



How To Authentically Engage Your Customers | by Kat Moreta

# eStream

Marketing Newsletter Vol. 1





# Five Ways To Authentically Engage Your Customers

What to Expect



1

## Offer Customers Real Value

Offer customers valuable content.

2

## Build A Community

Bring customers together.

3

## Inspire People

Share your brand's vision.

4

## Be A Good Host

Provide entertainment to your customers.

5

## Keep The Conversation Going

Have a constant presence.



# Elston J. Brown II

## Executive's Message

What's up everyone,

Thank you making your way to our first eBook. If you've been following us, we know we are advocates of customer engagement. Highly engaged customers buy more, promote more, and demonstrate more loyalty. We hope you take something away from this quick read. Talk to you soon!



**Let's Talk**

@emaginewebervices



# What is customer engagement?

Engagement marketing pulls people in by telling stories, driving conversations, and addressing customer needs and interests. The goal is to involve customers in a deeper, more sustained relationship with your product or brand.







# How To Authentically Engage Your Customers

The ultimate goal of engagement is to build an emotional connection with the brand.

Let's Begin





1.

## OFFER CUSTOMERS REAL VALUE

Lead with content. And that content must be genuinely useful to your customers for it to be a meaningful engagement strategy. Offer customers valuable content in exchange for their attention.







# 2.

## BUILD A COMMUNITY

Give customers an opportunity for a dialogue. Get the conversation started by asking for opinions and insights, weighing in on interesting trends, and bringing customers together in online social-sharing communities.







“ When customers engage with you on social media, you can leverage their loyalty to your brand. Many of them will be the *evangelists* that will help spread the word.

Mohanbir S. Sawhney

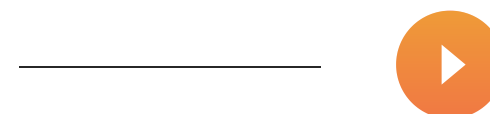




# 3.

## INSPIRE PEOPLE

Share your brand's vision. Paint a picture of the future that is inspiring and show how your business plays an important role in that future.







# 4.

## ENTERTAIN YOUR CUSTOMERS

In addition to being inspired, customers like to be entertained. Create an experience for your clients. They'll thank you for it. Entertaining clients also has the dual benefit of instilling comfort and trust.







## 5.

### KEEP THE CONVERSATION GOING

Have a constant presence. Keep the conversation going by being constantly engaged with customers—always innovating, and responding to customer concerns through tactful communication.





“Marketing works best when customers feel like they have a genuine relationship with a brand—one that is *interesting*, mutually beneficial, and steady—that relationship needs to be sustained.

Mohanbir S. Sawhney





# Keep in Touch

Let us know how we can help.



@eImagineWebServices



info@emagine.services



(941) 807-0169

