What is Discord, who is using it, and how can marketers leverage it?

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Discord is a **VoIP*** and **instant messaging social platform** and app that has **increasingly gained traction** in recent years.

As Discord expands from its **primary gaming audience**, ROAST's Insights team have done a deep-dive on:

- What is Discord?
- Who is its audience?
- What markets is it popular in?
- How can marketers leverage the platform?

VoIP: Voice over Internet Protocol. A technology that allows you to make voice calls using a broadband internet connection instead of a regular phone line)

Key Discord Stats

563 million
registered users

14 million
users every day

Discord's direct revenues are expected to be **207 million** USD in 2023

What is Discord?

Discord is a chat app that is used by consumers to talk via voice, video or text and hangout with their communities and friends

Key uses and features:

Discord **differentiates** itself from other platforms or social channels through its **wide range** of chat options.

It combines many of the best features from platforms such as **Slack** and **Skype**, with an **easy-to-use interface**.

The **versatility** of Discord has made users embrace it as both **a place to play games** and **chat with friends** and meet people with **similar interests.**

Discord offers **both** private and public servers.

Private servers are for hanging out with **friends** and are used for **communication** that **requires secrecy.**

Public servers are described as a mixture of **Reddit** and **Slack**. Public Discord servers are for **fans** of a **common interest** to **chat** and **foster their community.**

Game developers are known for **interacting** with users of verified Discord servers **dedicated to their titles.**

Who is Using Discord?

Discord is trying to **move away** from **just** being a platform for gamers and while it is expanding into the **social space**, the majority of users using Discord are **gamers**, or were into gaming at some point.

There are Discord servers that focus on a variety of topics for those outside the gaming community, including things like **anime**, **cryptocurrency**, **self-improvement** and just **making friends**.

Discord's primary audience skew **male** and while **Gen Z** is its central age group, **a third of Millennials** are using the platform daily/more than once daily.

The majority of regular Discord users are **full-time workers** but a **quarter** are also **students**.

Like-minded communities and **interest groups**, which is at the centre of Discord, is the **highest indexing** reason for Discord users to use social media. **Finding content** and **supporting good causes** are also high indexing.

Demographics

68% Male
30% Female

51% Gen Z
15% Gen X

33% Millennials
1% Baby Boomers

45% Full-Time Worker
24% Student
12% Self-Employed/ Freelancer
9% Part-Time Worker

Interests

67% Gaming
67% Technology
66% Music

High-Indexing Reasons for Using Social Media

i164 Finding like-minded communities /interest groups

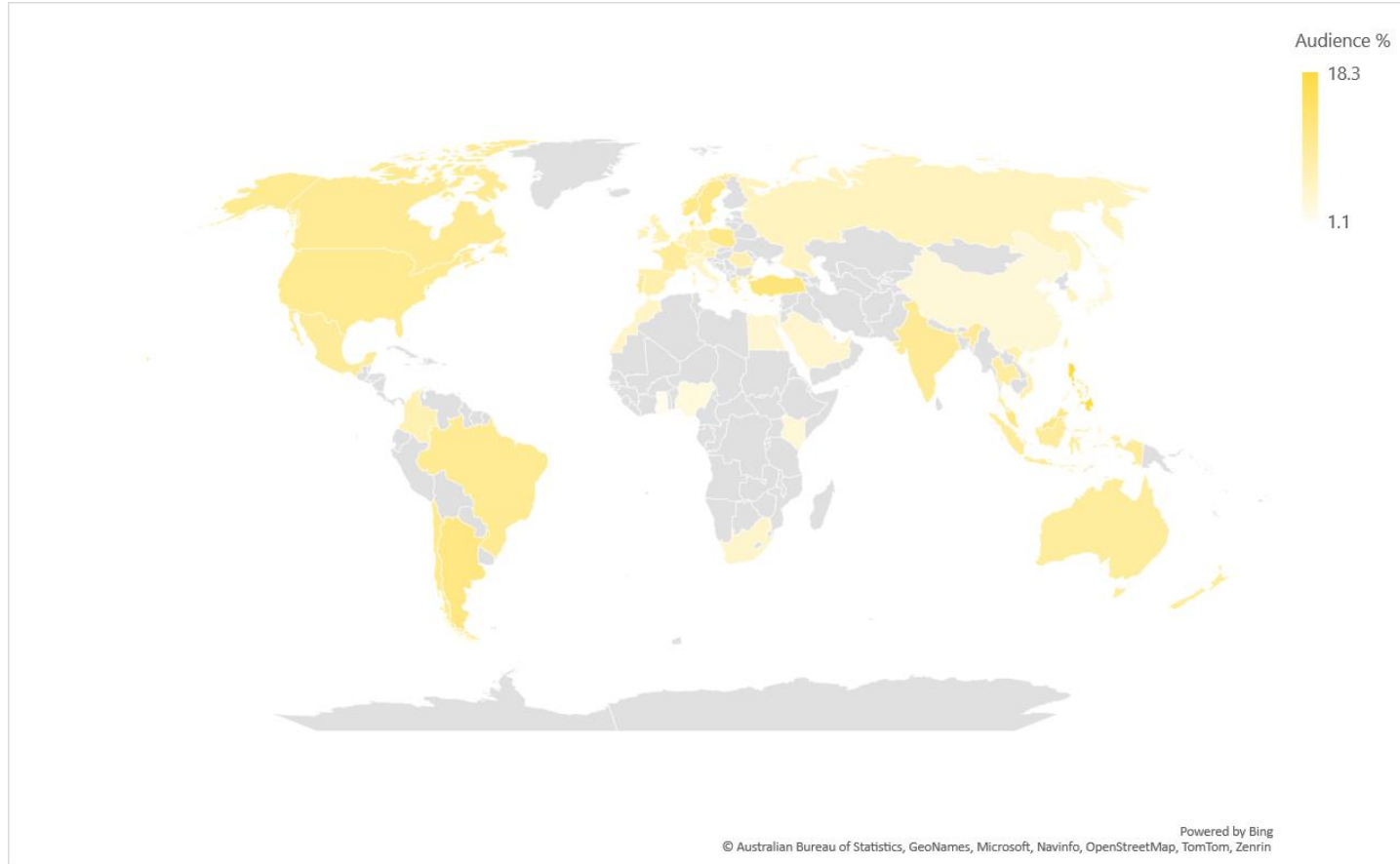**i157** Finding content (e.g. articles, shows, videos, memes etc)

i157 Supporting/ connecting with good causes
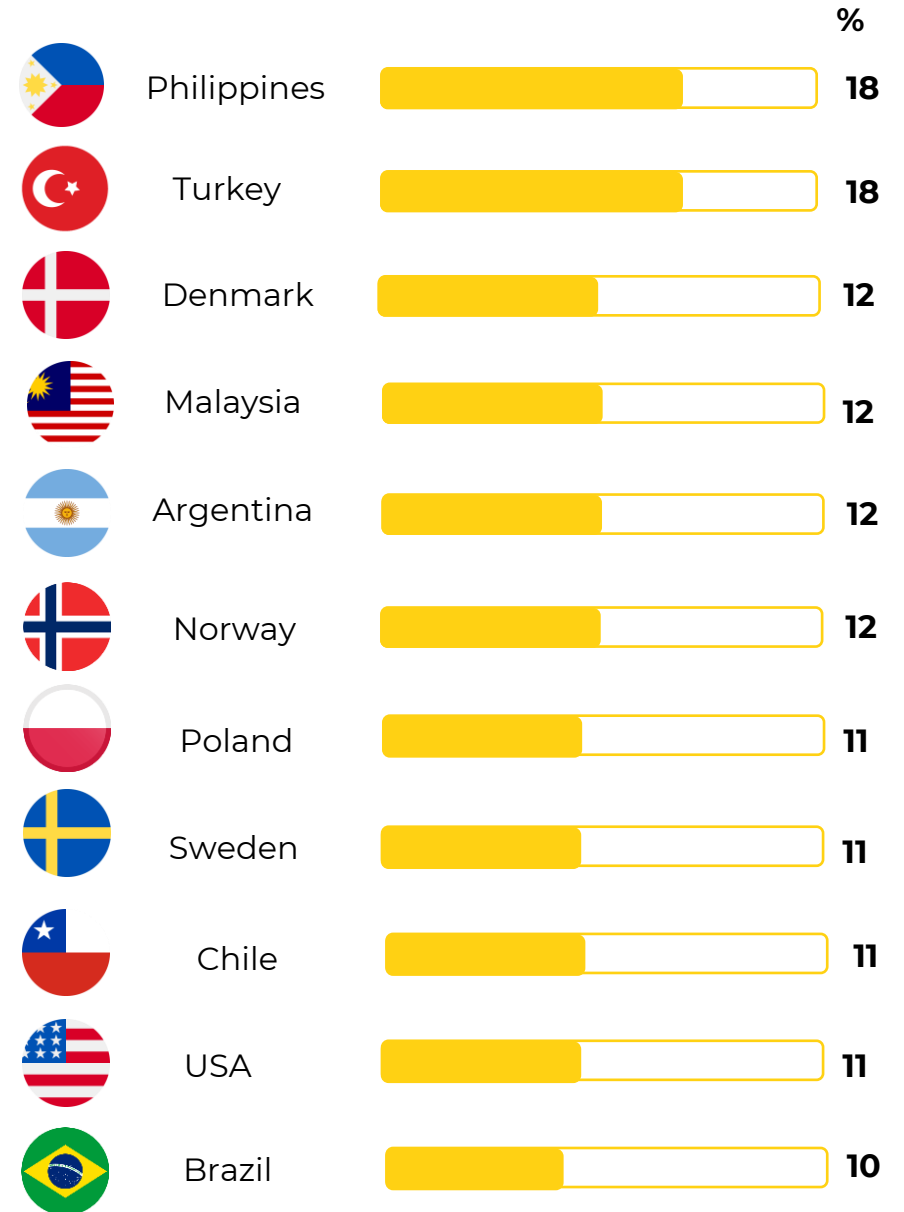
i156 Avoiding missing out on things

Where is Discord most popular?

Discord Usage - More than once daily, daily & weekly

Audience %
18.3

1.1

Powered by Bing
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North America and APAC are still core markets for Discord but usage in Europe, notably across Scandinavia, continues to rise.

%

	Philippines	18
	Turkey	18
	Denmark	12
	Malaysia	12
	Argentina	12
	Norway	12
	Poland	11
	Sweden	11
	Chile	11
	USA	11
	Brazil	10

Source: GWI Core, Waves: All Global, Named Messaging Service Used

How can Marketers Utilise Discord?

There are **no native advertising tools** such as on Facebook or TikTok, but brands can still leverage Discord through **community engagement.** Brands can **authentically engage** with consumers on Discord by leveraging what is **already appealing** about Discord – **forming relationships** around **common interests** and having discussions in **real time**

The best way to **brand build** and market your brand on Discord is to build a **business-specific community server**.

Users can then join, having found you **organically** through browsing the platform or through **promotion** on **other social** or **marketing channels**.

Another way to market your business on Discord is to **join other channels** or servers **relevant to your business** and engage in conversations.

As part of **mid-funnel** activity/campaigns, brands can **share links** to **thought-leadership content** and **high-quality blog posts**.

Discord can also be useful, similarly to Reddit, for **research**.

Whether its gauging **demand** for **new products** or getting **feedback** on **existing products**, Discord can be a vital way for brands to show that they **listen** and **respond** to **customer feedback**.

An important **consideration** for brands surrounds **brand safety**. As it has moved towards a **social media/communication** platform, brand safety has become a concern.

The use of the platform by white supremacy groups to organise a violent rally in 2019 show **potential issues** with the platform and the **necessary considerations** from brands.

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Source: HubSpot

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THANK YOU!

Get in touch at: **insights@tipigroup.com**