

QUICK GUIDE

*Would you like to
(really) engage
with your social
media?*

12 useful tricks to follow



5 keys

***to attract and retain
customers with
SOCIAL MEDIA***

+ 7 bonus tricks

IN TIMES OF CRISIS



IN TIMES OF CRISIS

Attract and retain customers with SOCIAL MEDIA

INTERESTING CONTENT

Inbound marketing to create value for our prospects.

YOUR HUMAN SIDE

It's time to help others. Try to show your audience the human side of your business and people that is behind. More emotional connection.

CONVERSATIONS WITH CONSUMERS

Interaction with users is key. Staying connected with our followers, even in the current situation, will be highly valued by our customers. Consult their opinion, carry out surveys,...

NEW CUSTOMER SERVICE CHANNELS

It's the best way to build customer loyalty. Respond in an agile way, with transparency and honesty when using the bidirectional channel of customer service and social media.

REWARDS

Loyalty must be rewarded. Raffles, early access to products or even special discounts or samples will be very much appreciated.

Your customers or prospects expect something else from you. Add constant value and show them that, even in this situation, you will try to offer them your best service, with generosity.



CLICK ON THE LINK BELOW

IN THE COMMENTS TO DOWNLOAD
THE ENTIRE DOCUMENT WITH

7 EXTRA TRICKS TO ENGAGE
YOUR CUSTOMERS WITH YOUR SOCIAL MEDIA

A quick guide with 12 useful tricks to follow

7 more *KEYS* to always keep in mind

BONUS TRACK

FOLLOW YOUR STYLE

Be consistent to your personal or company brand. Your followers like it

IMAGES ARE ALL

Pictures engage much more than text posts. Pics gets 53% more likes, 104% more comments and 84% more clicks-through.

BE CONVERSATIONAL

Ask for opinions, feedback and focus on Would/Could questions...

POST CONSISTENTLY

Avoid to kill off the enthusiasm you've built up and post frequently. Make a schedule that suits your workflow and keep it up.

THE RIGHT TIMING FOR YOUR AUDIENCE

Analyze the right time to engage with your audience. Twitter 12-3 pm during the workweek. Instagram engages weekdays, but Mondays might get you a bit more attention. Facebook posts usually do best from 1-4 pm Wed- Sunday.

ENGAGE WITH FOLLOWERS

Communication is a two-way job. Interact with your followers' posts and try to be active with their interests. Make an effort to create an engaging environment by participating and being active.

TAG AND REWARD

Make sure you mention, tag and give some credit to your partners and followers. They will love you to talk about them and it will increase your visibility and chances of re-post.

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