

TIPS AND TRICKS FOR CUSTOMER ENGAGEMENT

Jyll L. Stuart
Veracity Technologies LLC

“

WHEN THE TRUST ACCOUNT IS HIGH,
COMMUNICATION IS EASY, INSTANT, AND
EFFECTIVE.

”

STEVEN R. COVEY

The 7 Habits of Highly Effective People: Powerful Lessons in Personal
Change





- ▶ Correct social media platform
- ▶ Authentic profiles
- ▶ Genuine message
- ▶ Measure and adapt

EARNING THE TRUST



- ▶ LinkedIn, Facebook, Twitter, Instagram – oh my
- ▶ 70% of adults use some form of social media
- ▶ 65% adults use Facebook
- ▶ Under 30 crowd hangs out on SnapChat
- ▶ 18-29 year-olds high income/college educated are on Twitter
- ▶ 38% college-educated use LinkedIn

CORRECT SOCIAL MEDIA PLATFORM



- ▶ Google yourself and your company name... where are you?
- ▶ Unify your profile across all targeted platforms
- ▶ Brandyourself.com
- ▶ Cleanup before your chat it up

AUTHENTIC PROFILES



My Reputation Score: **Excellent**



Your online presence is impressive and likely helping you win opportunities.

- **Hurting you the most:** We didn't find anything that could cause you to fail an online screening.
- **Helping you the most:** Excellent positive visibility in search engines.

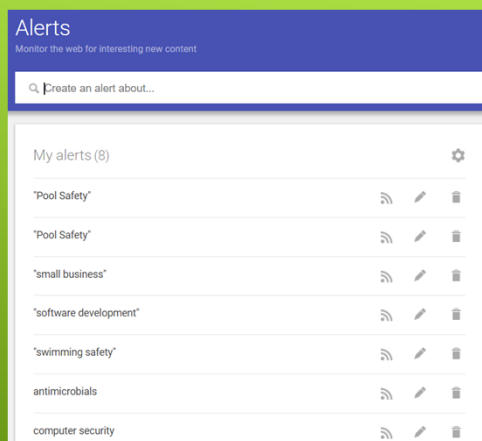
UPDATED: 2 days ago NEXT UPDATE: in 5 days [UPDATE NOW](#) [EXPLAIN SCORE](#)

MY REPUTATION SCORE



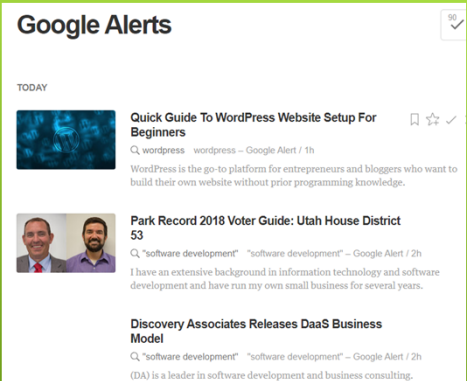
- ▶ Thinking before you start speaking
- ▶ How are your competitors communicating?
- ▶ What keywords resonate for you and your industry?
- ▶ Monitoring keywords
 - ▶ Google Alerts
 - ▶ Feedly
- ▶ Share targeted content first
 - ▶ Buffer
- ▶ Craft your own genuine message

GENUINE MESSAGE



[Google.com/alerts](https://www.google.com/alerts)

GOOGLE ALERTS



Google Alerts

TODAY

Quick Guide To WordPress Website Setup For Beginners
Q, wordpress - wordpress - Google Alert / 1h
WordPress is the go-to platform for entrepreneurs and bloggers who want to build their own website without prior programming knowledge.

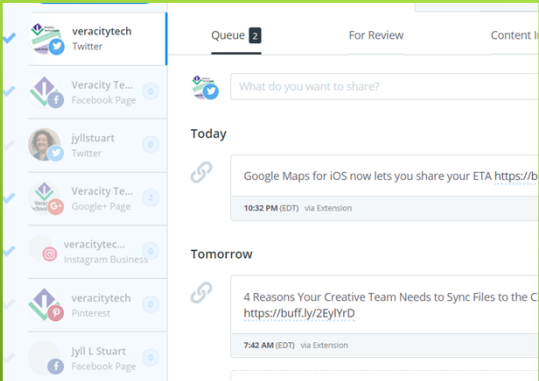
Park Record 2018 Voter Guide: Utah House District 53
Q, "software development" - "software development" - Google Alert / 2h
I have an extensive background in information technology and software development and have run my own small business for several years.

Discovery Associates Releases DaaS Business Model
Q, "software development" - "software development" - Google Alert / 2h
(DA) is a leader in software development and business consulting.

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\$45/year
Feedly.com

FEEDLY



veracitytech Twitter

Queue 2 For Review Content I

What do you want to share?

Today

Google Maps for iOS now lets you share your ETA <https://b...>
10:32 PM (EDT) via Extension

Tomorrow

4 Reasons Your Creative Team Needs to Sync Files to the C <https://buff.ly/2EylYrD>
7:42 AM (EDT) via Extension

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Bufferapp.com
Plans \$0 - \$15/month

BUFFER



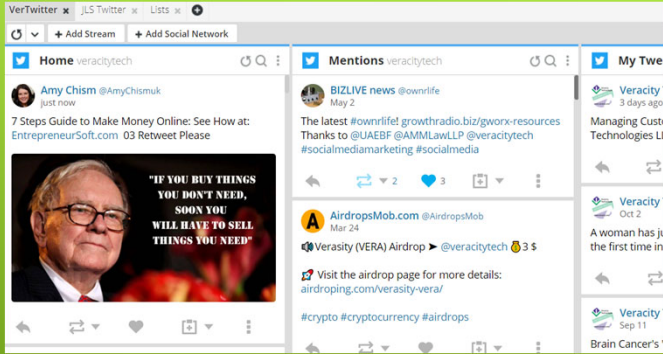
- ▶ Craft your "Call to Action" – CTA
- ▶ Use your keywords
- ▶ Encompass your product or service
- ▶ Keep it factual
- ▶ Keep on message

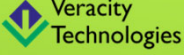
CRAFTING YOUR MESSAGE



STAYING ON MESSAGE

- ▶ Features
 - ▶ Scheduling
 - ▶ Monitoring
 - ▶ Analytics
- ▶ Streams
 - ▶ Facebook pages
 - ▶ Twitter
 - ▶ Pinterest
- ▶ Monitoring
 - ▶ Alerts
 - ▶ Analytics






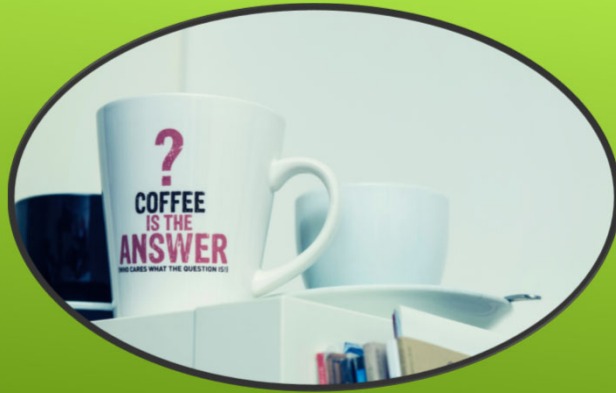
Hootsuite.com
\$108/yr

MANAGING ALL STREAMS AT ONCE

- ▶ Google Analytics – your web site
- ▶ Facebook Page Insights
- ▶ Twitter Analytics
- ▶ Pinterest Analytics
- ▶ Hootsuite Analytics



MEASURE AND ADAPT



QUESTIONS?