KEYNOTE

Community Building for the 22nd Century



Suneel Mistry

CHIEF CREATIVE OFFICER, FOUNDER
STUDIO TWO SEVEN

TORONTO, ON ~ APRIL 15 - 16, 2026
DIGIMARCONCANADA.CA | #DigiMarConCanada

DIGIMARCON CANADA 2026
DIGITAL MARKETING CONFERENCE

2026 WORLD TOUR

WALLPAPERSWIDE.COM

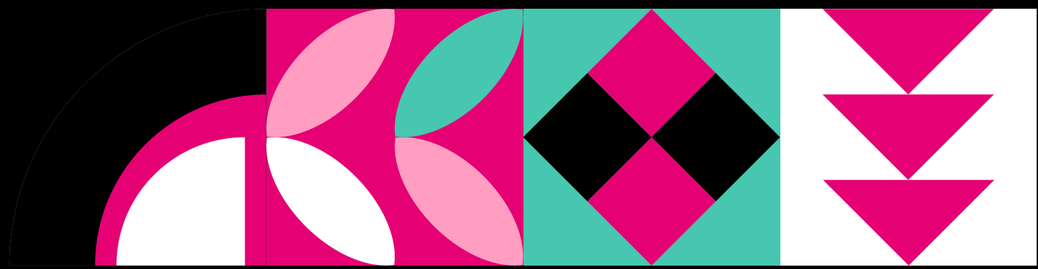
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Community Building for the 22nd Century

Suneel Mistry

Can you make people happy?





Suneel Mistry

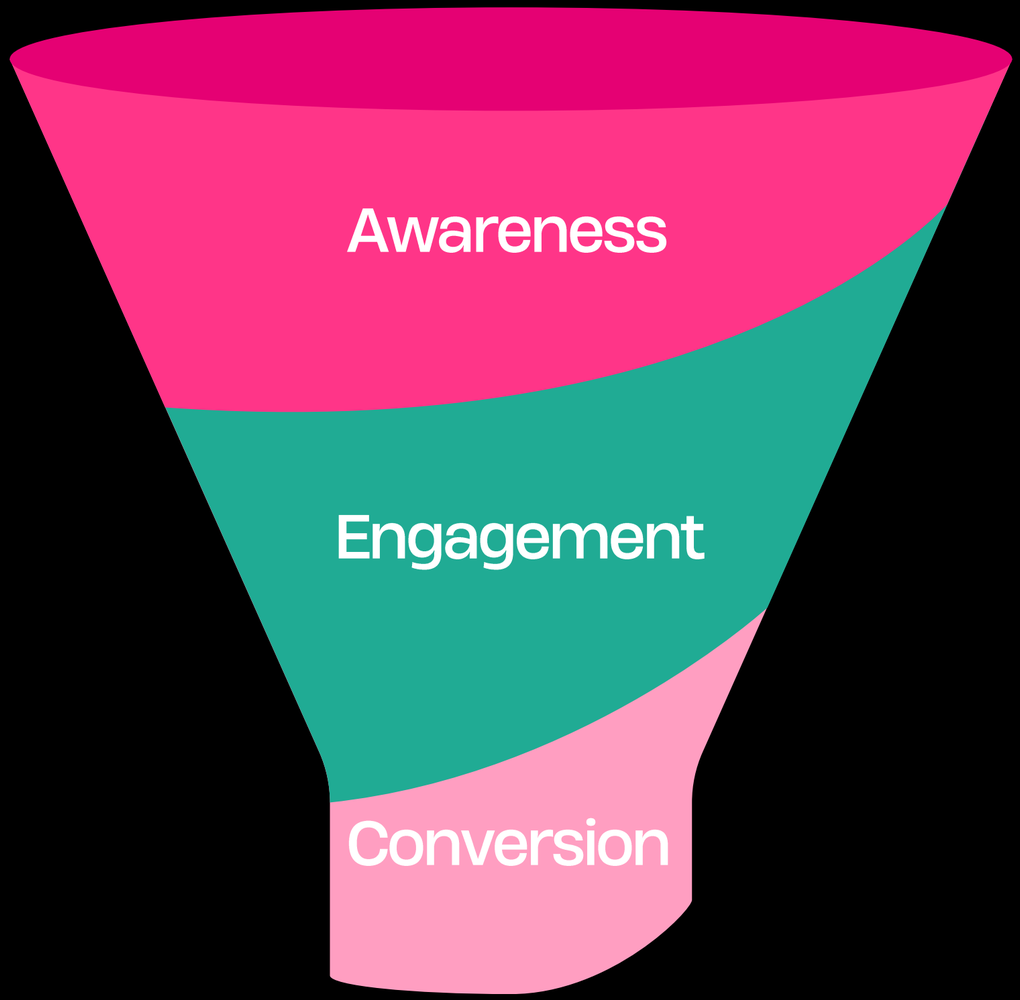
- 10+ years across finance, conservation, education and tech
- Worked in Canada, The Caribbean and South America
- Chronically Online
- Curious Marketer
- Storyteller

Community is strategic

Across 1,700+ ads, ideas grounded in empathy, and reflecting audience identity, emotions, or values are 79% more likely to drive brand choice.

- Ipsos, 2025

Why should you care?



Loyalty

Awareness

Loyalty

Engagement

Conversion

43% of perceived business value comes from emotional attachment

- 2022, The Big Miss: How Organizations Overlook the Value of Emotions – Zhecho Dobrev



Para-Social Relationships

allowing people to be along for the journey



torontotempo

23m Reply

pepper.omia Is there a local shop where we can buy a jersey in person?

38m Reply

johnghampton Are they already sold out? I only see the custom jerseys

1h Reply

pepper.omia @johnghampton you have to select a player in the drop-down menu

1h 1 like Reply

Hide replies

mo_bien_deteste_sa_lavil_la Must be sold out cause now it's only showing custom on my end 😭💔

55m Reply

torontotempo If you select the drop down you can see the players!

47m 1 like Reply

sheashea1a @torontotempo not on any device that I have tried (phone & laptop)

5m Reply

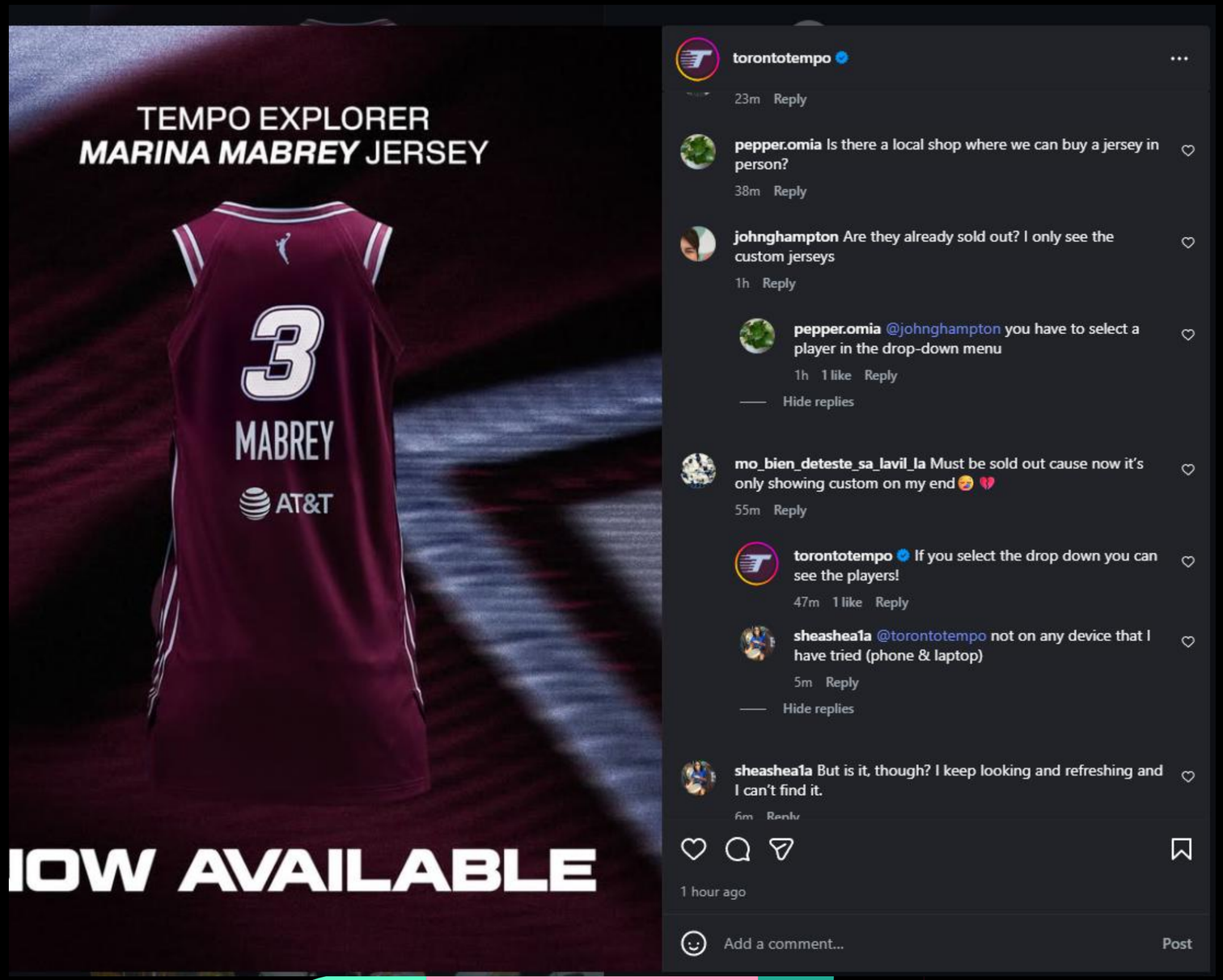
Hide replies

sheashea1a But is it, though? I keep looking and refreshing and I can't find it.

6m Reply

1 hour ago

Add a comment... Post



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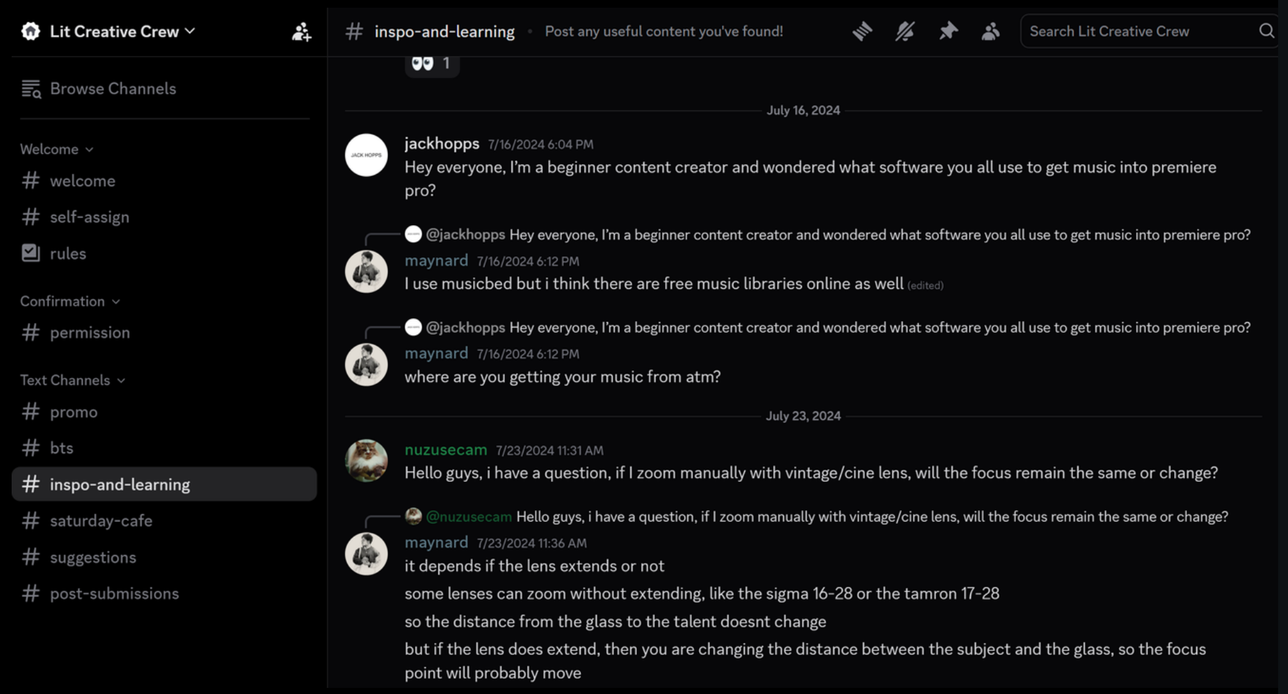
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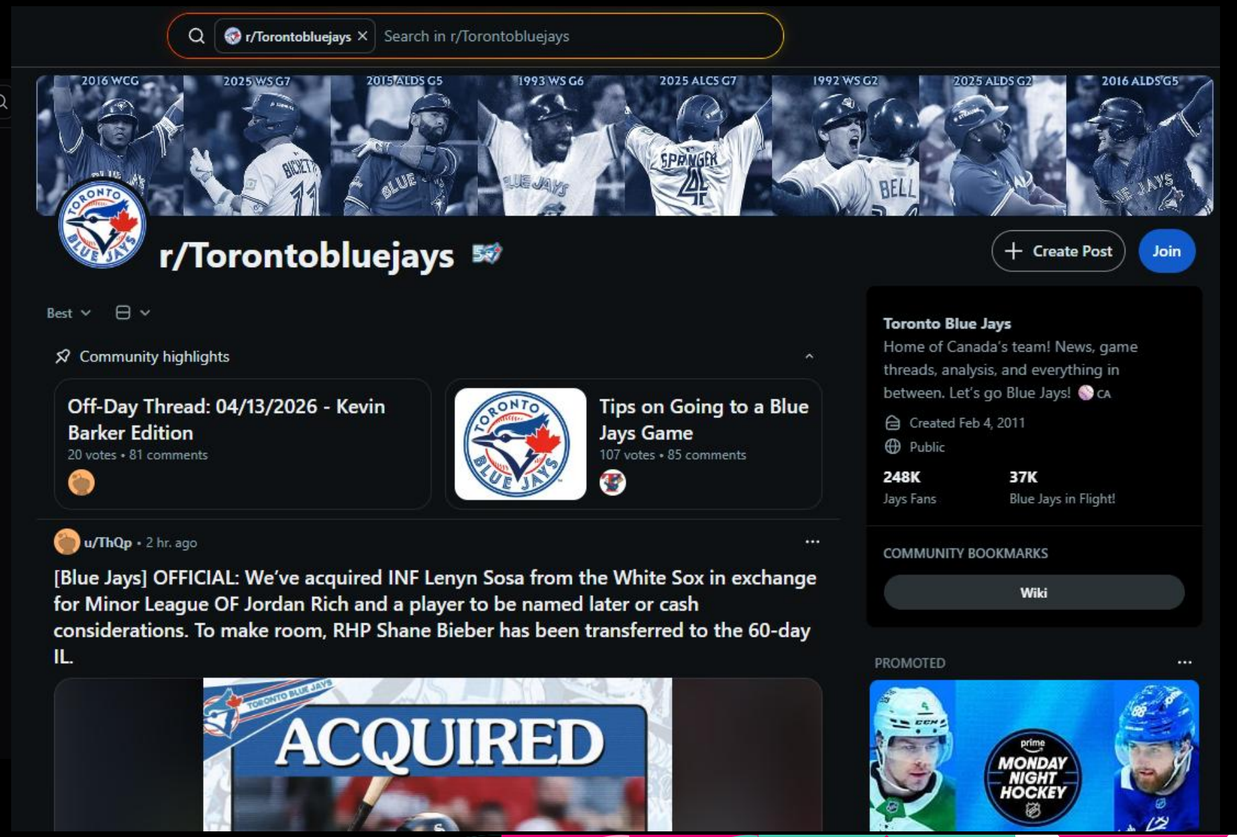
- **Answer questions**
- **Adding initials to comments**
- **Let users reply**

42% of sales leaders cited recurring revenue as their top revenue source.

- 2025: Salesforce State of Sales

The need for groups









A Collective Experience

Side by Side,
Not Alone

Be personal

- specificity allows people to connect
- tell niche stories
- quality over quantity



chrisk_mcd ···

Chris Kempczinski

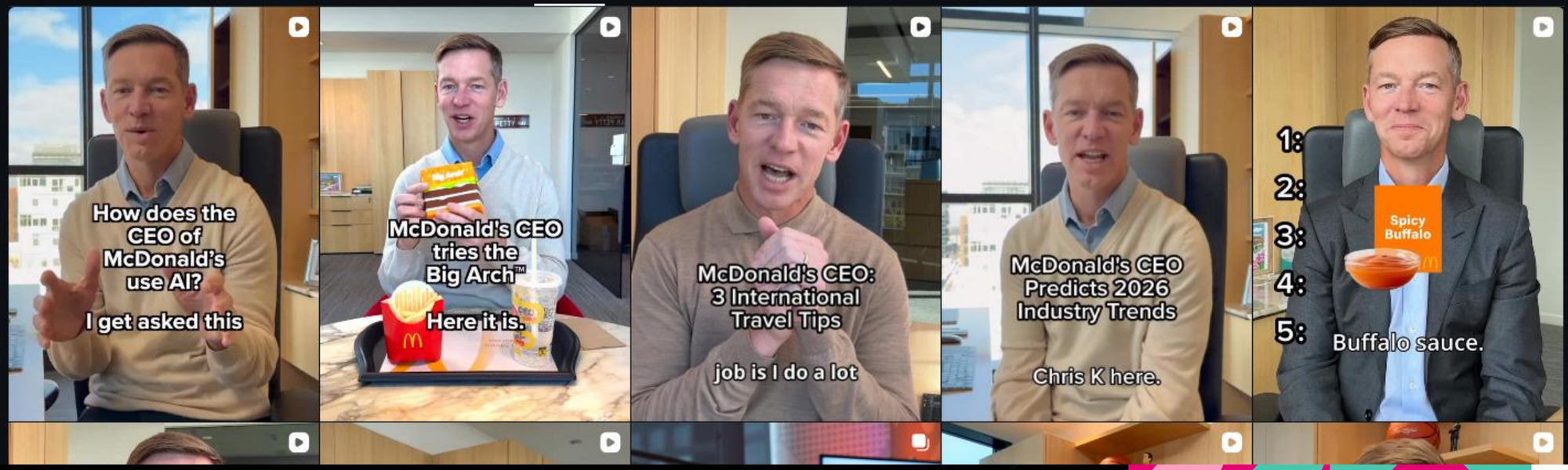
249 posts **125K** followers **18** following

Proud dad, husband and @dukeuniversity alum | Chairman and CEO of @mcdonaldscorp



Followed by **gunnarolla** and **kitao_sakurai**

Follow | Message





Inclusion as the starting point

Journey over the destination

- → viewers want to watch you figure it out
- → invite collaboration & feedback
- → let your audience grow with you





How do we measure this?

Tell your story

- Educate senior leaders
- Build manual tracking
- Collaborate with analytics teams
- Be ready for failure



Change over time



- Connection
  - Comments & Shares
  - Member response rate
- Engagement
  - Return rate
  - Loyalty
  - Time on site

Customer Lifetime Value (CLV)

CLV = (((Average Order Value) x (Purchase Frequency) x (Customer Lifespan *years or months*)) /100)

The Active Member Rate (AMR)

AMR% = ((Active Member/Total Members) x 100)

AMR% = ((Average Impressions/Total Members) x 100)

What defines your ship

- what do you want people to know you for?
- what if your main product becomes obsolete?
- what happens during a crisis?
- how do rebrands change your vision?



MARKETING FUTURE FOUNDATION

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