


3 Keys to Engagement Marketing Success

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Why Engage?

Q. Where will the majority of next month's business come from?

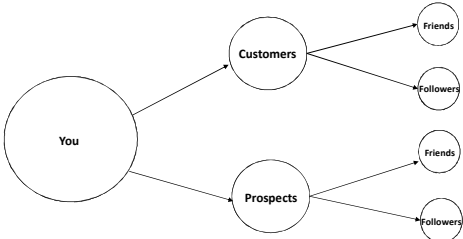
Q. What is your best source for new business?

A. Existing customers

*Engagement Marketing is about building relationships that build new business among existing customers and their friends...
It's about building positive word-of-mouth and spreading it online*

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Engagement Marketing Strategy



Key #1
Provide a great customer experience

Key #2
Build connections that enable ongoing dialogue

Key #3
Create content that engages and spreads

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#1 Providing Great Experience



“The purpose of business is to create and keep a customer.”

- Peter F. Drucker

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Get Direct Feedback



1. Obey the L.A.W.!

- Listen
- Ask
- Witness

2. Gather feedback as immediately as possible

3. Evaluate repeat and non-repeat behavior

5 Questions every business should ask its customers:

- 1) How did you find us?
- 2) What brought you to us today / most recently?
- 3) How did we do in meeting / exceeding your expectations
- 4) What more could we do?
- 5) How likely are you to refer others to our business?

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Understand Indirect Feedback



Private is rapidly becoming “public”

- Your photos -> Flickr / Picasa
- Your videos -> YouTube
- Yourself -> Facebook
- Your thoughts -> Twitter
- Your location -> Foursquare
- Your input -> Yelp, Trip Advisor
- Your network -> LinkedIn



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#2 Building Real Connections

“The single biggest problem in communication is the illusion that it has taken place.” - George Bernard Shaw

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Build An Email Contact List

Customer & Prospect Database

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Get Social!

Create social media presence:


- Find where your customers are
- Start slowly

Add social icons to your marketing mix:


- Website
- Printed collateral – biz cards, brochures, invoices/receipts
- Store signage
- Outgoing email signature
- Outgoing voicemail message

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Make a Good First Impression




- Send warm invitations
- Welcome new connections
- Share some insight
- Look professional and approachable
- Be open, honest and forthright
- Make them feel glad they're connected to you

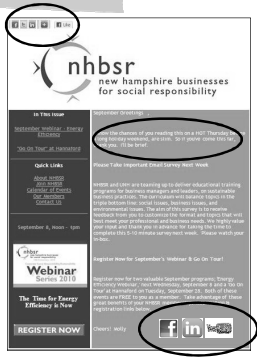


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Integrate Social Media with Email




- Send an announcement of your social presence with a clear call-to-action
- Include social media icons in every email
- Give your subscribers the ability to share your email content with their social networks



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#3 Creating Valuable Content



“Friendship is born at that moment when one person says to another ‘What you too? I thought I was the only one.’” - C.S. Lewis

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Trade Value for Attention



- Share your expertise
- Share specials
- Be interesting and entertaining
- Create conversation starters
- Ask questions
- Ask for feedback
- Filter the noise

Make The Water Wetter

As I washed my hands in the kitchen sink yesterday afternoon, my 14-year-old son, Evan – a guy who collects interesting, yet useless facts at roughly twice my own frantic pace – hit me with the news: “Did you know that soap works by making the water wetter?” he asked.

I’m sure you won’t be surprised to learn that I did not know this. Although I did take a chemistry class in high school, my friend Andy Mattson and I spent most of our lab time trying to melt plastic objects we found on the street, an all-consuming passion which left little time for actual learning.


In any case, and according to Evan, “Soap reduces the surface tension of water, allowing it to spread more easily.” In effect, it makes the water wetter, and therefore, more effective.

Here in E-Newsletter-land, I think the analog to soap is emotion.


Bottom Line: When it comes to getting hired, I think most professionals place way too much emphasis on highlighting their capabilities. In my experience, getting the call has at least as much to do with top-of-mindness (which is why you need to publish regularly), and likability (which is why you need to reveal enough about the people in your firm to allow prospects to make a determination).

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Know Your Medium




- Email: lengthier content with calls-to-action
- Facebook: links and shorter updates
- Twitter: brief and timely news and information
- Blog: one subject content asking for feedback
- LinkedIn: introductions and recommendations
- YouTube: any content that would convey well visually

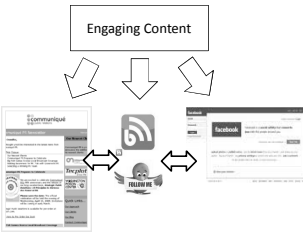


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Make Content Sharable



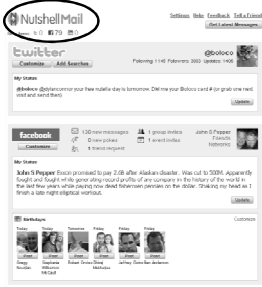
1. Send engaging content through all channels:
 - Newsletter
 - Blog
 - Social Networks
2. Enable sharing between channels – don’t privatize



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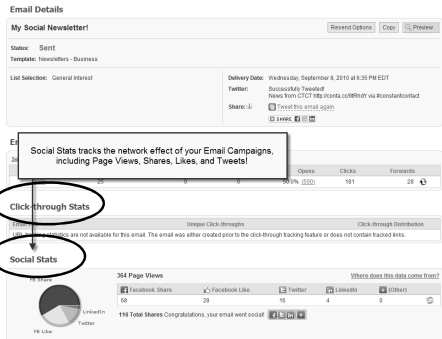
Monitor Feedback & Interaction

- Monitor regularly – use 3rd party tools
- Encourage participation – ask questions, comment back
- Use questions/comments for future content
- Use positive comments as testimonials
- Thank and possibly reward positive feedback
- Respond to negative comments



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Monitor the Impact



Social Stats tracks the network effect of your Email Campaigns, including Page Views, Shares, Likes, and Tweets!

Click through Stats

Social Stats


364 Page Views

198 Total Shares (Congratulations, your email went social!)

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Bottom Line?

- Start with a great customer experience
- Share valuable content with an interested audience
- Encourage feedback and ongoing interaction...



Leads back to great customer experience & creates positive word-of-mouth *and* more business!

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Take the Next Step



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Questions?





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