

# Customer Engagement

## HOW TO BUILD A SENSE OF COMMUNITY ONLINE

- **Be responsive:** Interact with your customers, answer their questions, queries and reviews.
- **Address people with their names and sign off with your name:** This makes it personal.
- **Share news, links and success stories:** Ensuring they relate to your business or your industry.
- **Upload photos of yourself, your staff and customers:** Putting faces to names will create a sense of familiarity.
- **Provide free content related to your services:** How-to's, advice, giveaways, offers, exclusivity (for members or VIP customers).

## MARKETING STRATEGIES

- **Set your goals:** What do you want to achieve from using digital platforms? These need to be defined, measurable, relevant and realistic.
- **Know your audience:** Who are you targeting, who are your customers and what are they buying from your business?
- **Know your competitors:** Follow them on social media, identify what they're doing well and not so well. Search your competitors for inspiration.
- **Audit:** Assess your digital platforms from a customer perspective. You could even ask a friend to do this and give you feedback.
- **Assess your followers:** You want your followers to be real and genuine, as they are likely to become leads and customers.
- **Define a strategy for each platform and set goals:**
  - **Facebook:** Community, offers, interaction and reviews.
  - **Instagram:** Inspiration, videos, brand awareness.
  - **Youtube:** Tutorials, education, brand exposure.

## EMAIL MARKETING

Email marketing is a great way to create a direct line of communication with customers and potential customers.

### Benefits of email marketing:

- Reaching the customer directly.
- Maintaining the relationship with regular contact.
- Include a variety of content: social media posts, blogs, new launches, offers, updates, giveaways, success stories and products.

**GDPR:** Ensure people sign up to receive your emails and you store their personal information securely and with consent.

For more information on consent, data protection and GDPR regulations for small businesses please visit: [ico.org.uk/for-organisations/data-protection-advice-for-small-organisations/getting-started-with-data-protection-top-tips-for-beginners/](https://ico.org.uk/for-organisations/data-protection-advice-for-small-organisations/getting-started-with-data-protection-top-tips-for-beginners/)

## THIRD PARTY EMAIL CREATION SERVICES

- Mailchimp
- Moonsend
- SendInBlue
- Hubspot
- GetResponse
- Mailer Lite
- AWeber

These typically have a free tier and paid options which increases in relation to how many subscribers you have.

Note that you are required to ensure that these services also adhere to GDPR and data protection requirements in the UK as some use servers in other countries.

## HOW OFTEN TO KEEP IN TOUCH

- **Be prompt in answering people:** Ensure people have a positive experience when interacting with you.
- **Keep to the business hours advertised on your website:** Don't reply to people who message at midnight, maintain a healthy work/life balance.
- **Create an automatic response for messaging services:** For example, Facebook. "Thank you for getting in touch. We're currently closed, but we open tomorrow at 8am. A member of the team will respond to your message tomorrow morning. Thanks, (Business Name)".
- **Provide contact information:** Phone, email, website, social media.
- **Limit social posts:** Limit to one a day or as manageable for you and the customer.
- **Email marketing:** Keep email marketing to no more than once a week.