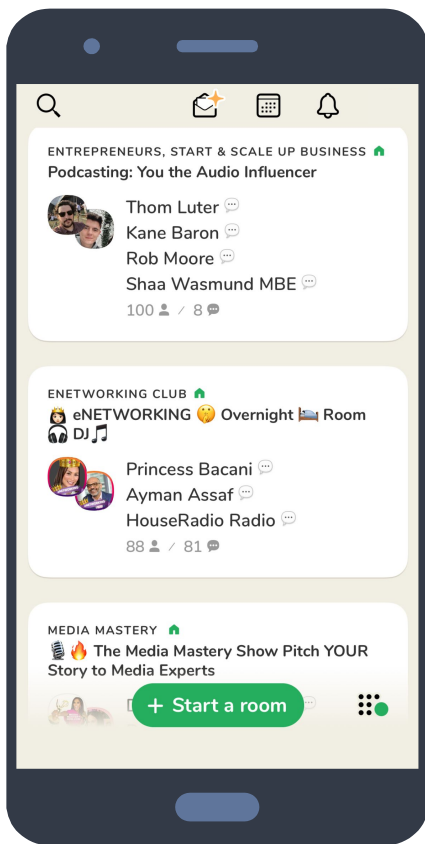




**How Brands Are Utilizing
Clubhouse a Drop-in Audio App**

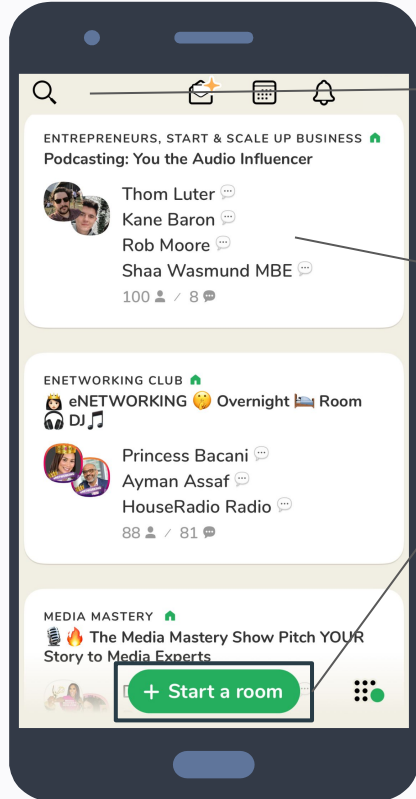


Clubhouse:

An invite-only social media platform that focuses on live discussions in virtual “rooms.”

Clubhouse first launched in March 2020 by Paul Davidson and Rohan Seth. Its popularity began to skyrocket in December 2020 after several high-profile appearances on the app, including Mark Zuckerberg and Elon Musk.

The app was designed for users to meet, talk and share ideas in real-time. You can create and join "rooms" - which are similar to a conference call.

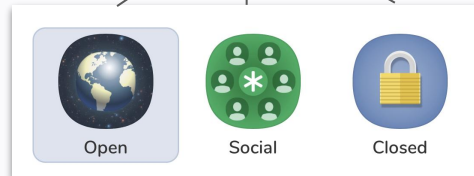


You can explore and follow different people and "clubs", and find different conversations based on topics. "Clubs" are weekly rooms that are reoccurring.

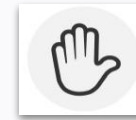
From the homepage you can see "rooms" and who's in the room. You can join or leave a room at anytime.

Users can start their own "room" in which they will be the speaker.

When you start a room they can be open, social or closed.



This symbolizes who the room moderator is. This person started the room and can make anyone else they'd like to be a moderator. They hold power to invite listeners to become speakers.

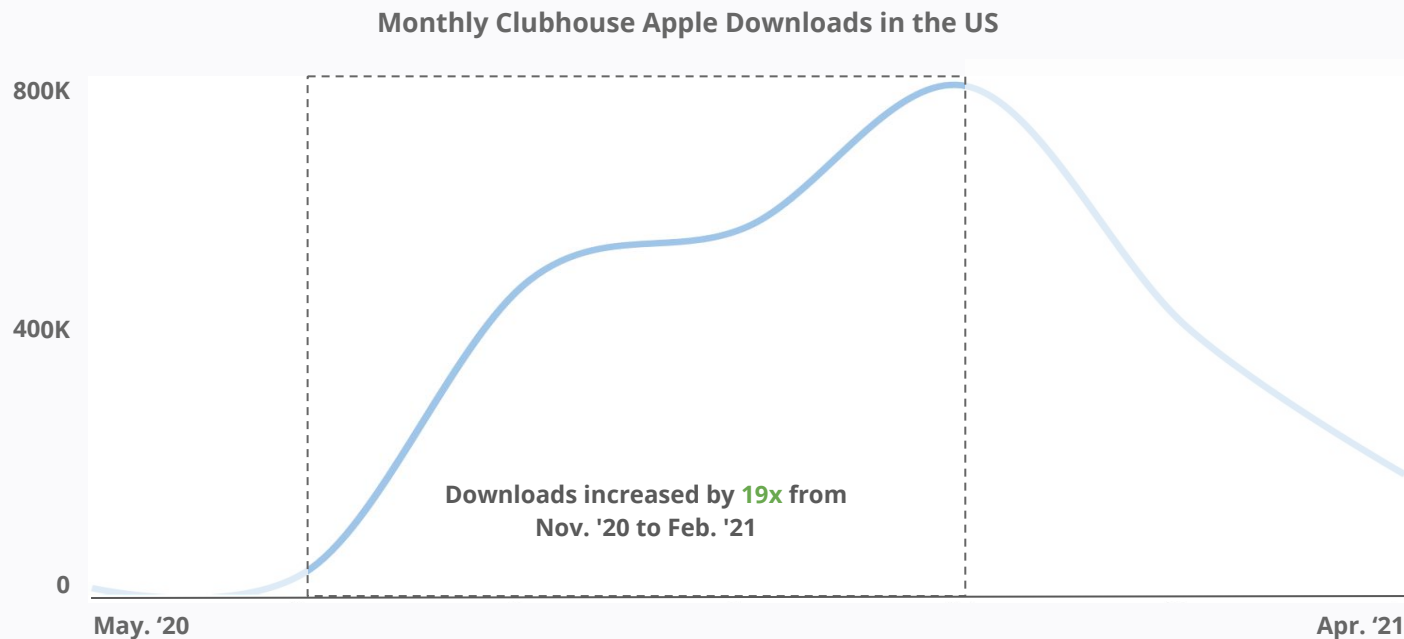


As a listener: to speak, you must raise your hand, and a moderator can invite you to become a speaker.

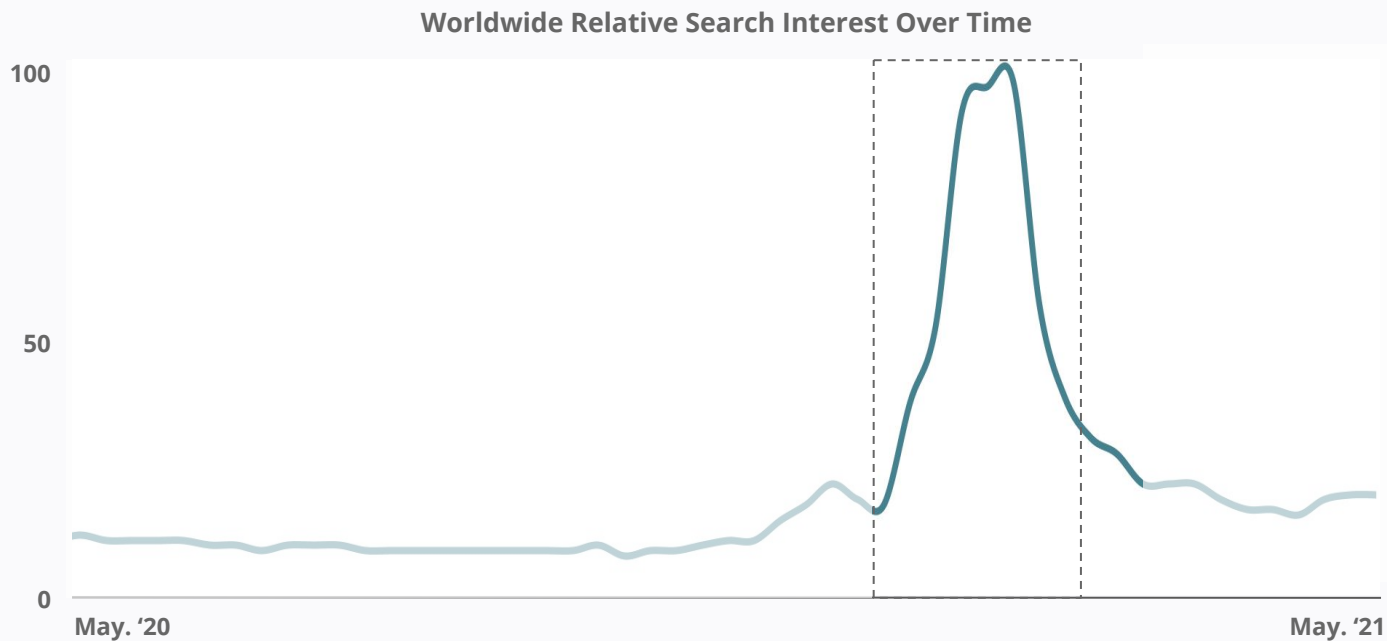


The app is audio-based - meaning you can't share images, videos or text. Once chat has finished rooms will disappear.

Clubhouse launched in beta version in July of 2020. The app was invite-only, meaning one had to be invited by an existing user in order to join the app. Since launching, the app has generated **362K** downloads on average in the US per month.



This invite-only app had a significant spike in search interest increasing by **+76% MoM** in Feb. '21.



As of Feb. '21, Clubhouse reports having over 10M users and that people are spending over an hour on the platform per day.

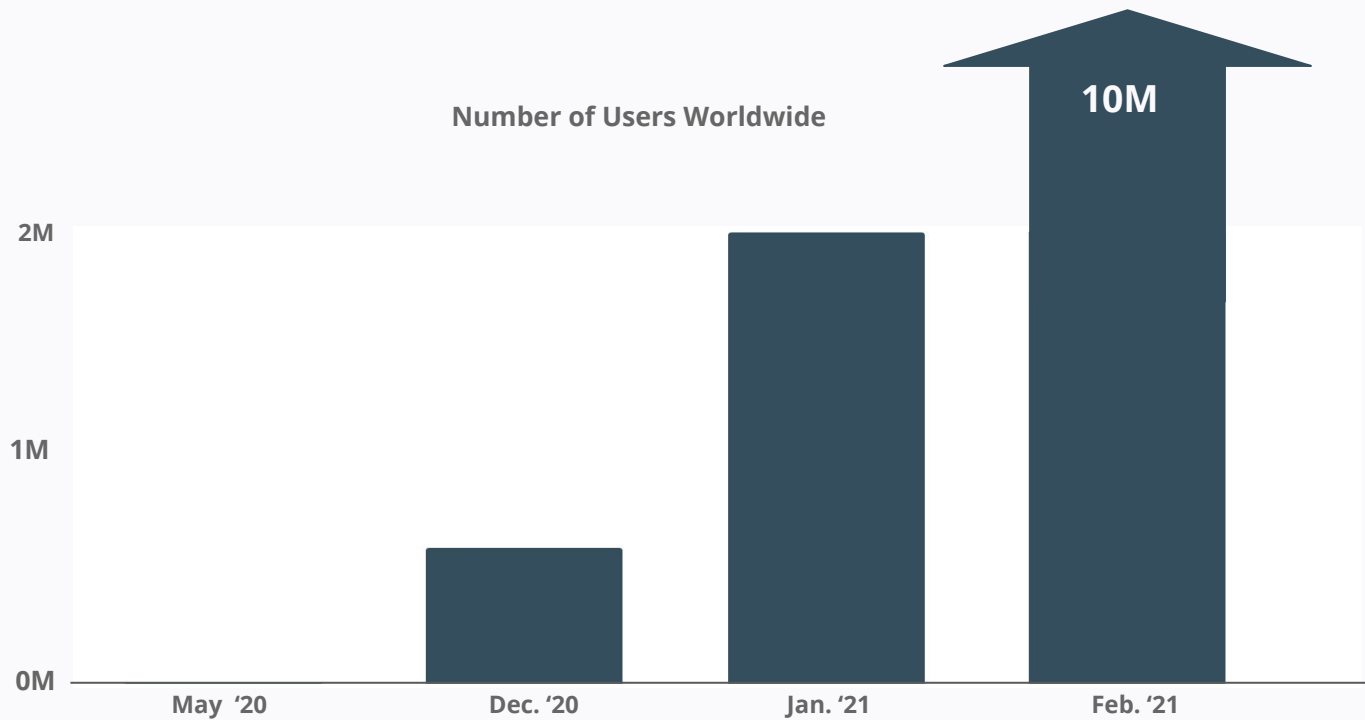
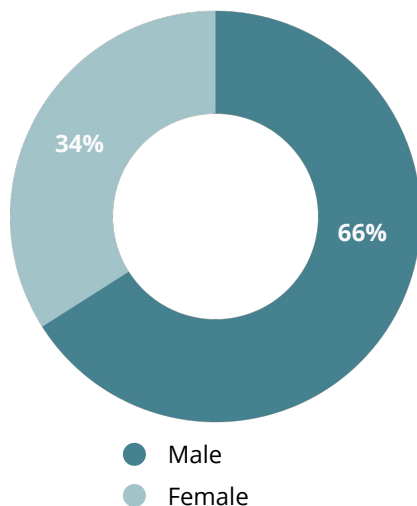


Chart includes all iOS downloads worldwide and the US Android downloads
Approximate app data from: [backlinko](#)

Part of Clubhouse's appeal is its exclusivity - an existing member must invite you to join. When the app first launched, the users were mainly venture capitalists or founders. Since the platform's significant growth (Dec. '20 - Feb. '21), users demographics have started to diversify.

Clubhouse User Demographics

Gender Breakdown



Social Handles Breakdown



Top 3 Geos: USA (58%), UK (11%), CAN (3%)



Age: 25 - 34 years old (39%)



Top Bio Terms: CEO, Strategist, Founder, Author



Interests: Business, Science, Tech, Music, Sports

Data collected from Oct. '20 - Feb. '21

Source: [Audiense](#)

The app first launched on iOS worldwide and later rolled out on Android in the US in May '21. Clubhouse officially released the app on the Google Play Store worldwide in mid-May '21 and since has gained over 2M new Android users. Clubhouse is planning for a general release for summer '21, meaning no invite needed to join.



[Click to View](#)



[Click to View](#)

Currently, Clubhouse does not offer any paid advertising within the platform. Here are some of the ways brands have organically been utilizing the platform:

01

Q&As



Brands are hosting or appearing on clubs to open up the conversation with their audience in a Q&A panel format.

02

Sponsored Rooms



Brands have been increasing their reach and providing positive experiences by sponsoring rooms on Clubhouse.

03

Participating in Trends



Brands are hopping on trends to get noticed by a broad range of users and participate in conversations on Clubhouse.

04

Hosting Rooms



Brands are hosting rooms on Clubhouse to drive engagement and promote activations.

05

Partnerships



Brands are leveraging influencers and thought-leaders to target engaged listeners, reach niche audiences and increase their brand's influence.

CEOs/founders have been hosting Q&A sessions on Clubhouse to increase awareness, position the brand as a leader in the industry, increase credibility and transparency, humanize and organically engage with customers.

Coinbase's CEO and Co-founder, Brian Armstrong was interviewed on a popular club, "Good Time". During the interview, Armstrong talked about the future of cyber currency and listeners were invited to ask questions.

MON, Feb 15, 11 PM (MDT)

 **Coinbase CEO Brian Armstrong on Good Time**

From GOOD TIME 🏠



w/ *Sriram Krishnan, Dan Romero, Brian Armstrong, Marc Andreessen, Steven Sinofsky, Garry Tan* 🍔, *Avichal Garg* — Join us for a special edition of Good Time with Coinbase founder and CEO Brian Armstrong!

Burger King, Tim Hortons, and Popeye's parent company, RBI, utilized Clubhouse by hosting an "Open Kitchen" room to discuss their Q4 financial results.

FRI, Feb 12, 2 PM (MDT)

  **Open Kitchen with Restaurant Brands CEO José Cil**



w/ *Duncan Fulton, Jose Cil, Fer Machado, Ellie Doty* — Companies have calls with investors and business media every 3 months. Our Q4 results call is this week. But why not give our customers / guests the same access to our leaders? Let's try it on Friday 🙌

Brands have been sponsoring events/rooms on Clubhouse by partnering with established clubs and using these platforms to interact with a wider audience.

Sponsored events can reach larger audiences and allow for the user to have a positive experience with the brand.

Yummy, a grocery delivery app, sponsored a creative and engaging event-based room in which contestants competed for gift cards by performing at a talent show.

Next Clubhouse Talent Show is June 5 for \$10k on Yuhmmy App
From ILODRADIO TALENT CLUB 🏠

THU, Mar 25, 5 PM (PDT)
Beauty Trivia Night 🎤👉 NAILS! Pwrd by O.P.I.
From THE BEAUTY ROOM 🏠



w/ Jaleesa Jaikaran, Gracie J :, Kafi R., Ehlie Luna — Welcome to Beauty Trivia Night! A game show that'll test your beauty knowledge from everything from history, makeup, skincare, hair and nails. 🌸 Wanna flex what you know & win cash prizes and the cutest gift basket? 🤔💰👉 Come through boo as we celebrate the 40th Anniversary of O.P.I - tonights sponsor!

O.P.I sponsored a Beauty Trivia Night on the popular "The Beauty Room" club to promote their 40th anniversary.

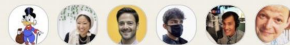
Cash App provided a \$100K sponsorship for a trivia game on "I AM WOW \$" club.

The concept of the game is to name 3 matches in 5 seconds to win money. The sponsorship from Cash App was mentioned in the event's title and at various points throughout the event.

SUN Jan 17, 8 PM PST

Crypto 4 Follows 🎤👉👉 (Sponsored by Cash App)

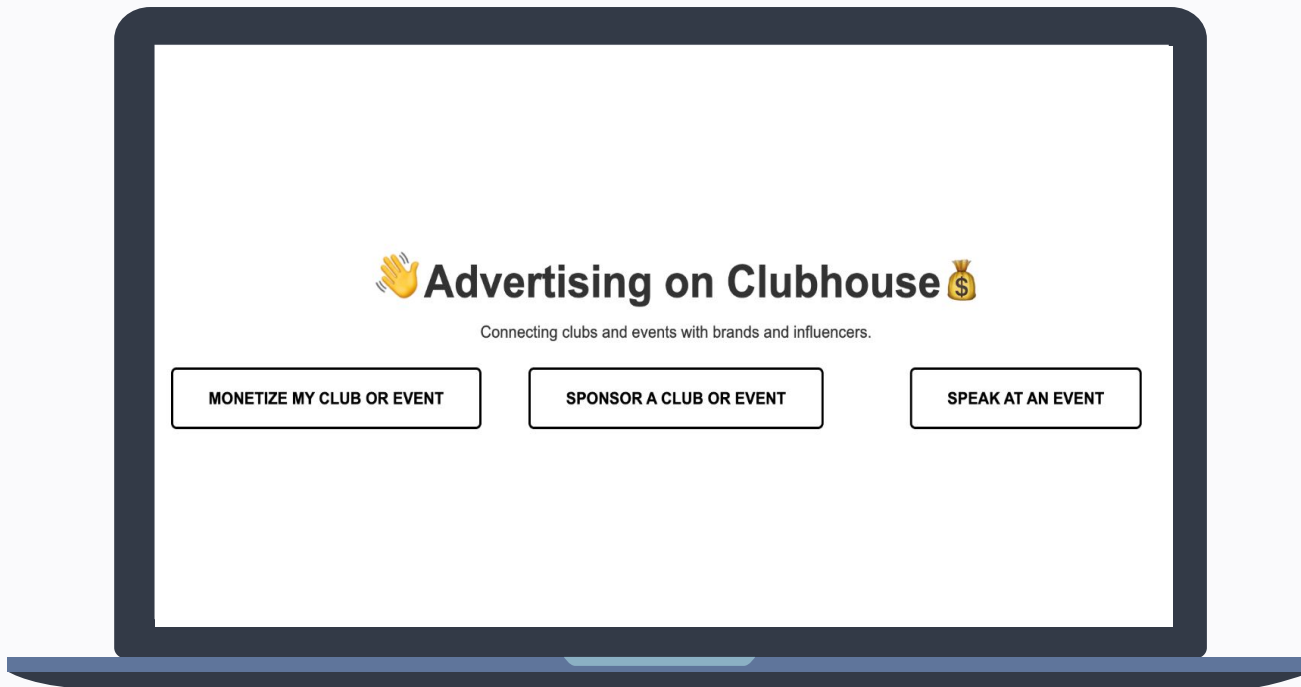
From I AM WOW \$ 🏠



w/ Justin Kan, alex fox, Noah Lichtenstein, Josh Harris, Andrew Lee 🎤, Aaron Batalion

You know how this works. We give you a category. You win free money by telling us 3 matches in 5 seconds. Double or nothing until you are the richest person in the world. Sponsored by Cash App.

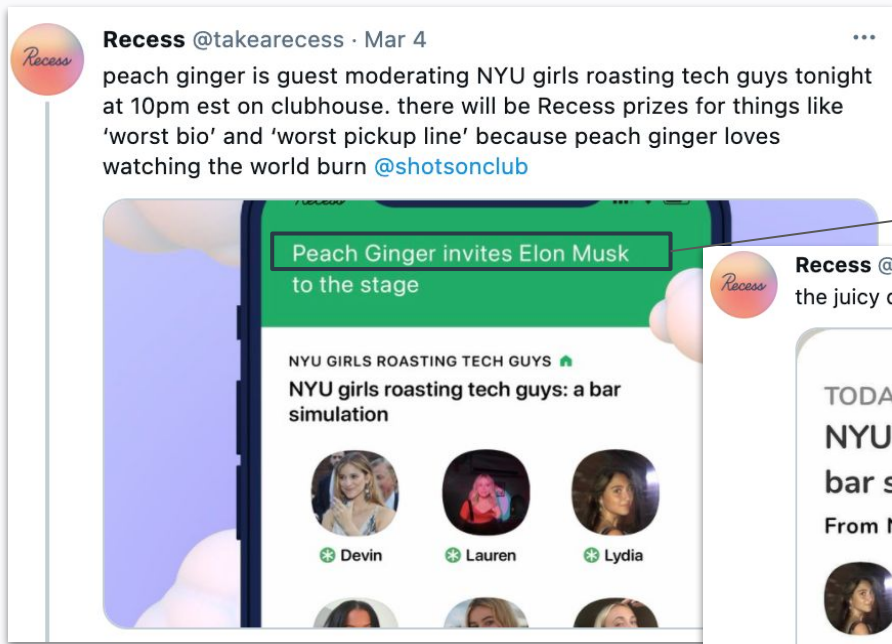
Clubroll is a website that launched in Jan. '21 that connects clubs/events with brands or influencers on Clubhouse or vice versa.



[Click to View](#)

Brands have been using trends or popular clubs to participate in the conversation on Clubhouse. Recess, a beverage brand, moderated the trending room - “NYU girls roasting tech guys”.

Recess promoted the event on their Instagram and Twitter account.

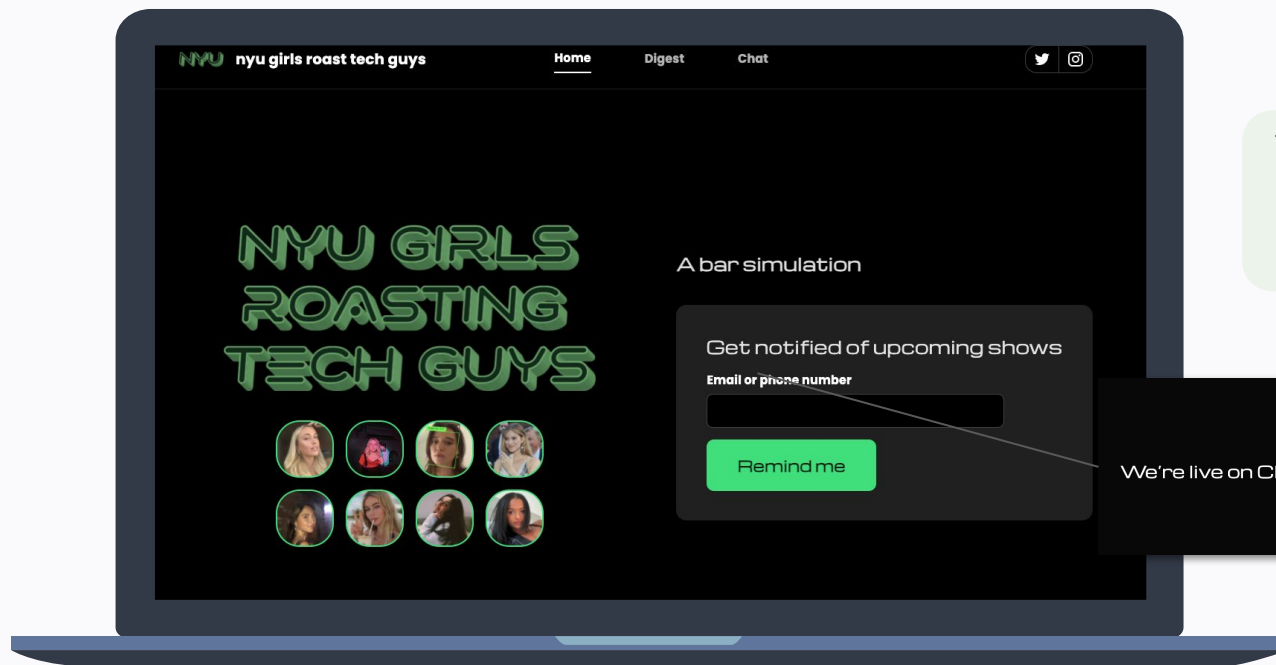


“peach ginger” is one of Recess’ flavour personas who acted as the room moderator during the show starring Elon Musk.

[Click to view](#)



“NYU girls roast tech guys” aka “Shots on Club” was created as a interactive comedy/dating game on Clubhouse. The club went viral and has since featured many celebrities and tech industry leaders. From this trend, they were able to create and establish the room as a brand.



They now have a website, newsletter, chat forum, and have established a significant following on Twitter and Instagram.

Upcoming show

We're live on Clubhouse every **Tuesday** and **Thursday** at **10:00 PM ET**

Sign up to receive notifications on show times.

[Click to View](#)

IHOP took a creative approach to promote their new Steakhouse Premium Bacon on Clubhouse. They hosted a 8-hour room on Clubhouse which featured the sound of their sizzling bacon all day.


Approximately 8K users joined the room throughout the day, and at the event's peak, they had 1.7K users in the audience.



Prior to the event and during the event, they used their Twitter account to promote traffic to the room.


Influencer marketing on Clubhouse offers a unique opportunity for brands to reach niche audiences. Brands can leverage influencers to promote their brand with strategic partnerships or with mid-roll ads similar to those on podcasts.

By choosing to join a room, listeners have shown a vested interest in the topic and likely views the speaker as trustworthy and credible.




Karen Civil
@karencivil



3.5M followers 430 following

 Marketing Maven
Harvard Business School Alumnus
CEO: Always Civil & LiveCivil.com

Co-Host of Girl, I Guess Podcast

Queens Gaming Advisory Board

 You can text me now at 908-913-8

 KarenCivil  karencivil



Martell Cognac @MartellUSA · Feb 22

Karen Civil (@karencivil) and Ronne Brown (@ronnebrown) are [#bosslife](#) IRL. Join them for Martell Presents: Bold Conversations where they'll discuss everything from breaking into a new industry to setting boundaries along the way. Monday February 22nd at 8P ET/7C on [#Clubhouse](#).



Pernod Ricard cognac Martell partnered with Karen Civil to celebrate black female entrepreneurs during Black History Month.

The partnership entailed a weekly Clubhouse show during Feb. '21, which was hosted by Martell and Civil and featured black female entrepreneurs.

Source: [Forbes](#)

There are already hundreds of influencers on Clubhouse that brands can partner with. Here are some of the top accounts:

Business



Rohan Seth (@rohan)

of Clubhouse Followers: 6.3M

About: Cofounder of Clubhouse



Paul Davison (@paul)

of Clubhouse Followers: 5.7M

About: Cofounder of Clubhouse



Marc Andreessen (@pmarca)

of Clubhouse Followers: 5M

About: Investor, Entrepreneur, Engineering



Chris Lyons (@chrislyons)

of Clubhouse Followers: 4.8M

About: Investor, Entrepreneur, Sound Engineering



Ben Horowitz (@bentonio)

of Clubhouse Followers: 4.5M

About: Author

Entertainment



Tiffany Haddish (@tiffanyhaddish1)

of Clubhouse Followers: 5.3M

About: Comedian



Felicia Horowitz (@feliciahorowitz)

of Clubhouse Followers: 5.2M

About: Dinner party host



Jared Leto (@jaredleto)

of Clubhouse Followers: 4.9M

About: Actor



Bomani X (@iambomanix)

of Clubhouse Followers: 3.7M

About: Musician



Scooter (@scooter)

of Clubhouse Followers: 4.2M

About: Media proprietor

Other



Shaka Senghor (@shakas)

of Clubhouse Followers: 4.6M

About: Writer



Van Jones (@van)

of Clubhouse Followers: 4.5M

About: Media



Anu (@anu)

of Clubhouse Followers: 3.6M

About: Business, physician, writer, actor, investor, dilettante



Josh Constine (@joshconstine)

of Clubhouse Followers: 3.6M

About: Tech leader



Gayle (@gayle)

of Clubhouse Followers: 4.3M

About: Media

Key Takeaways

Clubhouse is a new invite-only, drop-in audio app that launched in July 2020. The app was designed for users to meet, talk and share ideas in real-time. You can create and join "rooms" - which are similar to a conference call. These topic-based rooms often feature influencers, thought-leaders or celebrities.

The app spiked in interest and downloads in Nov. '20, peaking in Feb. '21. Clubhouse recently launched worldwide on Android in May '21 and is anticipating a general release for this summer.

Currently, Clubhouse does not offer any paid advertising within the platform. Here are some of the ways brands have organically been utilizing the platform:

1. **Q&As:** CEOs/Founders have been hosting or appearing on clubs to answer questions and engage with customers. These Q&A panels can increase brand awareness, position the brand as a leader, and increase its credibility and transparency.
2. **Sponsored Rooms:** Brands have been sponsoring rooms to reach broad audiences and provide a positive brand experience.
3. **Participating in Trends:** Brands have been using trends or popular clubs to join Clubhouse. A popular room on Clubhouse (Shots on Club) was able to leverage their new fame to establish themselves as a brand.
4. **Hosting Rooms:** Brands are hosting rooms on Clubhouse to drive engagement and promote activations. IHOP ran a successful room for the launch of their new Steakhouse Premium Bacon.
5. **Partnerships:** Brands have been leveraging influencers and thought-leaders on Clubhouse to reach niche audiences and increase their brand's influence. Partnerships can vary from hosting clubs to mid-roll ads (similar to podcasts).