

RED THREAD STRATEGIES

5 top tips to increase your customer engagement online now



Delight the right customers with the right messages at the right time

CUSTOMER ENGAGEMENT STRATEGIES

Prepare to engage when your customer needs you the most

Customers are astute and well-rehearsed on researching and seeking information, solutions and value beyond the product in the minimum number of clicks online. In our increasingly hectic world where the fast demand for information is expected, time is of the essence where your customer is looking for answers in one or maybe two clicks. Think about a time where you have been searching online for a product, solution or information - how long were you willing to keep keep clicking to find the right solution?

In this article, we look at how putting yourself in the shoes of your customer and mapping their decision making and buying journey is critical to ensuring you provide fast solutions, messages that inspire and value beyond the product.

When you inspire, delight and communicate effectively in the right moments, your brand will stand out from the rest.

Are you ready to get started?

5 top tips to increase your customer engagement

Take some time to think about your business, your competitors, your customers and your environment. If the answers to any of these questions are "we don't know", make it your mission to find out.

1: Who are your ideal customers?

Understanding in detail who are your ideal customers and focussing your efforts here will help you to rise above the competition.

Additional questions to ask -

- What are the different segments/categories of customers?
- What is the decision making point at which customers buy from you?
- Who are my most profitable/ideal customers who will help you meet your business goals?

2: Walk in the shoes of your ideal customer

Map out the ideal customer's journey before, during and after buying from you.

Additional questions to ask -

- What problems/solutions are they researching before coming to you?
- What information do they need to help solve their problem?
- What do they need to make a decision to buy?
- When and why do they come back to you?

3: Pin-point where your ideal customers are appearing online

When you know where your ideal customers are appearing online and researching your market, and which platforms they are using, you have a prime opportunity to engage with them.

Additional questions to ask -

- When researching your market, what questions are they asking?
 - "I want to learn about ...?"
 - "I want to know more about...?"
 - "I want to hear from experts/other buyers"
 - "I want to know how to find/buy...."

4: Build a content plan to answer your ideal customer's questions

Building content that speaks directly to the customer and answering the questions they have, will build your authority, credibility and opportunity to continue engaging to the point of buying.

Additional questions to ask -

- What online platforms are they using to find answers to their questions?
 - Youtube?
 - LinkedIn?
 - Facebook?
 - Instagram? etc
- What type of content are they looking for?
 - Brief reads?
 - Easy watch videos?
 - How to instructions?
 - Inspiration/motivation/education/product comparisons?
- What variety of content will reach customers at every stage of the buying journey?
 - Videos and quality images for inspiration and entertainment
 - Social proof posts to build confidence
 - Blogs and newsletters for motivation and education
 - Call to action image posts for product information and "buy now"

5: Be consistent

Consistency of communication is key to build your brand and build engagement and loyalty with your ideal customers.

Additional questions to ask -

- What are your key messages?
- What is your unique selling point?
- What value do you offer beyond your product or service?
- How do I want my customers to feel when they read my content - Energised? Inspired? Confident? Reassured? Ready to buy?

Taking that bit of extra time to **build a customer engagement plan** will pay dividends to create greater engagement with customers online and convert your leads into sales. There is nothing we love more than to see businesses thrive and grow!

If you are still unsure of where to start with building your customer engagement plan, don't worry, you are not alone!

Great marketing requires detailed thinking and time investment to increase your competitive edge. Give it a try and you may be surprised how quickly you identify some quick wins.

Are you looking for more help with building your customer engagement plans?

If you still have questions, we can help.

Drop us a line or give us a call for a free 30 minute consultation.

Contact - hello@redthreadstrategies.co.uk or call +44(0)7596306252