

February 8, 2021

# Clubhouse Overview



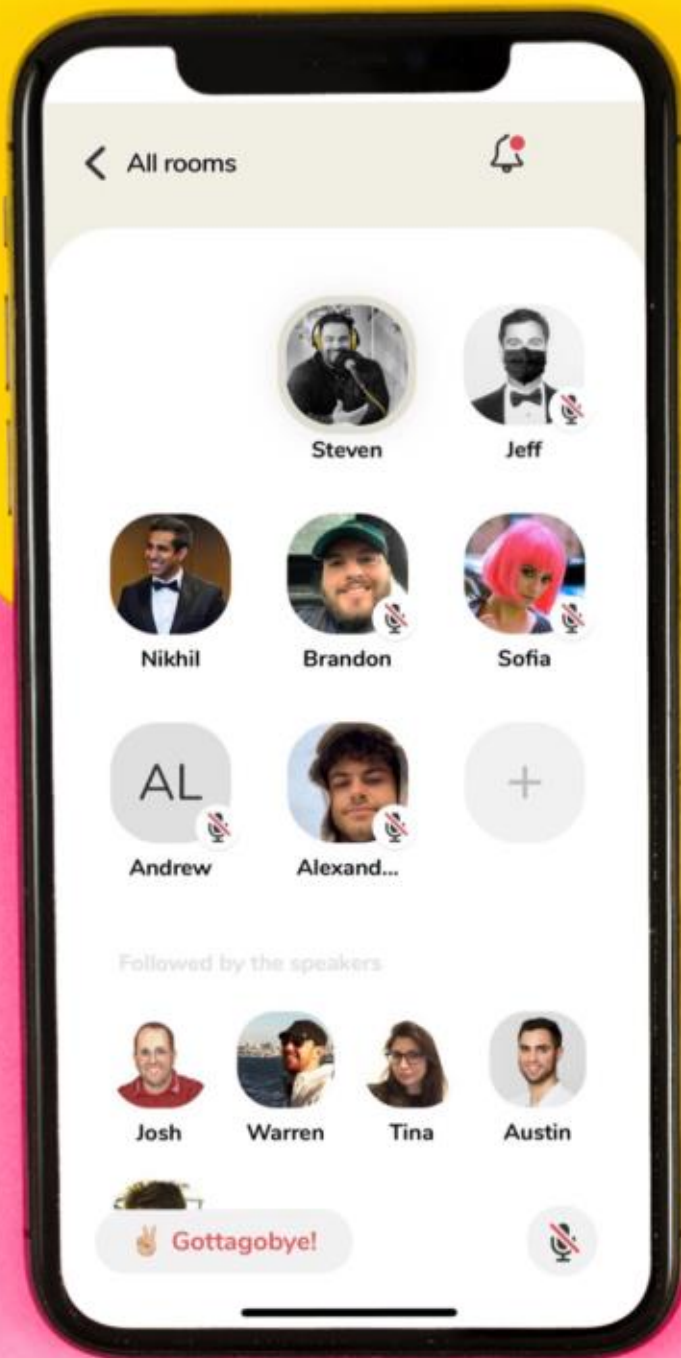
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# What is Clubhouse?

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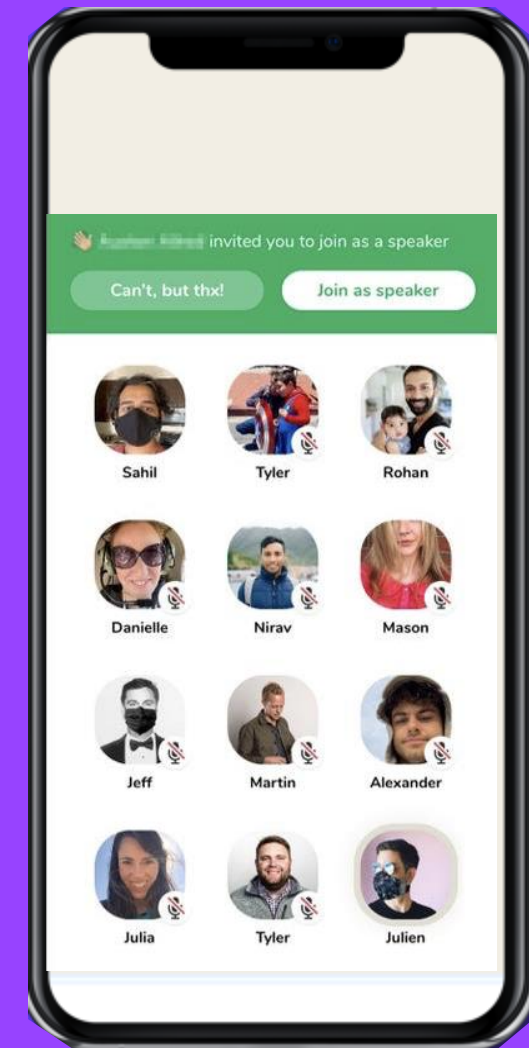


# Clubhouse is an exclusive drop-in audio social platform.

The up-and-coming invite-only, audio-only and iPhone-only (for now) network is packed with celebrities, talent shows and very, very good thought-provoking live conversations.

The Clubhouse rooms are a bit like dropping into the live recording of a podcast, where you can raise your hand and ask a question, contribute to the conversation or battle out your rapping skills with strangers. Eavesdrop into a room that's already happening or start one of your own—but don't worry about saying the wrong thing, nothing is saved or recorded for a replay.

The platform launched amidst the chaos of 2020 and many of its early members are celebs. At the start of December 2020, it had just 3,500 members around the world, now it has over 600k. The Clubhouse crowd includes names like Oprah, Tiffany Haddish, Ashton Kutcher, Drake and Jared Leto.

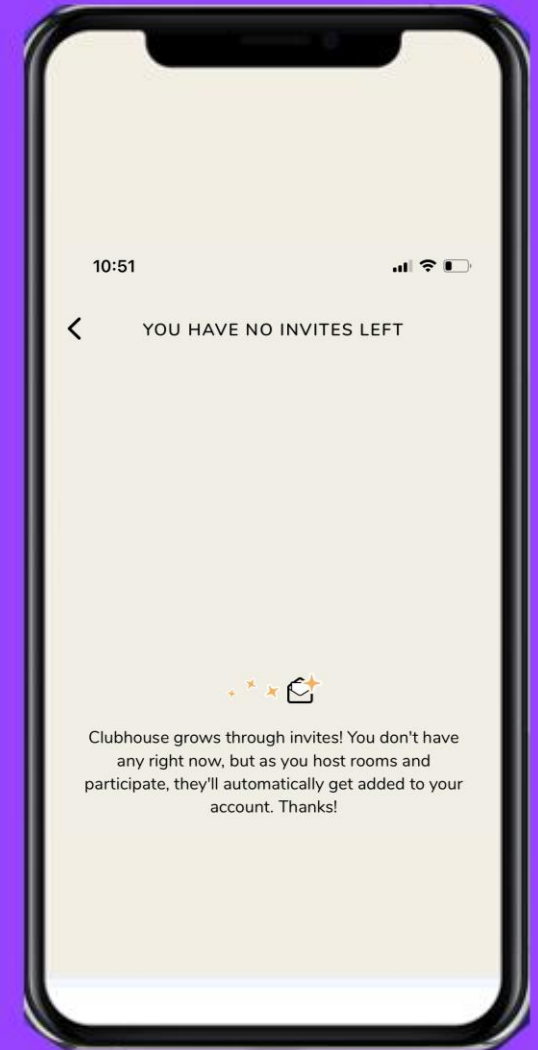
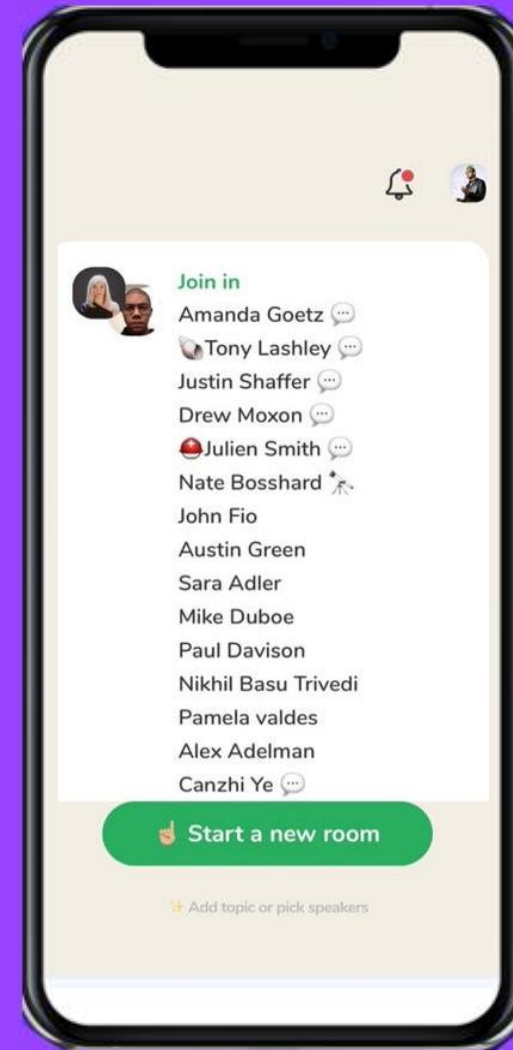


# Why is it happening?

Gone are the water cooler interactions at work or wandering up to a chatty group at a party. Which is why the biggest appeal of Clubhouse is mimicking the spontaneity of such parties, large and small social interactions with strangers and acquaintances, which are almost impossible to come by during the pandemic.

One of major differences that sets Clubhouse apart from other platforms Twitter, Instagram, and Facebook, is that once you join a room, you don't need to be staring at your screen to participate. It also gives users the ability to remove the friction of video, the need to “prep for a Zoom call,” and the flexibility to show up at the gym or from your couch.

Clubhouse is talk radio meets podcasts with a layer of social tech slapped on top. Everything certainly comes full circle—making the old rush of connecting on the analog, digitally new again.



# Are there limitations?

## Members only.

Invitations are limited but users gain more invites to share the more they interact (remember the elusive Google+ invites?).

Users can only be in one room at a time (for obvious reasons), so choosing the perfect room that will add the most value to one's life can be quite anxiety- and FOMO-stricken.

## Who's speaking?

Users can follow friends, new connections made inside rooms, or influential people in specific industries. They can also keep tabs on business competitors, and stalk the categories related to a niche. Users can toggle interest preferences and get served rooms based on those interests in the feed.

Only the user who made the room is the one who bestows speaking privileges to participants. But getting on stage to speak isn't hard: just raise your hand and wait to be called on, or chime in and introduce yourself.

## Here today, gone forever.

Because nothing is saved on Clubhouse, users must be present in a room or risk missing these exclusive conversations. As a safe space to talk and listen, there will be no recordings lingering on other social platforms as an aftermath.

It's not private per se, but it isn't possible to go back and get another listen of something inspiring or share the audio of something outrageous.

Rooms can be scheduled ahead of time, under different Clubs that one joins. Joining a Club will notify users of all the rooms scheduled inside.

## ADA compliancy? Nope.

As Clubhouse is an audio app, it sadly and naturally excludes the hearing impaired, preventing them from taking part in conversations.

Introducing automatic transcriptions could help alleviate this problem and create a more inclusive community, though those types of transcriptions are far from perfect, and due to the volume of conversations, unlikely.

# Worth considering?

Official brand accounts and profiles are currently not available on Clubhouse. Large corporate brands have not yet shown up, as most business conversations are between entrepreneurs or influencers.

That being said, CEOs of large- and small-scale companies are around to talk shop and answer any questions about their companies or often give free business advice. Venture capitalists (VCs) are also a big part of the exclusive crowd mingling on Clubhouse. This presents an exciting opportunity for startups to get in front of investors and make valuable business connections.

# Any watch-outs?

One of the biggest setbacks the app has experienced is harassment, which is especially concerning if brands choose to somehow engage in the app. The broader need for moderation is likely to be a challenge for Clubhouse.

As of recently, the function for reporting offensive content consisted of recording audio of the interaction and sending it to a customer service line, which is difficult to catch in the moment and you're technically not allowed to record conversations anyway.





# Engaging & Growing

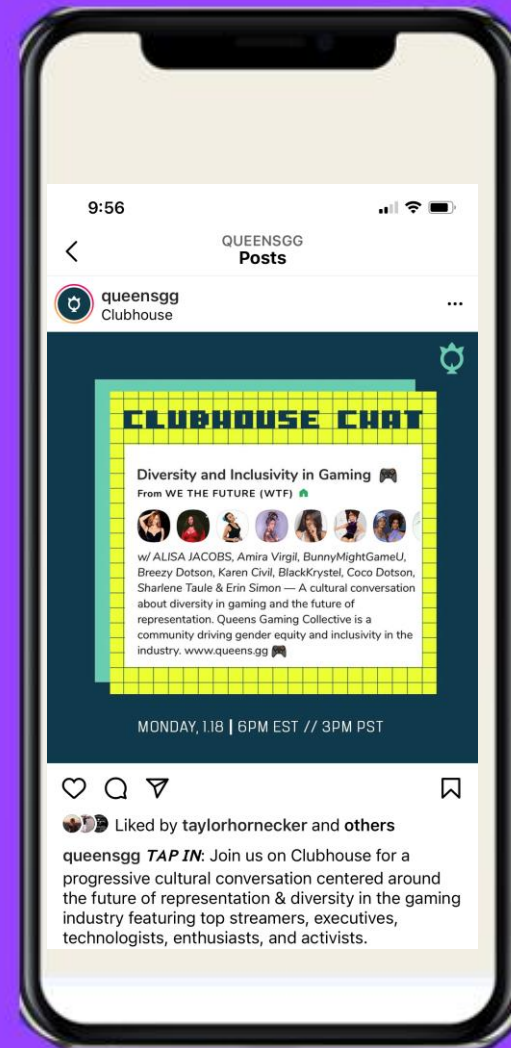
Clubhouse takes the “media” feel right out of social media and leaves users with what they’ve always loved (and missed) about social media—the social aspects. With that in mind, staying authentic to the platform ethos is imperative when participating.

The best strategy to create an engaging room and conversation is to join a Club and then host the chat through that Club so when the chat starts anyone who is a member is notified.

## Platform Talks

Other platforms like Twitter, Instagram or Facebook sometimes hold extended discussion on topics had inside Clubhouse, often identified with #\_\_\_\_CH. For instance, after an intense battle between hundreds of diehard musical fans listening in on the Hamilton Auditions Room, #HamiltonCH re-ignited conversations on Twitter. Memes and current trending convos about Clubhouse are also popular.

During a room convo, users’ bios are visible, often linking out to Instagram and Twitter profiles, which can be quickly tapped for a further look into or engagement with a speaker or another member. This allows for real-time critique and/or feedback on live content in real time. A common action is following speakers that spark interest while they’re speaking.



# Brand Thought Starters

As soon as brands get profiles and start to grow an audience on Clubhouse, they can use the app to foster discussions in an exclusive crowd, through announcements, company news, and updates.

- Let's say a brand has decided to switch to more sustainable, eco-friendly suppliers. They can create a chat about that business decision, bringing brand values to the forefront and have meaningful discussions with your audience.
- Got a launch coming up? Create a room and announce a new product or features. It may prove an excellent way to build anticipation with an engaged community and get instant feedback.
- Furthermore, someone might recommend a tweak or a feature they would like to see. Clubhouse's format is ripe for crowdsourcing ideas.





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# Now What?

For possible brand interactions, continue to monitor growth and increased interest in related segments and categories (e.g., car enthusiasts). New Clubs, new conversations and new rooms are popping up every day in ways that could tie back into marketing verticals.

Once brand profiles are available, and before pulling the trigger on engaging as a brand, take note on how users react to marketers and potentially being “sold to.” Brands’ north star instinct should be to tread lightly, before spoiling the spontaneous fun for users.

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# More to Learn:

1. [Join Clubhouse](#)

2. [What is Clubhouse | Mashable](#)

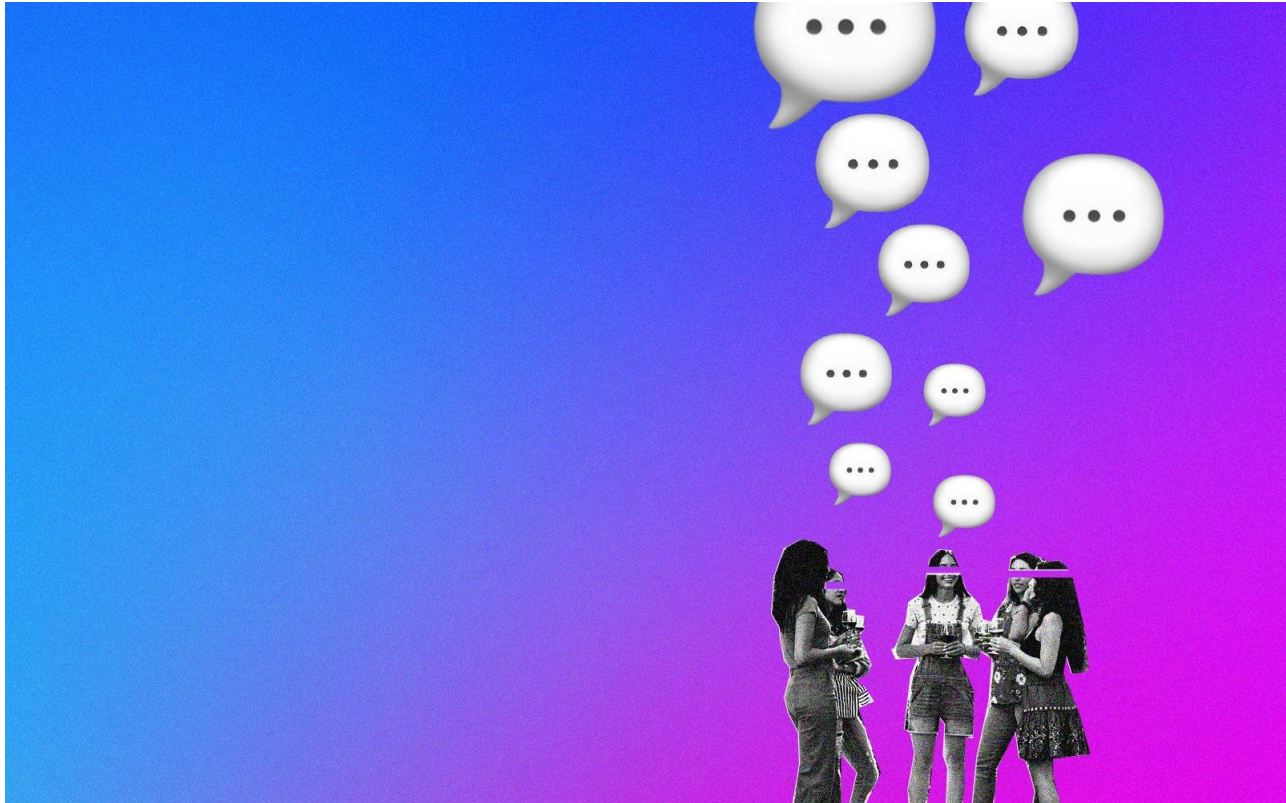
3. [Clubhouse gets \\$1B valuation | The Information](#)

4. [How to Get Started | Social Media Examiner](#)

5. [Chatroom Apps | TechCrunch](#)

6. [How to Create a Club | Bustle](#)

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**Thanks, bye.  
Or should we say...  
“👉 Leaving  
quietly.”**



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