

LET'S GET ENGAGED

Engagement Stats

- 91% want personalized offers, not bulk holiday sales.
- 70% Abandon Carts. 40% can be recovered.
- 75% of Customers don't feel email overload.
- 83% of Customers want to be engaged.

WHY DOES THE ALGORITHM HATE ME?

- Algorithms give people the content they want.
- It's looking for a signal that you've created content people want.
- The algorithm seeks moments of truth and passion that make a difference.
- Algorithms search for meaningful and passionate moments to showcase.
- Focus on your unique message, passion, and individuality to stand out.
- Consistently share your truth and engage with the audience you want to reach.

IG Highlights are your mini website

- Design attractive Highlight covers that align with your brand.
- Fill Highlights with Stories that provide information for potential customers.
- Include website-related content in Highlights to reduce steps for customers.
- Add a LINK STICKER to make Highlights clickable and direct traffic to desired pages.
- Types of Highlights: About Me, Testimonials, Authentication (for luxury goods), Curated Goods, Top Brands/Categories, Behind the Scenes/Bloopers.
- Each Highlight can contain up to 100 media items with no limit on the number of Highlights.

Get Engaged
Let's



BE ENGAGING AND BUILD COMMUNITY THROUGH SOCIAL MEDIA

- Interact with Stories and reply to comments on your posts.
- Engage with relevant hashtags and leave genuine replies.
- Foster communities within your social media platforms.

Live Videos

- Be hospitable and engaging during live videos.
- Apply principles from "How To Win Friends and Influence People."
- Greet commenters by name, reply to comments, and involve the audience.
- Smile, look friendly, and talk in terms of the listeners' interests.
- Ask fun and engaging questions to encourage comments.

Post Engaging Posts & Stories

- Use This or That, Gratitude, Lifestyle, and Photo Prompt questions.
- Ask product-specific questions to encourage feedback and interaction.

ACE Your Engagement - Always Collect Emails

- Collect emails through pop-up forms on your website.
- Start customer journeys based on their actions or interests.
- Send welcome emails and provide information about your business.
- Regularly send product emails and follow-up emails for abandoned carts.
- Offer incentives and promotions tied to customer actions or engagement.

ENGAGEMENT = MONEY

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MORE

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ACE Your Engagement - Always Collect Emails

- Use creative header graphics, subject lines, and preview text in emails.
- Link relevant content multiple times to encourage clicks.
- Include buttons and graphics linked to specific pages on your website.
- Embrace unsubscribes as an opportunity to engage with those who want to be in a relationship with your brand.

Rewards

- Reward your customers to encourage loyalty and repeat business.
- Implement both in-store and online rewards systems.
- Engage distant customers through emails and online incentives.
- Consider an online rewards program with automated customer engagement.
- Have random Double Rewards Points Days and a monthly Points Redemption Day.
- Send emails about earning and spending rewards points.
- Loyalty program members are more likely to shop frequently and spend more money.

Reviews

- Implement an ongoing reviews program in-store and online.
- Reviews help staff accountability, boost SEO, and engage customers.
- Encourage customers to leave reviews with printable cards and rewards points.
- Include QR codes and instructions for leaving reviews on Google, Yelp, and Facebook.
- Rotate signs for different review platforms to receive continuous reviews.

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Reviews

- Consider offering bonuses to staff members mentioned in reviews.
- Respond politely to negative reviews and engage with customers.
- Engagement with reviews is important for Google and future customers.
- Online presence is crucial as 90% of customers research businesses before deciding.

In summary:

1. **How To Engage on IG**
2. **How to Engage on FB**
3. **How to Engage w/ Email**
4. **How to Engage w/ Rewards**
5. **How to Engage w/ Reviews**
6. **Bonus: How To Engage w/ Follow Us Everywhere**

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