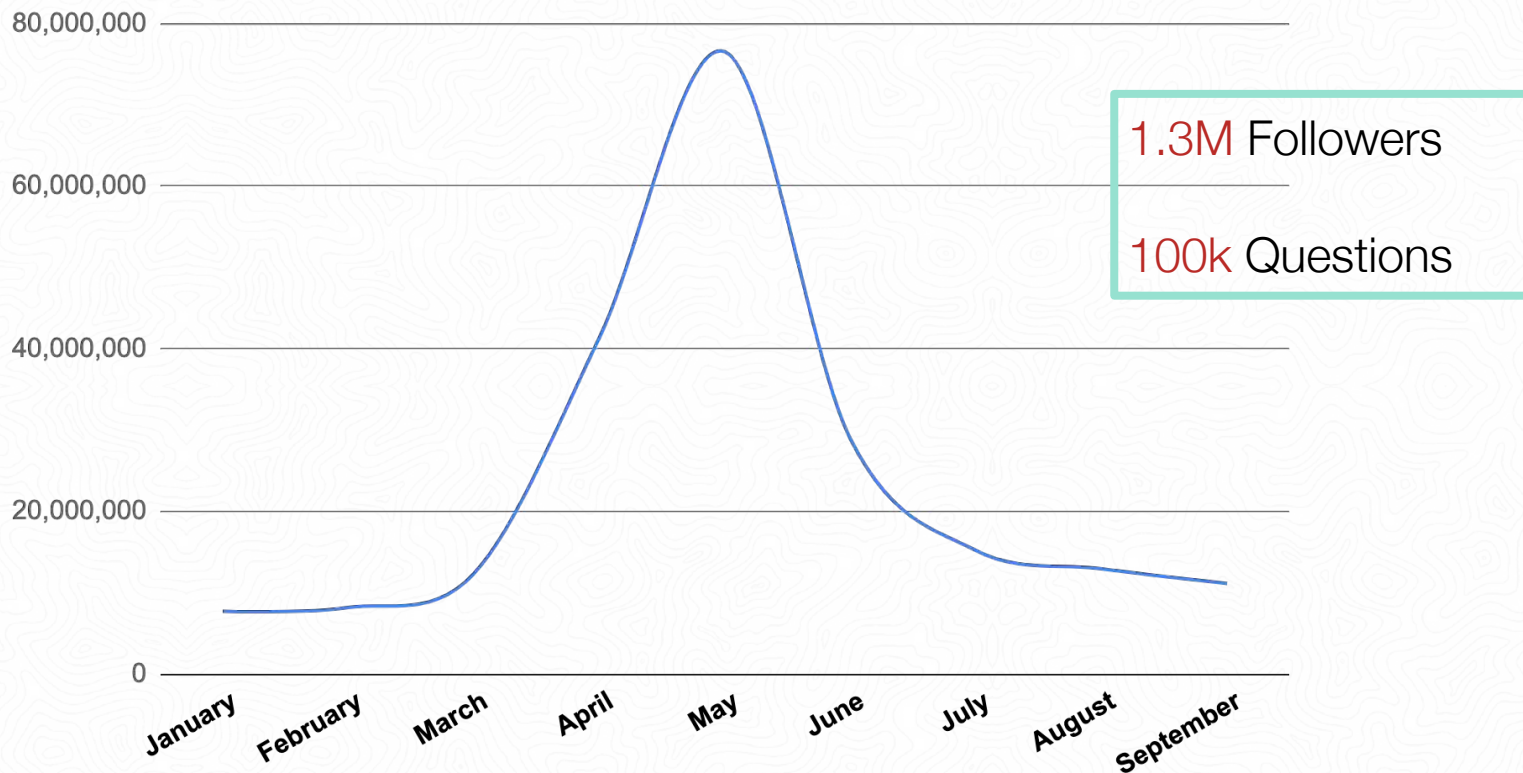
Reach people at key decision moments



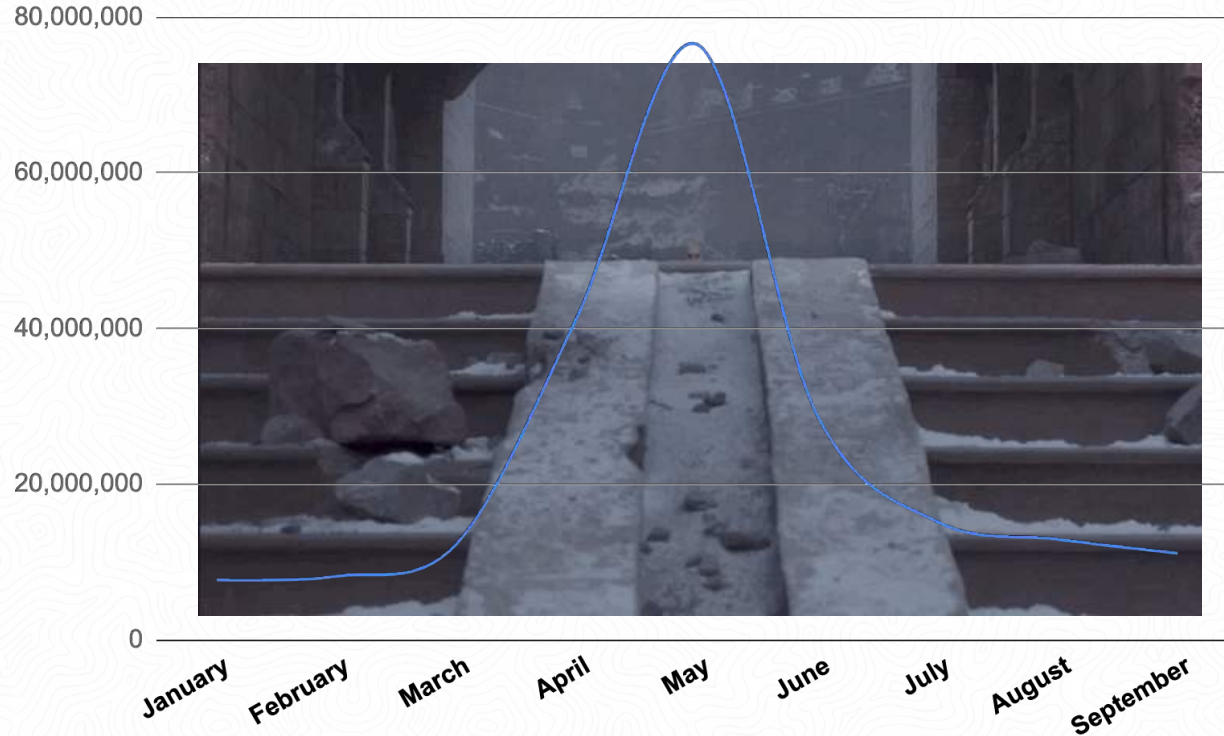
People are actively engaged across a variety of Topics



Any guess on this trendy TV show?

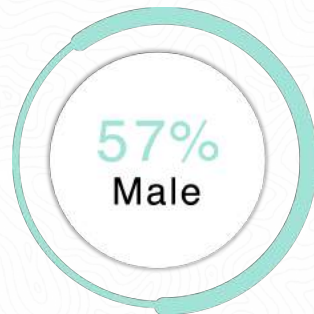
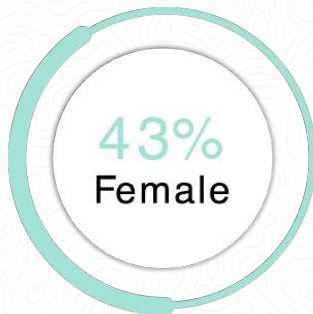


Game of Thrones fans flocked to Quora to discuss the latest episodes



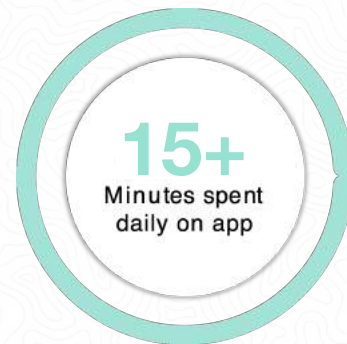
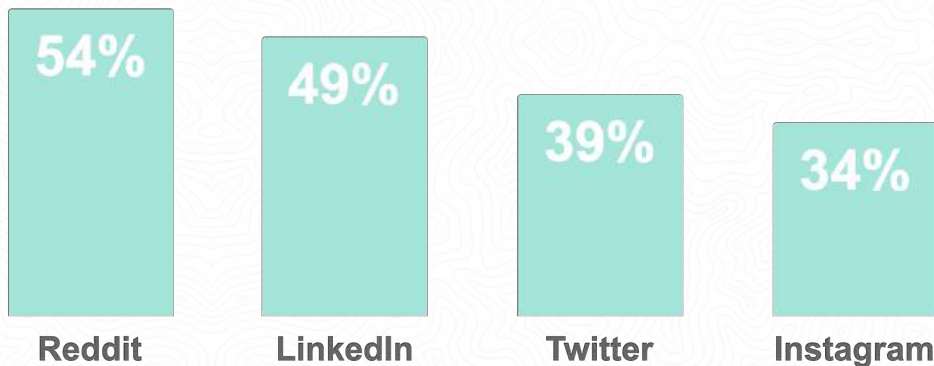
Quora's rapid growth

300+
million monthly
active unique
visitors come to
Quora

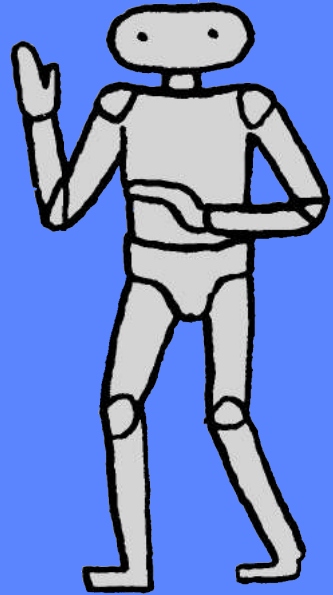


Reach a net new audience

Unduplicated US Reach



Listen.
Learn.
Launch.



**Too many
people try to
cannonball
into the Quora
community**





Listen

Listen

1. What are people saying?
2. What types of questions are they asking?
3. Who are the top writers in my topic areas?

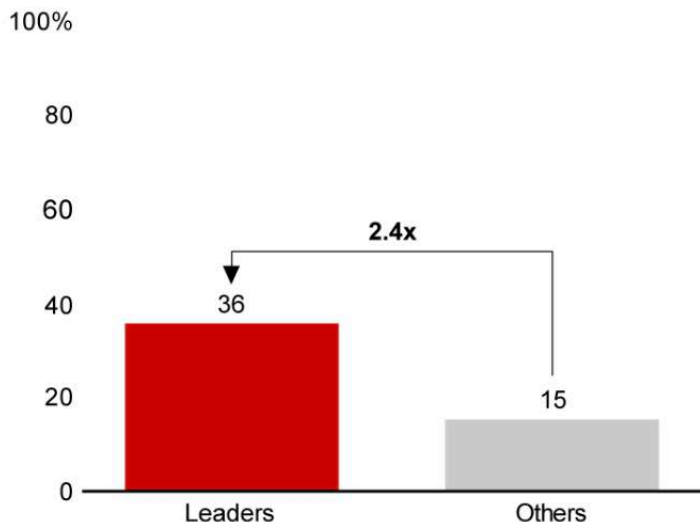
**Questions on Quora are
demand-driven**



Leaders listen before launching

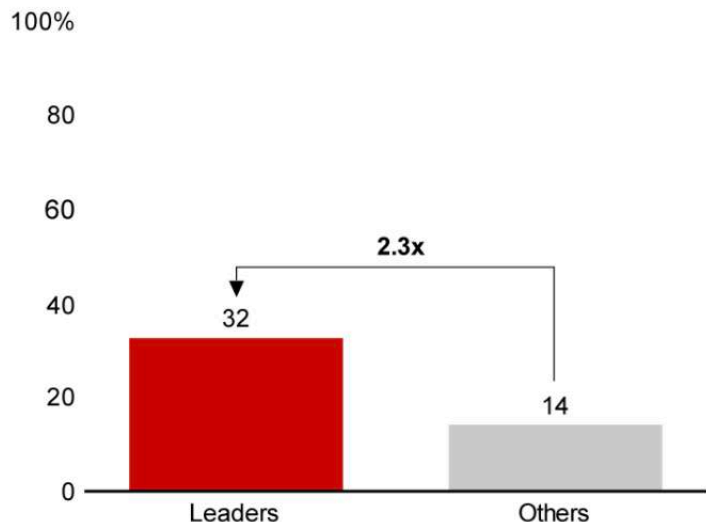
We used social listening data (conversation themes, sentiment, etc.) to guide our launch strategy and/or creative content

Percentage of respondents who answered 5 on a scale of 1 to 5 in which 1 "does not describe at all" and 5 "describes completely"



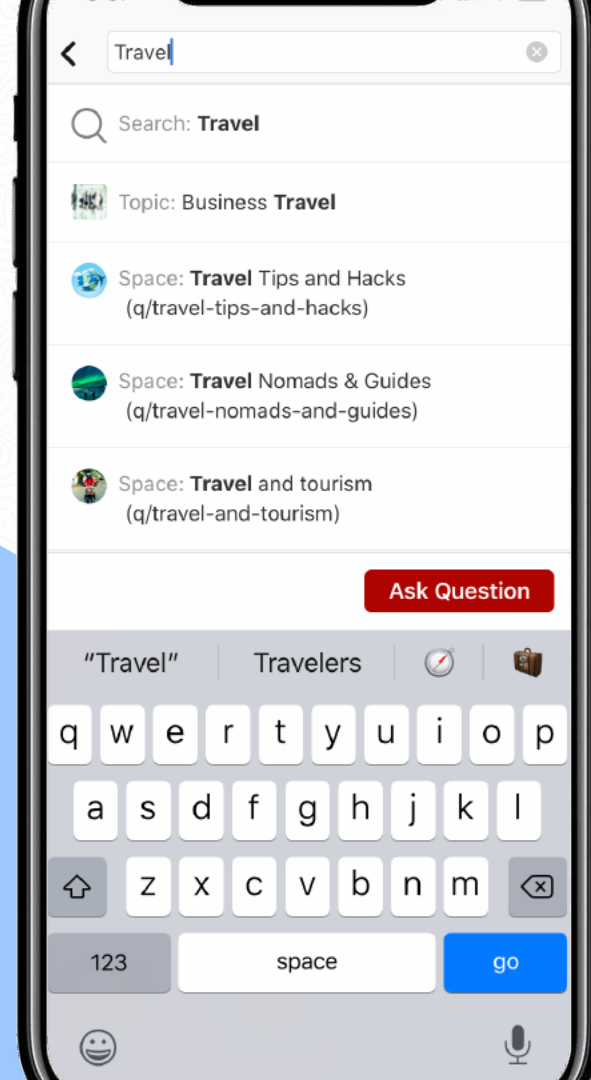
We fully understand our target customers

Percentage of respondents who answered 5 on a scale of 1 to 5 in which 1 "does not describe at all" and 5 "describes completely"



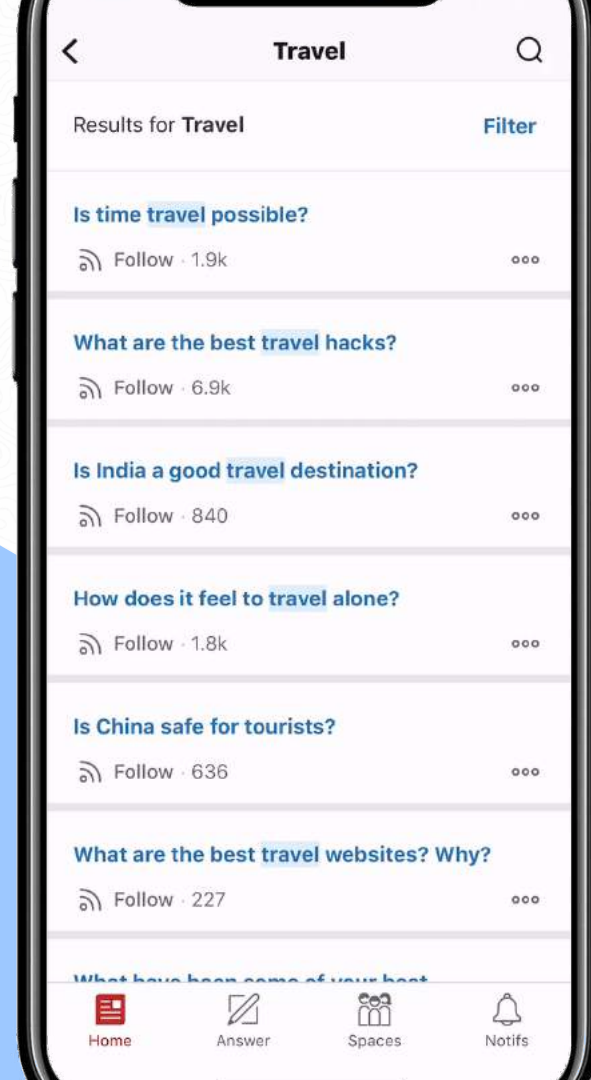
Search keywords related to your business

Quora is organized into Topics



Filter results by type, topics, author, and time

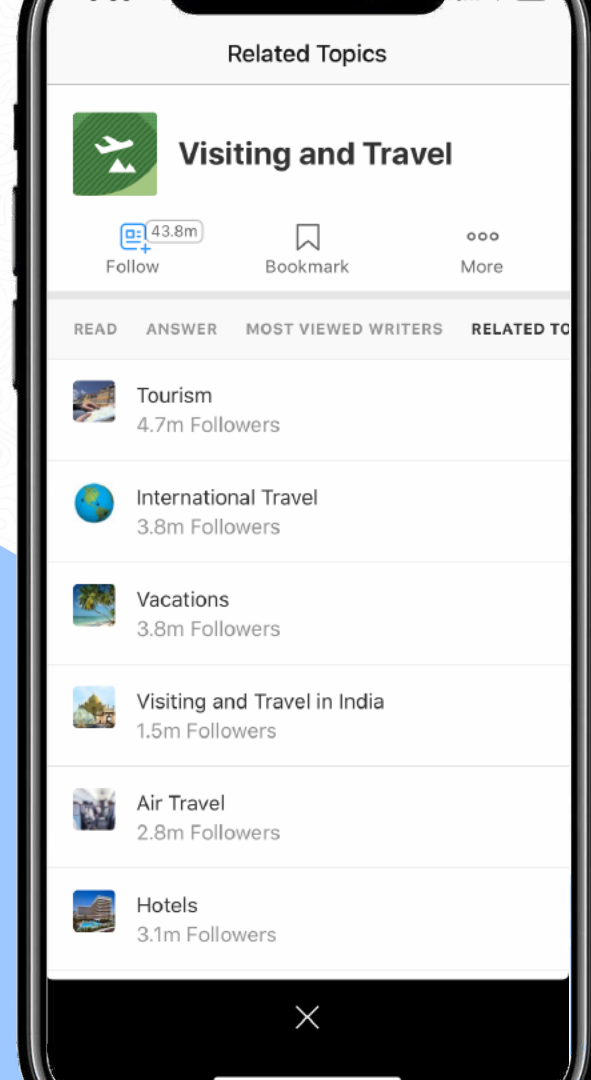
What type of questions are your audience asking?



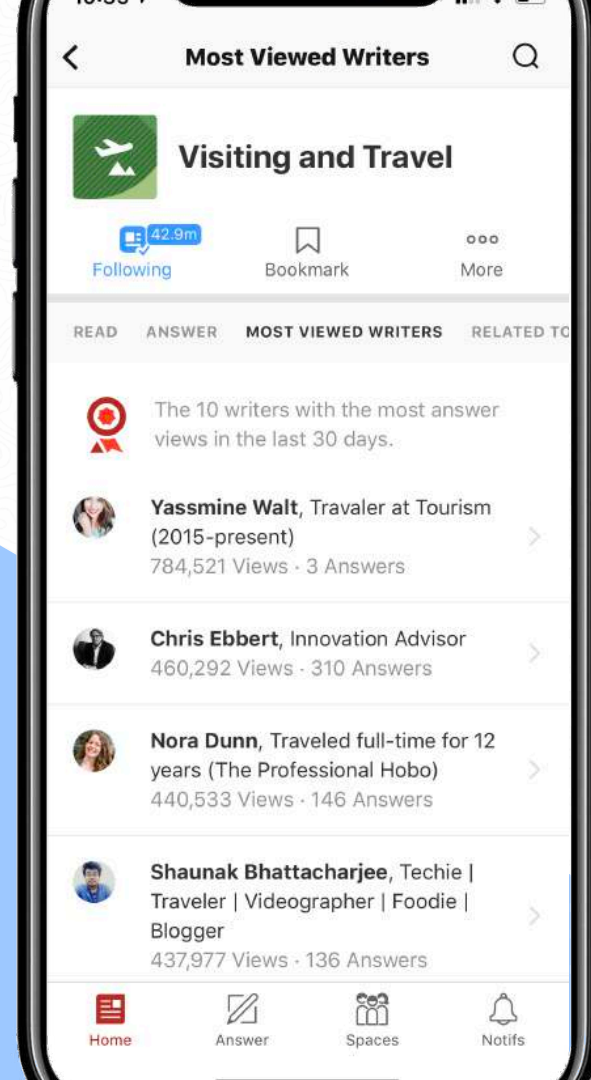
Look for relevant topics

Take note of Topic follower counts

- Larger Topics = more reach
- Smaller Topics = more focus



Review the Most Viewed Writers in your industry





Learn

Learn

1. What value can I add?
2. What kind of answers perform well?
3. What's a good profile look like?

Look for questions
where you can
provide value

At what stage should a startup hire a CMO?



Jason M. Lemkin, Co-Founder/CEO,
EchoSign, NanoGram Devices



Answered Feb 1

Roughly, when Demand Gen is no longer the core function of marketing. This also often is the time when you are ready to expand beyond a core small, effective, efficient marketing team.

When you have enough of a lead generation engine going, AND enough of a brand, that brand and corporate marketing strategy and positioning are more important than finding new leads and helping search out raw new opportunities.

Put differently, once you truly have an established brand in an established category, the game changes. It's then less about letting folks know you exist than letting them know why now is the time to buy. And reminding them why to buy from a/the leader.

Often this is roughly around \$20m ARR.



Yair Livne (יאיר ליבנה), Puja Ramani, JD Prater, 3



Upvote · 35



Share



Study high performing answers

What are the best travel hacks?



Inas Malik, Traveler & Vlogger at Visiting and Travel (2014-present)



Answered Jun 4

- **Water is a liquid. Ice is a solid.**

Don't bring a bottle of water to the airport with you. Instead, do what my mom does- freeze a not quite full bottle of water. When you are at the front of the security line, drink whatever has melted. The rest is now ice and security will let you take it through.

- **Don't buy expensive luggage.**

It's not worth it. It will get scratched and broken and you will get stressed trying to wrap it in the foil etc. It's just not worth it.

- **For a traveler, the first thing came to their head is booking or Skyscanner to find cheap flights or hotel deals...**

What you don't know that these tools earn a huge commission from your booking that's why you can get a cheaper deal compared to Skyscanner or google flight. I highly recommend



Upvote · 2k

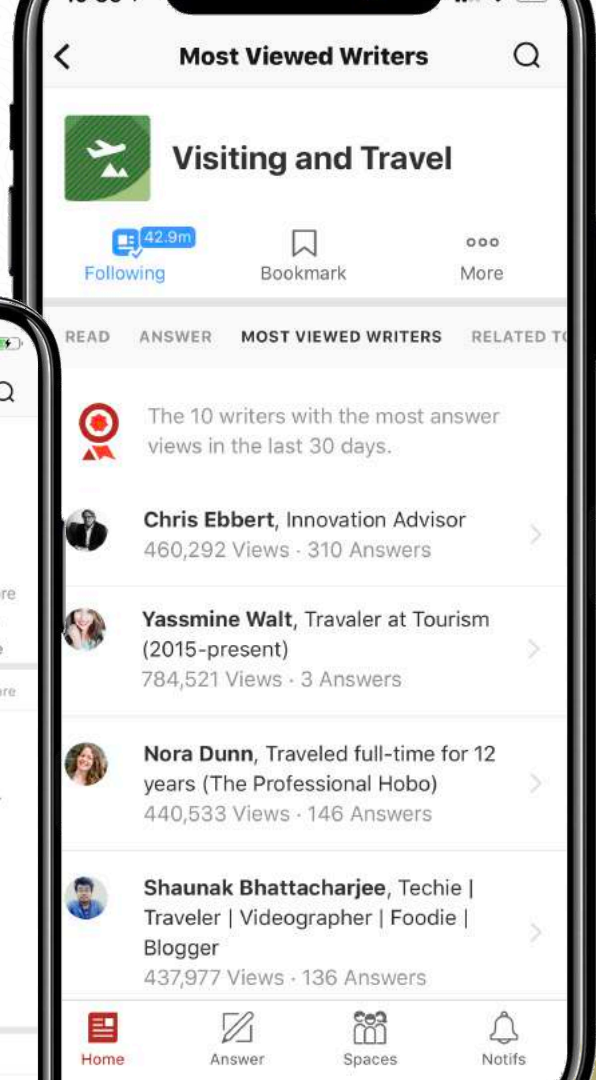
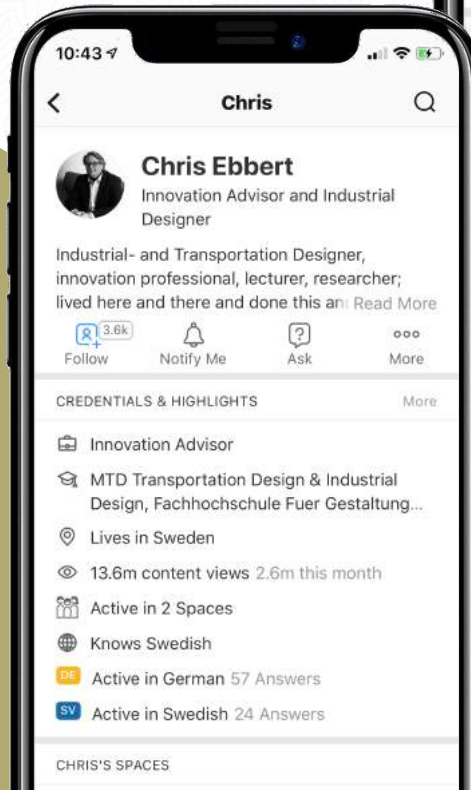


Share

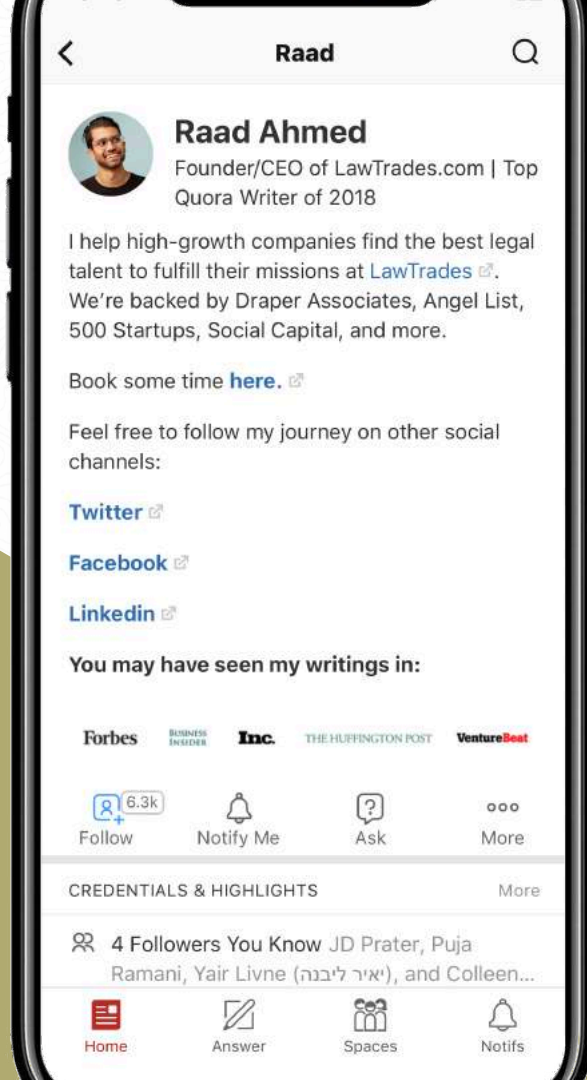


...

Review Top Writers profiles for inspiration



Don't forget to add
links and CTA



Rocket?



Launch

Launch

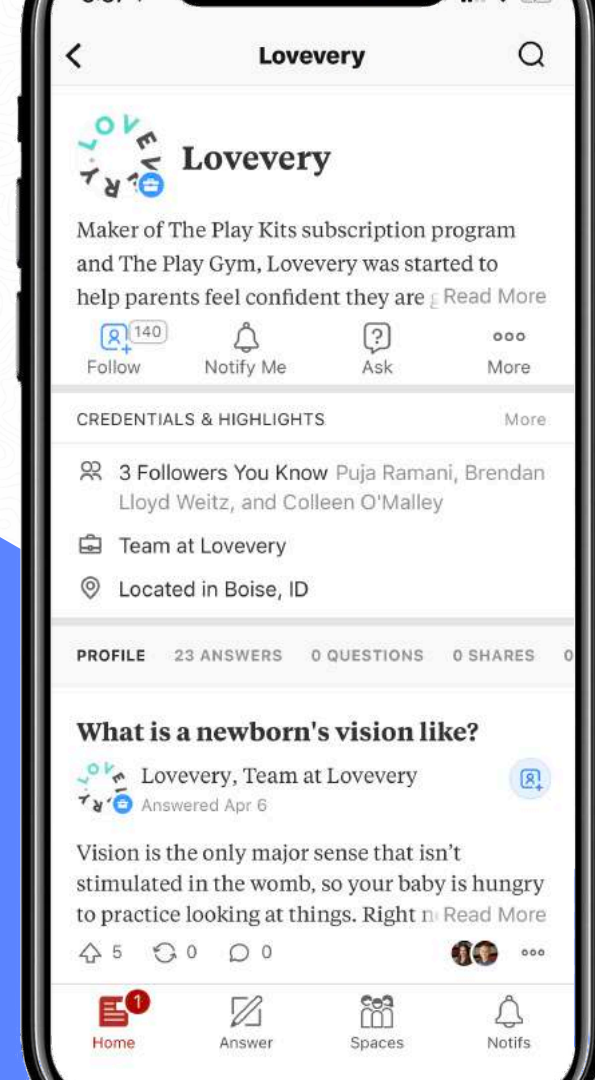
1. How do I join the conversation?
2. How do I write my first answer?
3. How do I promote my business?

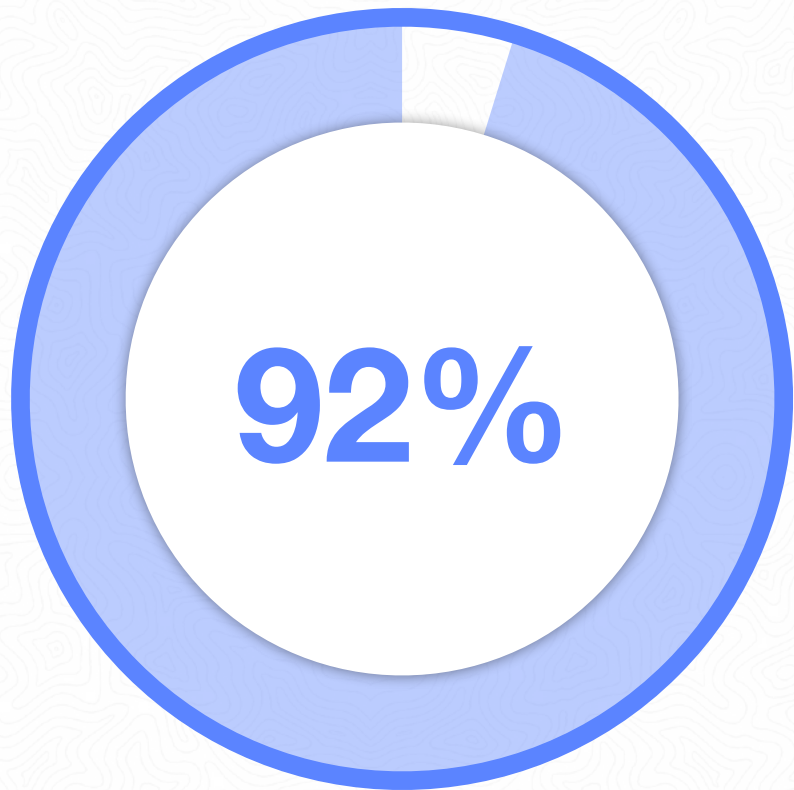
Create a personal profile



State Bank of India

Join the
conversation by
writing helpful
answers from a
Business Profile





**"believe that
brands have
expertise on
topics and add
value to content"**

2017 Time Inc Study

Answer the question that's asked

Don't sell. Provide value.



Checklist for writing your first answers

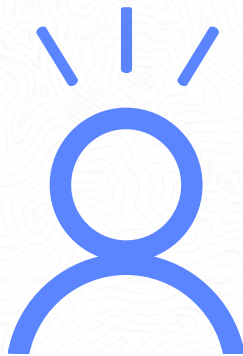
- ✓ Better to write 5 answers over 5 days than 5 answers in 1 day
- ✓ Answer the question that is asked
- ✓ Provide value. Don't sell.
- ✓ Format your answer
- ✓ Use for Footnotes for links over anchor text
- ✓ Use images and videos (when helpful)
- ✓ Select a few topics to focus on
- ✓ Leverage existing content

Be consistent.

Why advertise on Quora?



**Leaned in
audience**



High-intent



**In the right
context**

Rocket?

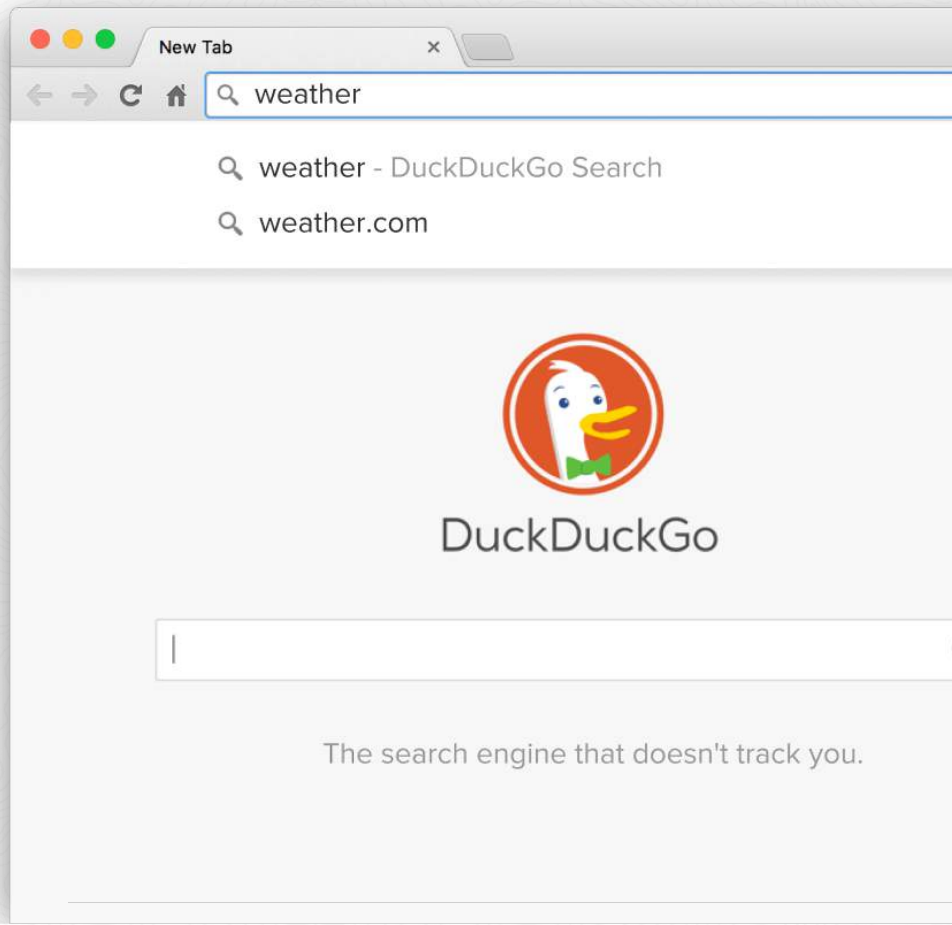


Example

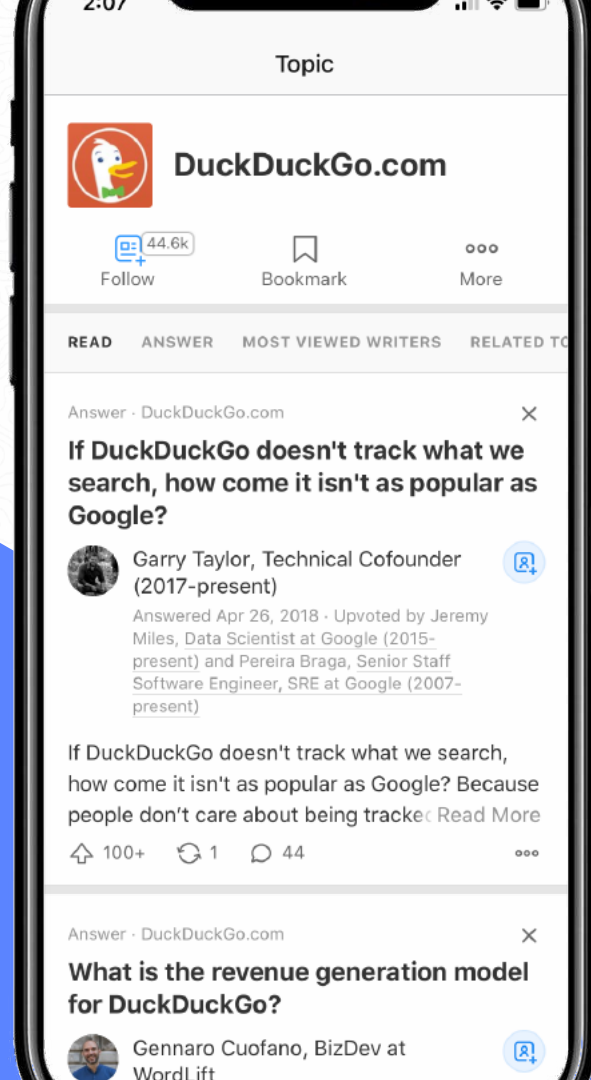


DuckDuckGo

DuckDuckGo is an internet search engine that emphasizes protecting searchers' privacy and avoiding the filter bubble of personalized search results.



Realized conversations
were happening about
their brand and
competitors



Gabriel started
answering questions
and engaging with
audiences

Why should I use DuckDuckGo instead of Google?



Gabriel Weinberg, CEO & Founder at
DuckDuckGo.com (2008-present)



Updated Oct 8, 2018 · Upvoted by Peter
Baskerville, Worked with Google pro-bono to
develop the Knol product, and Khyati Vyas,
studied Digital Marketing at Google

#1 — Google tracks you. We don't.

You share your most intimate secrets with your search engine without even thinking: medical, financial and personal issues, along with all the day to day things that make you, well, you. All of that personal information should be private, but on Google it's not. On Google, your searches are tracked, mined, and packaged up into a data profile for advertisers to follow you around the Internet through those intrusive and annoying ever-present banner ads, using Google's [massive](#) [ad](#) [networks](#),

180.7m views · View Upvoters · View Sharers · Answer requested by Austin Onyemaobi, Gaurav Kumar, and 7 more



Puja Ramani, Mike DiGirolamo, Chris Oslund, and 32 more upvoted this



Upvote · 76.6k

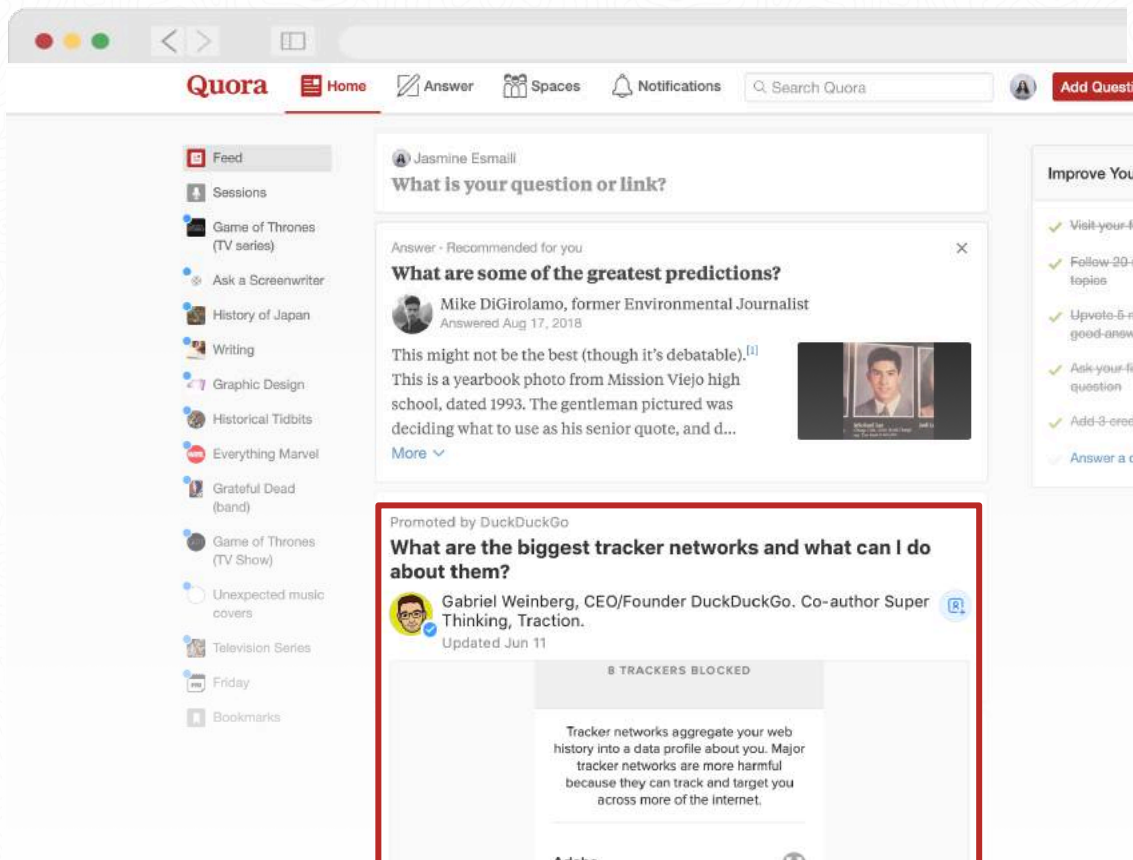


Share · 2.4k



Accelerated buzz by promoting Gabriel's answers

- Boost distribution of organic content
- More real estate to talk about your product in an evergreen way
- Establish thought leadership



DuckDuckGo Results

1.4B
views

9%
CTR

74k
new
followers

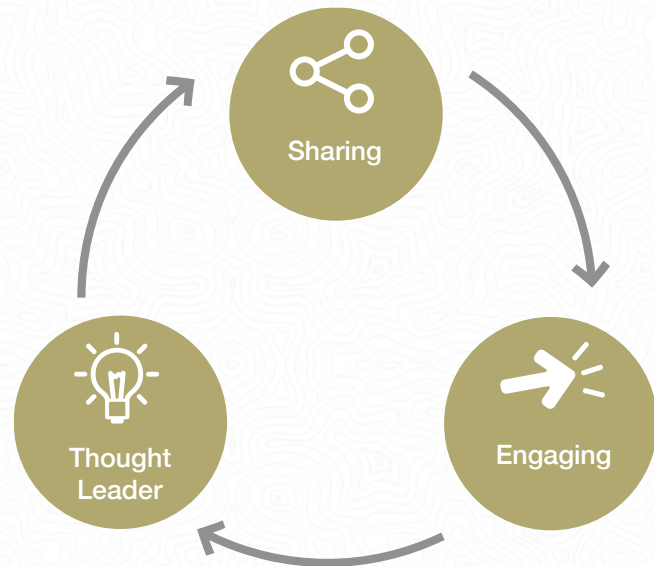


“Quora has proven to be a valuable channel for us to connect and engage with a broad audience.”

Gabriel Weinberg, CEO & Founder at DuckDuckGo

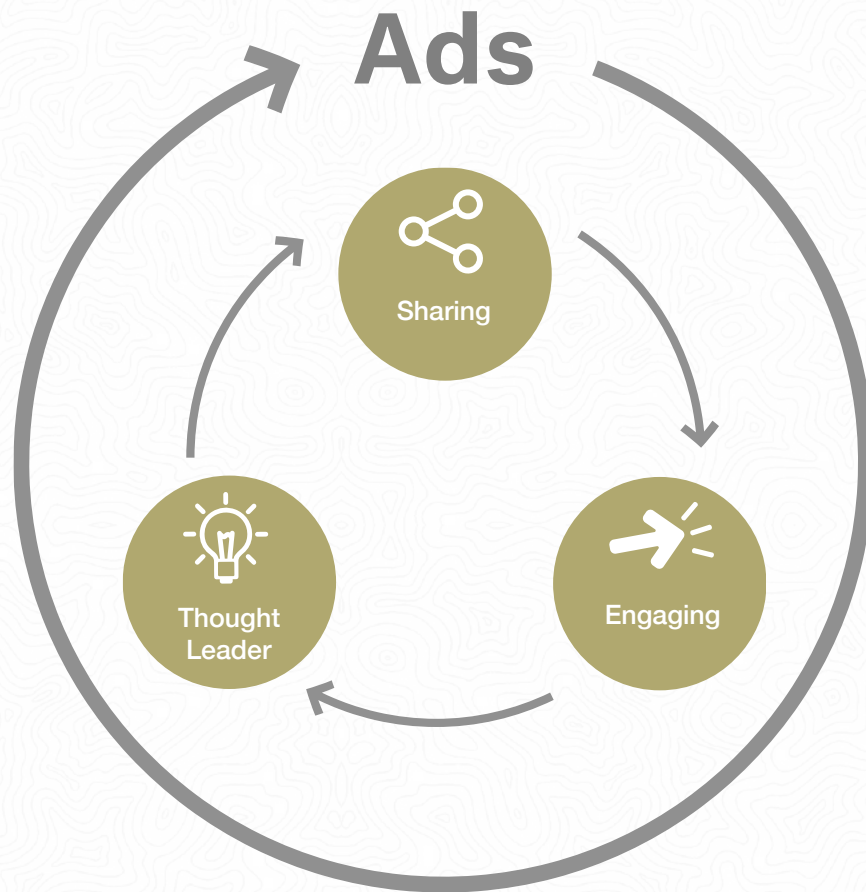
The Quora Flywheel

1. Joined the conversation by sharing their knowledge
2. Engaged with high-intent audiences
3. Established as a thought leader to enhance trust and reputation



The Quora Flywheel

1. Joined the conversation by sharing their knowledge
2. Engaged with high-intent audiences
3. Established as a thought leader to enhance trust and reputation
4. Accelerate the flywheel with Quora Ads



Recap



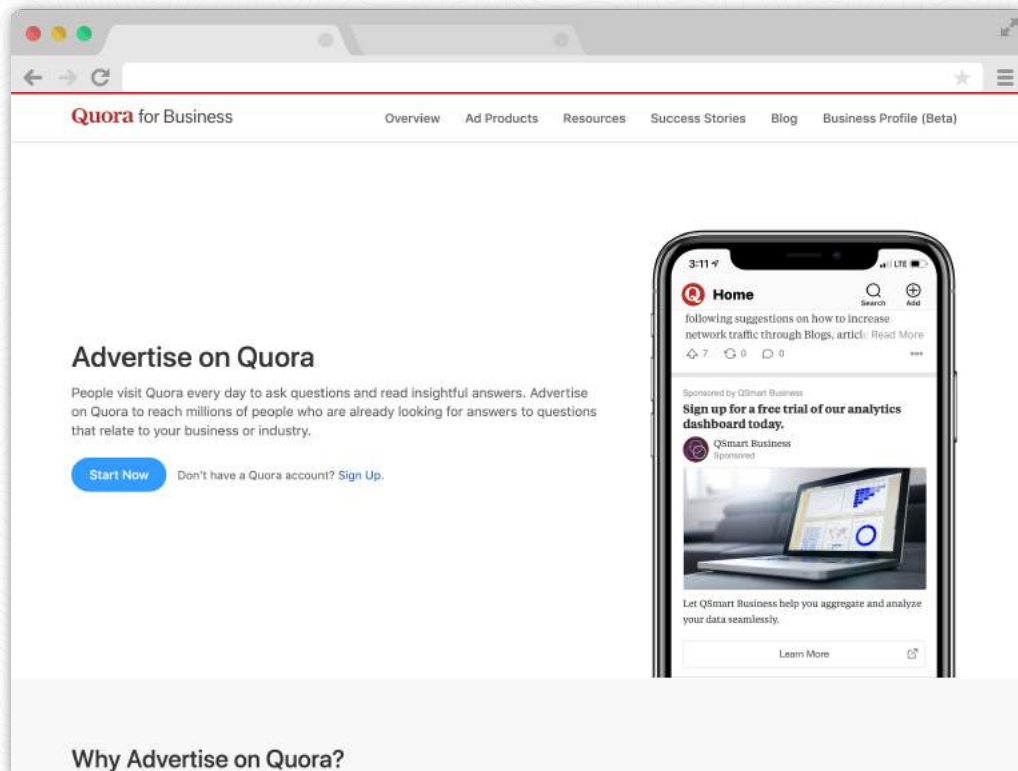
Get in sync with the Quora community

	Question	Answer
Listen	What are people saying? What types of questions are they asking? Who are the top writers in my topic areas?	Search questions and follow Topics related to business, & review most viewed writers in each Topic
Learn	What value can I add? What kind of answers perform well? What's a good profile look like?	Find areas to provide value, study high performing answers, & review Top Writers profiles
Launch	How do I join the conversation? How do I write my first answer? How do I promote my business?	Create profile, write an answer, & promote your business



Create Quora Ad Account

www.quora.com/business (no credit card required)



Resources, guides, and success stories

www.quora.com/business

Ads Guides

Explore helpful tips and best practices for Quora Ads.



Get an overview of the Quora Ads platform. Learn how pricing, campaign tracking, reporting, and delivery work.

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Download



Gain insights into audience metrics and take a deeper dive into the different targeting capabilities of Quora Ads.

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Learn how Promoted Answers work and why you should use it to extend the reach of your answers on the Quora platform.



Use these best practices to turn your initial ad strategies into the best possible advertising on Quora.



Even the best ad campaigns can run into some roadblocks. The key to navigating through these common challenges is proper optimization.





JD Prater

Quora Evangelist

@ jprater@quora.com

🐦 @jdprater

🌐 quora.com/profile/JD-Prater

Q & A

Quora for Business

