CEB's Business of Law Guidebook Issue 21

Increasing Customer Engagement During Challenging Times

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Learning Points

- How to consistently stay top of mind with your connections
- How to create loyalty from the very first point of contact
- Creative ways to leverage email marketing and social media platforms to increase engagement
- How to use events (virtual and live) to grow your value to your connections
- Using virtual networking to connect and provide opportunities for engagement

Focus on the things you can control, don't worry about the things you can't!

Networking

Network within your group

- get the scoop on what's the latest and greatest

Surround yourself with what you want to become

- hang out with like-minded businesses

Help those who help you

- you never know when you'll need something

Introduction vs. referral

- an introduction is easier and more informal than a referral

Staying Top of Mind

Consistency

- hold three lunch meetings (now virtual) with potential clients, strategic partners, and the like
- 3 per month x 12 = 36 lunches per year

Send out a monthly newsletter (during remote work, once a week)

- content doesn't matter
- people generally read only subject line, but remember who sent it

Repurpose and reuse

- reuse material throughout blog posts, Facebook posts, videos, etc.
- your audience will appreciate you repeating yourself—why? Because nobody opens every email or reads every tweet
- the goal is to provide people with the information they need where and when they want it

Videos

- videos get more traction and interaction than written posts
- people stay on website longer; good for google searches

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Creating Loyalty

First point of contact

- every business needs a website—if you don't have a website, you don't have a business
- Squarespace, WordPress, Wix are all free
- your messaging goes through your website; without one, you can't control your messaging
- defines you and your message; tells your story
- central hub with links to other sites
- maintain consistency; invite feedback and questions

SEO (Search Engine Optimization)

- helps drive traffic to your site
- must include terms people use in Google searches—include your location and what you do

Call to action: tell people what to do on every page of your website

- put in your phone number, not just a contact form

Busy vs Full—There's a Difference

- busy: reactive not proactive, responding to things, not prioritizing
- full: proactive, with time to think and select projects and tasks; spending time on the right things (things other people can't do)
  - in business—day-to-day tasks
  - on business—growing business, talking to strategic partners, doing 12-month calendar etc.

Increase Engagement

Email marketing—the most cost-effective method of increasing engagement

- Mailchimp, Constant Contact, Robly free or low cost
  - easy tools for keeping track of your lists
  - make email campaigns look professional
  - track your open and click rates easily

Most newsletters are never read or opened—people read the subject line and sender

Social media

- use Hootsuite, Buffer, or Later to schedule social media posts
  - these allow autoposting for 30- or 60-day periods, etc.
  - enable you to monitor engagement
  - automate what you can

New opportunities also create "new" potential pitfalls

- confidentiality and ethics concerns
- human resource issues
- reputation management

The Event Effect (virtual or live)

- by hosting events you can grow your brand
- can be just a consultation or talk during office hours
- attendance not important; just an invitation makes people feel good

Use 12-month marketing calendar

- plug in national holidays, local holidays and events, industry-related events and location-based events

Event Marketing

Reinforcement and enhancement of brand awareness—throwing an event (live or remote) will help you get your company in the eye of more people

- lead generation—you can target people and follow up with them after the event
- creation of better relationships—most people who are interested in similar things as you and your business
- collaboration with others and development of partnerships
- letting your audience know what's going on—use social media to publicize and make it easy for your audience to find out what's going on with your business

Getting started with events

- who will be at (or viewing) the event? How many people?
- theme for the event? Educational, food, social, business?
- when during the year would the event be? Time of your event announcements?
- what does success look like? How will you measure it?
- budget for the event? Charge for attendance?
- partnerships & sponsors with media, alumni, local associations, etc.?

Event Marketing (contd.)

Marketing your events

- you can list free events on Eventbrite without cost
- promote your event with personalized emails to reach more people
- add events to search engines to gain traffic for your website
- track attendance by selling tickets and managing registration
- manage event entry with the Entry Manager app that checks people in and scans barcoded tickets through your phone

Attendees should be able to leave with something, whether it be new connections or knowledge

- conduct a presentation
- guide attendees through connection exercises
- open a discussion
- host expert panels

