

How to build a successful
engagement **strategy**

Why You Need a Sound Customer Engagement Strategy

To encourage customers to involve themselves in the evolution of your brand, up to the point of becoming advocates.



Figuring out a game plan

The engagement of your customers requires both an emotional connection with your business and easy, frictionless ways to act on that emotion.



Customer's Emotional Rationale



This brand always delivers on what they promise



I feel proud to be a customer of this brand.



This brand is the perfect company for people like me.

Ways to Develop a Customer Engagement Strategy



Be bold



Remember the brand hourglass



Be real



Humanize your brand



Showcase your authenticity



Make it easy



Make it fun



Be Bold

To engage customers on a level beyond mere price attraction or service quality, your brand needs to stand for something. Decide which qualities your brand wants to represent and uncompromisingly stand for what you embody.



Remember the Brand Hourglass

one end – large sprawling empires

the other end – small but revolutionary brands

in the middle – the “squeezed” brands



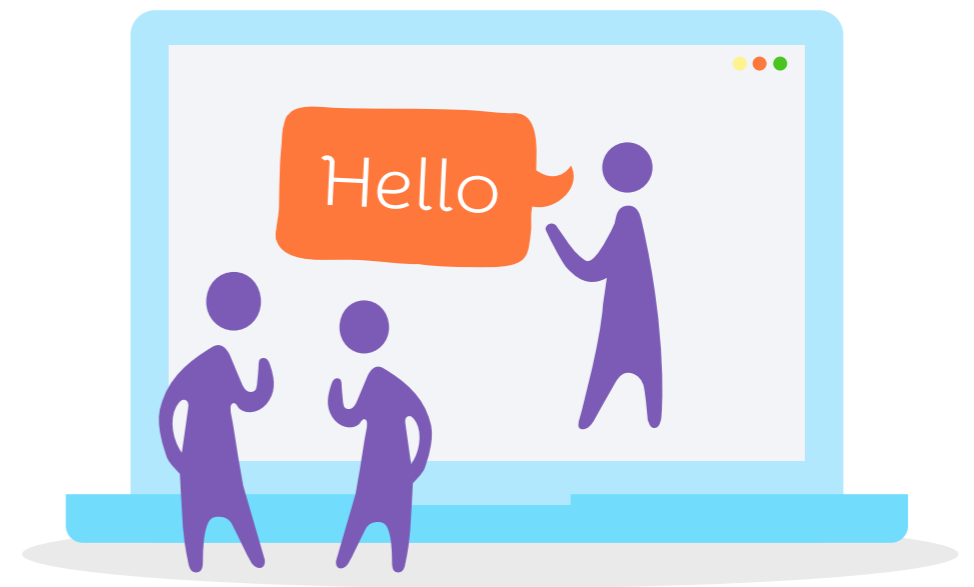
Be Real

Once you know what you want to represent, you need to organize your customer engagement strategy around that identity in a coherent and genuine way.



Humanize Your Brand

Humanizing your brand is a tightrope act: you want to engage with your customers on their level without coming off as patronizing or insincere. You want to involve customers in a relationship which seems both personal and genuine.



Showcase Your Authenticity

Your core values are a way to differentiate yourself from your competition. Your marketing efforts are the way to ingratiate yourself to your customers by demonstrating a real commitment to those values.



Make It Easy

Your customer engagement strategy should also make sure to give customers friction-free ways to express their engagement.



Make It Fun

When implementing an event or process meant to engage customers, make sure that it will add value to the customer's experience.



Engagement Begins at Home

The frequent causes of employee attrition include an off-kilter work-life balance, a lack of recognition or upward mobility, and regular old stress. Employee attrition results in customer disengagement.



How to Prevent Employee Disengagement

From the get-go, your business needs to be careful to select employees who can be a credit to your organization. Next, deliberate care should be taken during the onboarding process. To be fully engaged, employees should get the same degree of care that you provide to your customers.



Give Back to Your Advocates

Investing in an advocate appreciation system is necessary if you hope to up your chances of retaining these highly engaged customers.



What You Could Offer to Your Advocates



Rebates (discount codes or free samples)



Influence (recognition or cross-promotion)



Privileged access (beta testing or a say in your roadmap)

It's Never Over

The quest for customer engagement is never-ending. Disengaged customers are never a lost cause. Reigniting a disappointed customer's engagement represents a 39% increase in value for each customer.





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