

**Shedding  
light on  
the  
mystery  
of**



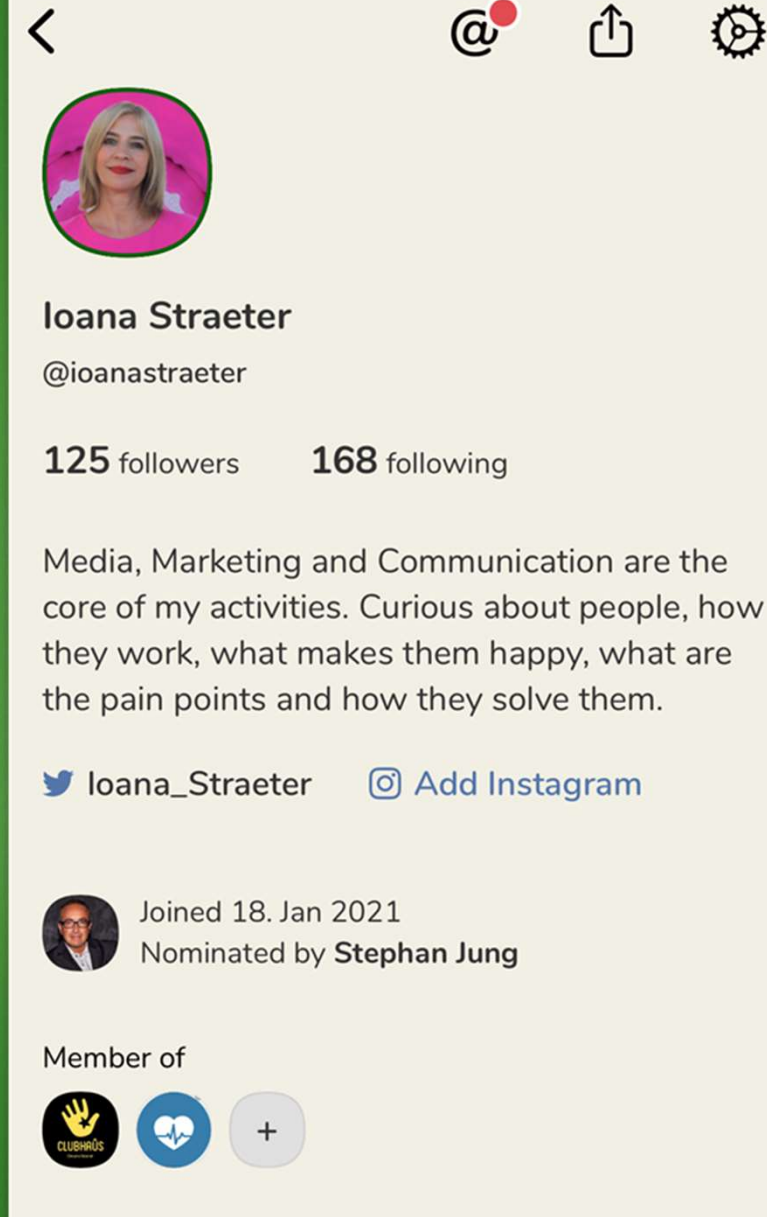
**Clubhouse**



## About Clubhouse


- Invitation-only audio-chat iPhone app
- Launched in April 2020
- Founders are Paul Davison and Rohan Seth of Alpha Exploration Co.
- Facilitates auditory communication for groups of a few individuals up to over 5,000 people.

"a new type of social product based on voice [that] allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world."



A screenshot of a Clubhouse profile for Ioana Straeter. The profile includes a circular profile picture of a woman with blonde hair, the name "Ioana Straeter", and the handle "@ioanastraeter". It shows 125 followers and 168 following. The bio reads: "Media, Marketing and Communication are the core of my activities. Curious about people, how they work, what makes them happy, what are the pain points and how they solve them." Below the bio are links for Twitter (@ioana\_Straeter) and Instagram (Add Instagram). A section indicates she joined on 18. Jan 2021 and was nominated by Stephan Jung. At the bottom, it shows she is a member of the Clubhouse community and another group, with a plus sign for more options.



< @ ↗ ⚙




**Ioana Straeter**  
@ioanastraeter



**125** followers    **168** following

Media, Marketing and Communication are the core of my activities. Curious about people, how they work, what makes them happy, what are the pain points and how they solve them.

 [ioana\\_Straeter](#)     [Add Instagram](#)

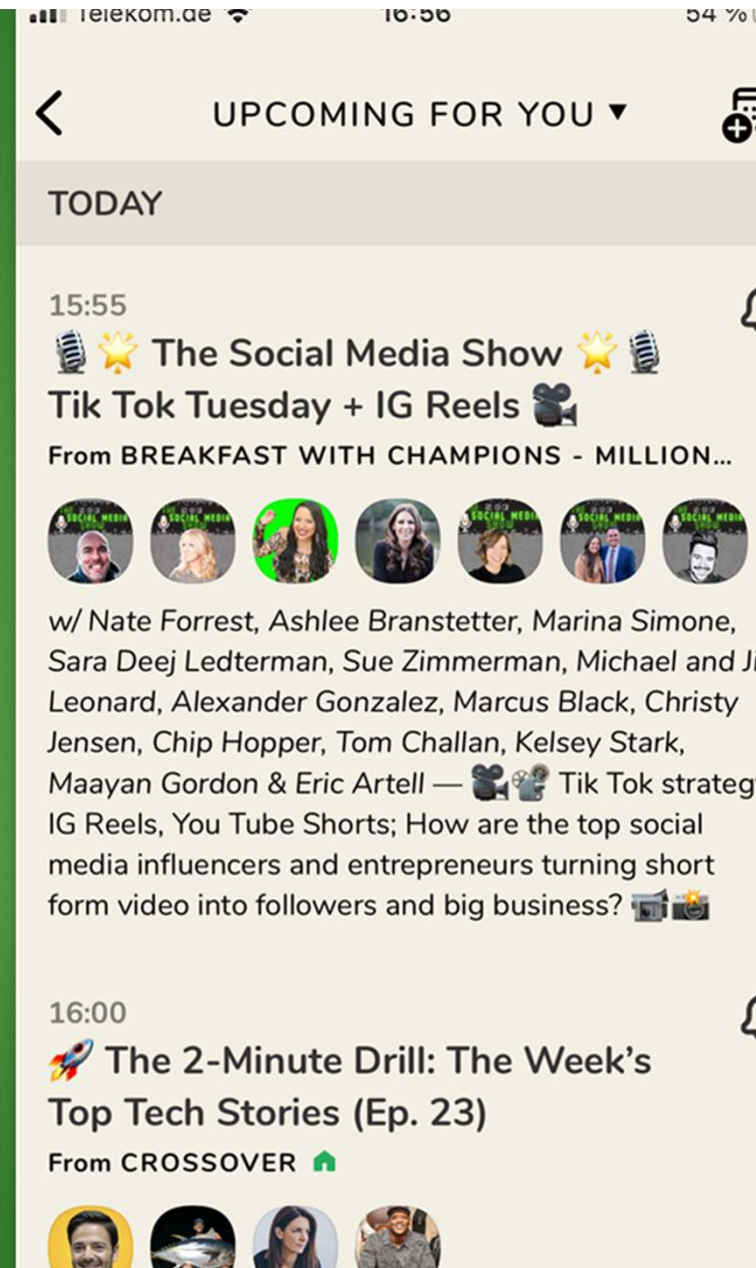
 Joined 18. Jan 2021  
Nominated by **Stephan Jung**

Member of

## Who is on Clubhouse?

- 10. Mio Users
- Celebrities: Oprah, Ashton Kutcher, Elon Musk hosting chats. You get the chance to hear, and even participate in, unvarnished conversations with famous and powerful people.
- Elite clientele, Influencers, Business





# How to Use Clubhouse?

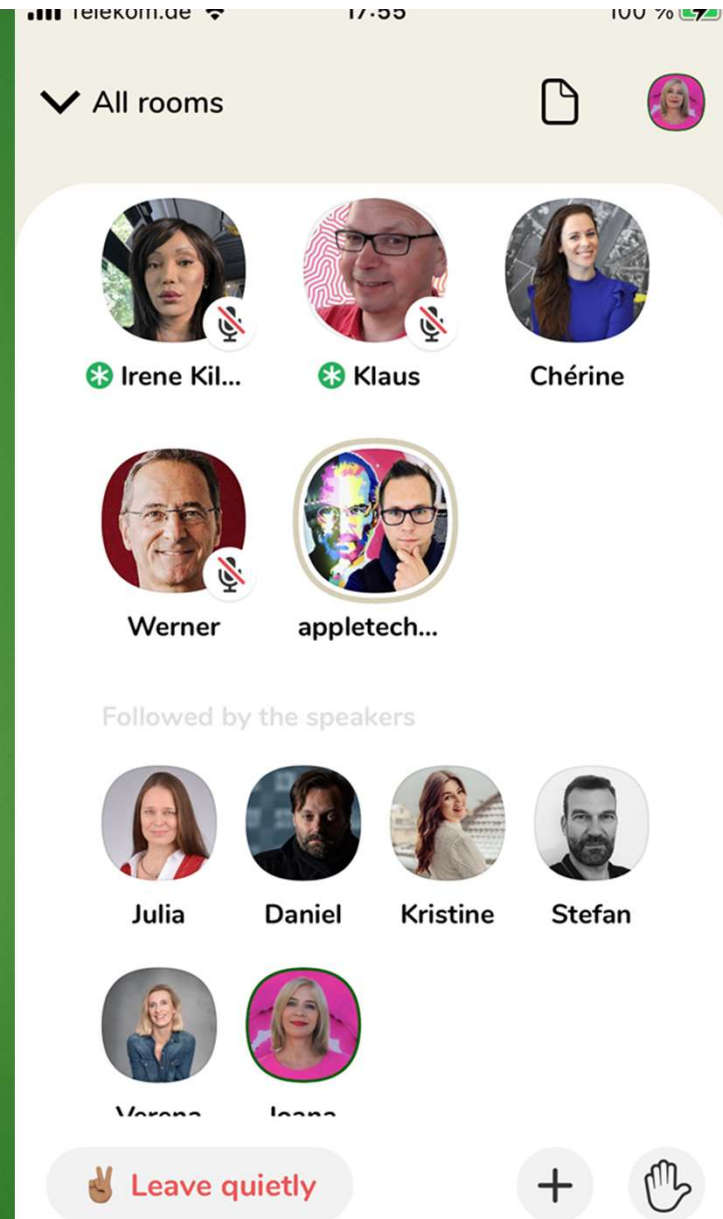
It's easy to switch from room to room, taking part in discussions on the virtual stage once allowed by moderators (you request to speak by pressing the 'raised hand' emoji).

Think of Clubhouse as a panel. It's great for networking and informal discussions.

Topics range from influencer culture to race and feminism to chat rooms debunking myths about turning 30.

Once you have a close-knit group on the app, you are free to create private rooms to spearhead your weekly catch-up or pretend you're at a bar on a typical (pre-Covid) Friday night.

It's part Facebook, part podcast and super exclusive.



# How to Get an Invitation to Clubhouse?



You cannot join Clubhouse without an invite.

If you're an iPhone user, though, you can download the app and reserve a username. Friends that are on Clubhouse see you on the waiting list and let you in.

Clubhouse plans on expanding to the general public soon. For the moment they say they want to build community slowly and want to prepare features that will help it handle larger numbers of people.

"We are building Clubhouse for *everyone* and working to make it available to the world as quickly as possible."

☆ ☆ ☆ For today's participants I offer 3 invitations to Clubhouse. Just send me an e-mail with your mobile phone number at: [loana.Straeter@questiq.de](mailto:loana.Straeter@questiq.de). Please remember that you need to be iPhone user.

## Topics

# Clubhouse Topical Relevance

Themes	Topics	Unique Authors	Mentions	Impressions
<b>Sales</b>	Social Selling, Growth Hacking, Sales Tips & Tricks	15,131	20,231	564,174,231
<b>Social Media</b>	Social Media Marketing, Growing Communities & Followers	13,735	17,656	532,432,672
<b>Deep Tech</b>	AI, Blockchain, Bitcoin, Machine Learning	12,419	18,390	528,083,652
<b>Startups</b>	VC, Investing, Founders, Fundraising	12,028	17,721	464,589,291
<b>Business</b>	Leadership, Digital Transformation, Finance, Future of Work	11,494	15,321	194,367,983
<b>Women</b>	Tech, Leadership, STEM, Music, Creators	91,35	13,435	160,983,672
<b>Black Culture</b>	Technology, Music, Creators, Entrepreneurship, Industries	8,711	12,317	103,186,416
<b>Music</b>	Musicians, DJs, Hip Hop, R&B, Techno & House	7,195	12,383	159,437,873
<b>Mental Health</b>	Depression, Anxiety, ADHD	6,095	7,941	95,128,748
<b>Influencers</b>	Influencer Marketing, Creators, TikTok	5,556	7,100	176,763,321
<b>Dating</b>	Single, Married Life, Marriage Secrets	4,263	5,598	5,262,647
<b>Politics</b>	Election, Voting Biden	4,080	4,699	75,433,987
<b>Sports</b>	NBA Playoffs, Super Bowl, ESPN	1,674	2,808	37,893,124

Source: Social Sharing & Conversations, Brandwatch

Date: Jan 2020 to Feb 2021

## Creator First - Accelerator Programme



**Clubhouse**

@joinClubhouse



Today's Town Hall Updates:

We are launching our first creator accelerator program, Clubhouse Creator First. We are looking to support and equip 20 creators w/ resources they need to bring their ideas and creativity to life. Details and application here:

[creatorfirst.joinclubhouse.com](https://creatorfirst.joinclubhouse.com)

6:34 nachm. · 14. März 2021





# How I Use Clubhouse?

- ▶ Passive Use
- ▶ Active Use Creating Rooms
- ▶ Topics
- ▶ People – Networking
- ▶ Announce on Other Social Media



**Ioana Straeter**

Content Marketing | Media Innovation | Cross-Industry Innovation | Business D...

1mo • 🌐

★ Brauche ich ein Zimmer im Clubhouse? Chancen und Risiken für Content Marketing auf Clubhouse.

👉🎤 Am Freitag, den 19. Februar, ab 15 Uhr unterhalte ich mich mit ...see

**FRI 19. FEB**

15:00

**Brauche ich ein Zimmer  
im Clubhouse?**



w/ Marc Bohlmann, Ioana Straeter, Ralf Ressimann & Joachim Tillessen —



# How to Start in Clubhouse?

- ▶ Define Your/Organisation Goals
- ▶ Clear Positioning
- ▶ What Topics to Discuss
- ▶ Partnerships
- ▶ Experiment – Learning on Doing



# Tutorial



[https://www.youtube.com/watch?v=b\\_7ikMsVOJg](https://www.youtube.com/watch?v=b_7ikMsVOJg)

# QuestiQ Services

- ▶ Marketing and Communication Consulting
- ▶ Events and Study Tours
- ▶ Trainings
- ▶ Reports, Surveys, White Papers
- ▶ Business Development

The collage features several promotional materials for QuestIQ. At the top left is the cover of the 'NEW WORLD ENCOUNTERS 2020 DIGITAL REVENUE REPORT', which includes the text 'Best Practices from our Virtual Tour in Germany, during and after Corona' and lists cities: HAMBURG • BERLIN • DÜSSELDORF • STUTTGART. It also highlights '12 speakers', '12 best practices', and '120 ideas to help you reinvent your business model!'. To the right of this is a green graphic with the text 'Reports' and 'Surveys'. Further right is the cover of a report titled 'CONTENT MARKETING BEST PRACTICES ERFAHRUNGEN UND TENDENZEN' by ICANA STRÄTER, JUTTA GAWENDA, and REGINA KARINAPP, with a subtitle 'QuestIQ Dialogues Interviews und Online-Umfrage'. Below these is a dark blue banner for 'A QUESTIQ EVENT, POWERED BY ALFA MEDIA' with the subtitle 'Exchange across Industries between Marketing, Communication und Media Experts'. Underneath is a section for 'Speakers - January Edition' featuring two speakers: Prof. Dr. Christoph Moss (Corporate Newsrooms, Mediamoss) and Marco Leeuwerink (Newsroom and Digital Media Coordinator, Dutch Police). At the bottom is a purple banner for 'LONDON INNOVATION TOUR' held from '24 to 27 September 2019' in the sectors of 'Retail - Real Estate - Architecture - Food', set against a background of a city street at night.



# Contact

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**QuestiQ GmbH & Co. KG**

**In the Quest for Growth**

