



**MAKING
CUSTOMER
ENGAGEMENT
A TOP
PRIORITY**

A WHITE PAPER

Contents

- 1 [Executive Summary](#)
- 2 [Make Customer Engagement a Top Priority](#)
- 4 [Move People from Observation to Participation](#)
- 5 [Five Principles for Shaping Your Customer Engagement Strategy](#)
- 8 [Physically Engage Prospects with Print](#)
- 9 [Engagement in Action: No-Shave “Movember”](#)
- 10 [Conclusion](#)
- 11 [About Your Sponsor](#)

1

Executive Summary

Want to know your company's biggest asset?
Engaged customers.



Statistics show that up to two-thirds of a company's profit relies on effective customer engagement. The more you interact with your customers, the stronger your business will be. While high customer satisfaction can lead to loyalty, customers who are more intimately involved with a brand are the most valuable clients of all. They return with greater frequency, spend more on each transaction, and act as a glowing mouthpiece for your products.

In this white paper, you'll see how to move people from observation to participation, gain creative ideas from other companies, and learn five principles for shaping your customer engagement strategy.

Make Customer Engagement a Top Priority

To enter a roulette game, first, you must decide how much to spend and where to place your bets.

Once the croupier throws a ball onto the spinning wheel, the game is on. Round and round, the ball spins until it lands. Winners are rewarded according to the number, section, or betting odds they selected. The more accurate the bet, the higher the payout.

If you stood before a roulette table of marketing options, where would you place your chips? On great print ads or fantastic packaging? On your social media presence or a strong brand reputation? The truth is, profits are built from relationships. And research shows that the depth of relationships between a business and its clients is one of the best predictors of lifetime value. Companies with improved customer engagement cross-sell by 22%, drive up-sell revenues from 13% to 51%, and increase order sizes by as much as 80%. And even a 5% increase in customer retention can increase profits by more than 25%!

Companies with improved customer engagement cross-sell by 22%, drive up-sell revenues from 13% to 51%, and increase order sizes by as much as 80%. And even a 5% increase in customer retention can increase profits by more than 25%!

Why Engagement Trumps Satisfaction

Customer engagement is about shaping consistent, value-giving relationships with your customers, and it is a key pillar for returning happy, loyal clients.

If you think customer satisfaction is enough to keep your clients coming back, you may be wrong. Consider one study that compared customer satisfaction versus customer **engagement**. This Gallup study found no difference in churn rates between bank customers who were 'extremely satisfied but not strongly engaged' and those 'less than extremely satisfied.' In contrast, customers who were both 'extremely satisfied and strongly engaged' exhibited a 37% lower churn rate. In other words, **engaged customers were over a third more likely to stay with the bank than merely satisfied customers**. Whereas 60-80% of customers who defected to a competitor said they were "satisfied" or "very satisfied" just before their defection. Another Gallup found similar results for a major supermarket chain, demonstrating the importance of engagement, even in commoditized markets.

Running a business can be very tricky in today's hyper-competitive environment. By boosting customer engagement, you can produce happier customers and sustain your business for the long haul.

Connections Build Commitment

If you want prospects to “marry” your company, you must start with customer engagement.

What does that look like? In a nutshell, it is the sum of all interactions between a business and a customer. Engagements can occur through various online or offline channels, but ultimately these exchanges drive interaction, participation, and purchase decisions over time. Beyond increased loyalty and long-term profits, engagement also encourages healthy conflict resolution: highly engaged customers are less likely to complain to other current or potential customers but will address the company directly instead.

Sound easy? There is one caveat. While a business can encourage engagement, it is entirely up to the customer to engage with the company. You can't force a connection. But that's part of what makes the exchange so powerful! Whether a prospect is in the driver's seat, asking questions online, or receiving a customized shopping experience onsite – this engagement fosters emotional connection. And that connection builds commitment.



Move People from Observation to Participation

What might engagement look like for you? The strategies are as unique as your business!

Recognizing the power of holiday hospitality, the **Penha Longa resort** makes December travels extra special for its guests. While Christmas decorations might brighten the mood for lonely people, celebrations are even better for engaging guests in personal ways. To get travelers involved in the festivities, Penha Longa gives guests bare, shrub-sized trees for their rooms, along with crafty kits full of everything needed for creative decorating. This is just one magical, almost zero-tech example of how to build engagement. Instead of building relationships with social media or chat features, engagement is constructed through pipe cleaners, scissors, googly eyes, and a glue stick. Any human-to-human connection will draw people closer to your brand because you offer people more than a message, but an experience.

Here's another example. **Coca-Cola** is a brand built on scenes of enjoying life together. Coke has worked tirelessly to promote not only its product but the message behind it: that sharing, or gathering family and friends together, brings happiness. "Enjoying a coke" is the message in every ad, every culture, and every medium Coke communicates through.

The company's 2014 "Share a Coke" campaign was one of its most memorable marketing initiatives. That summer, Coca-Cola removed its iconic logo on 20-ounce bottles and replaced them with 250 of the country's most popular names. Consumers were encouraged to find bottles with names that held personal meaning and share them with others or post photos online with the hashtag #ShareaCoke. Within the first year, more than 500,000 images were posted. Consumers ordered over six million virtual Coke bottles, and Coca-Cola gained roughly 25 million Facebook followers.

What did Coke tap into that prompted this momentous reaction? In part, it was the desire for a personal experience. For teens and millennials, personalization is not just a fad but a way of life. In age groups across the board, today's consumers place a high value on self-expression, individual storytelling, and staying connected. Coke powerfully aligned playfulness and customization in a customer engagement campaign for the ages.

5

Five Principles for Shaping Your Customer Engagement Strategy

Customer engagement involves more than just “good customer service.”

Clients want you to value them for more than their money. They want you to value a relationship with them. This means consistently engaging with customers across a variety of channels to demonstrate your dedication to their needs.

While there is no formula for developing connections, here are several principles you can use to shape your engagement strategy:

1. Personalize Products and Client Interactions

Due to the daily onslaught of digital noise, we’ve all become experts at ignoring messages that aren’t specifically for us. Adopting a friendly, conversational tone can make all the difference in improving your customer relationships and cutting through this clamor. Whenever possible, address customers by name. In your print and digital communications, add photographs of real individuals, and use fonts or print materials that make your messages feel handcrafted and direct.

You can also personalize products to build engagement, which is especially powerful in younger markets. As #ShareACoke demonstrated, engagement multiplies when people attach personal meaning to products. Do your customers value experience and self-expression? How could you offer this more frequently in your products or services? It may be as simple as engraving someone’s name on a glasses case or upgrading products with matching accessories. French cosmetics brand Guerlain started offering customizable lipsticks by allowing clients to choose their own combination of case and lipstick color. And Zenni eyewear enables prospects to upload a photo and try on glasses “virtually” so you can “try before you buy.”

2. Customize Content

What sets engagement marketing apart from other strategies is the relevancy of content clients receive.

With every targeted newsletter, social media post, or blog piece talking to customers at a unique point in their buyer journey, you offer something of value beyond your products or services.

High-quality products can attract customers, but relevant content makes them stick.

When you want customers to feel like you see and know them, it's vital to get specific with your messaging. Create content based on customer history by defining primary and subsequent buyer personas. Categorize people based on their purchase history, interests, or felt needs, and connect with each group differently. Curious shoppers may appreciate a live demonstration or a free sample. Committed clients may respond well to a training webinar or an invitation to an onsite VIP event.

Streamline your content toward the varying needs of each customer, and your likelihood of success will increase. High-quality products can attract customers, but relevant content makes them stick.

3. Incentivize Each Touchpoint

On the most basic level, customer engagement comes from an act of commitment people take toward your company, so you want to make it as easy as possible for people to say one yes (followed by another and another!).

Every time you communicate with customers, seek to add incentive or value. Are you sending a brochure? Add a coupon for a complimentary consultation. Taking questions on your website? Offer people a discount for upgrading their order. Whether you use coupon codes, free downloads, or referral bonuses, continually motivate people and keep them moving closer to your brand.

Try to make your communication specific, action-oriented, and reader-focused. Here are a few examples:

One of the most profound ways to engage people is to show them you're listening.

- ✓ Describe improvements you've made to your product: "Upgrade today for service that's 20% faster."
- ✓ Pique interest by telling people about their account: "Spend XX more, and your reward points will qualify you for a 20% discount."
- ✓ Offer an incentive to come back: "Give us another try, and we'll knock 25% off your bill for the next three months."

4. Solicit Feedback

A fantastic product or service isn't enough to keep your clients loyal.

In an era of instant communication, your business needs to respond quickly and efficiently to requests, complaints, and questions. Communicating across a variety of different channels can help keep your customers happy. And whether you use printed surveys, social media chats, or personal phone calls, one of the most profound ways to engage people is to show them you're listening.

Want to grow responsiveness? Ask for feedback! Try sending a short survey with a discount card attached, or feature several "you asked, we answered" testimonies in your newsletters and store displays.

5. Prioritize Loyalty Programs or Continual "Streams" of Encouragement

People don't want to feel like they're missing out on something. When you add value to every engagement that a customer has with your brand, you'll create a powerful switching barrier that makes it harder for people to shop from your competitors.

71% of consumers decide to join a loyalty program because it gives them money off every purchase, and 63% join so they'll receive a free product by signing on.

Loyalty programs are an easy way to fuel engagement. Loyalty program members not only make purchases more often, but they also have an average order value that is 12% higher than their non-member counterparts. And whether you use simple punch cards or elaborate tiered loyalty programs, keep this simple principle in mind: people like free stuff, and they like to save money. 71% of consumers decide to join a loyalty program because it gives them money off every purchase, and 63% join so they'll receive a free product by signing on.

Physically Engage Prospects with Print

Did you know the average person receives over 120 emails each day?

If you include in-app messages and push notifications, the mental load is staggering. Print media is an excellent opportunity, then, to engage with today's overstretched viewers in a way that is both physically and mentally pleasing.

Humans are wired for images, and we process information based on what we see. When you want to make your message concrete, tangible, and motivating, print is a time-tested winner.



Engagement in Action: No-Shave “Movember”

Movember



Movember (sometimes known as “No-shave November”) is an annual event involving the growing of November mustaches to raise awareness for men’s health issues like prostate cancer and male suicide.



To build engagement in a 2018 campaign, the Movember Foundation chose unsolicited direct mailers because it believed that, in a digitally saturated world, print publicity would create more disruption than an online campaign. Restricted by the EU’s new data security barriers, Movember marketers hoped direct mail might drum up new prospects, engage them, and encourage them to sign up for its keynote event.



Targeting key mailing route sectors, Movember sent square brochures to 250,000 households, using the intriguing headline, “Shave the Date.”



Moustache-branded mailers featured threats to men’s health, the “what, how, and why” of the charity, and a free customized razor to the first 20,000 who signed up. Movember prompted engagement among passionate “Mo Bros,” through incentivizing signups and by encouraging unshorn enthusiasts to post photos online with a #Movember handle. True to form, the charity proved that participation drives profits. A total of 3,713 donors signed on, including 78% who were new givers. The campaign resulted in a ROI of £8.19 and a 2019 Direct Mail Association Silver award distinction.



Most importantly, many new men got involved, and Movember increased the effectiveness of its ultimate goal: changing the face of men’s health.

Conclusion

In the world of recurring revenue, you need engaged customers to grow a healthy, sustainable business.

When you engage your customers, you draw them closer to your business and your brand. With each enhanced customer touchpoint, engagement grows, and your influence expands. And that influence pays big dividends. Customer engagement is now the best measure of current and future performance; in fact, a dynamic relationship is probably the only guarantee for a healthy return on your marketing investment.

Whatever your approach and the tools you use – high tech, low tech, or no tech – customer engagement can take you far. Invite customer participation and watch the magic unfold!

About Your Sponsor

Want to win over your customers month after month so your business will survive and grow?

In a digitally saturated generation, print materials can be a welcome and refreshing change. When you want to mold a rich association with your customers, capture their senses with sensory coatings, fantastic finishes, or personalized packaging that is highly relevant to specific viewers. Whether you want to educate and motivate VIP clients or impress and flatter prospects, we're here to help you inspire those conversations with print.

Contact Us

Positive Printers, Inc.
3555-A Centre Circle
Fort Mill, SC 29715

803-802-3345
positiveprinters.com

