

Building Connection with Your Customers Through Social Media – Part 2

Based on a webinar presented by Ingrid Deon from [word-craft](#) in partnership with Digital Nova Scotia on Thursday, June 11, 2020

As a follow up to the information provided in [Building Connection with Your Customers Through Social Media – Part 1](#), Part 2 digs deeper into engaging with your customers, making sense of insights, and boosting and targeting posts.

Engaging with your audience

Social media engagement is the interaction between the customer and your brand and is the foundation for a long-term relationship with your target customer.

Engagements are likes, shares, comments, and clicks.

Many companies are seeing an increase in engagement since the beginning of the COVID-19 pandemic with 44 more engagements received per day on average across all networks and industries and 7.3 more engagements per post per day on average across all networks and industries. Now is a good time to engage with your customers!

Reopening Strategy

There are four things to consider when planning your reopening strategy:

- *Anticipate questions* – prepare responses to possible questions and create FAQs.
- *Customer expectations* – let your customers know what their experience will be like including safety precautions and distancing options.
- *Post the most important info* – your reopening date, updated hours, service changes, alternative options for service delivery, contact info.
- *Photos and videos* – they paint a clear picture and help avoid confusion. For example, a video tour of your business highlighting the things you have done to address safety concerns.

Answer questions

People have a lot of questions!

- Be honest and transparent.
- Draft sample responses.

- Post FAQs.
- Use auto-response (**wisely!**) For example: Thank you for your message. We will respond to your request within 24 hours.

Engaging with Dissatisfied Customers

- Publicly fix things – if possible.
- Post an empathetic response.
- If necessary, move the conversation to a private message.
- Hide abusive or offensive comments from the general public, but don't delete them.

P.E.T. ENGAGEMENT METHOD

- **P**lan – anticipate issues and have a solution
- **E**mpathy – understand and put yourself in the customer's shoes
- **T**ransparent – admit that you don't have all the answers

Making sense of Insights

Social media insights are the useable learnings you acquire from analyzing your social media data. They allow you to figure out what makes your content successful (or not), and better understand what to do (or not do) in the future. The insights you track depend on your goals. Each social media platform offers data insights, which you can access from your page.

Brand Awareness	Community Building	Sales and Conversions
<ul style="list-style-type: none"> Reach – the number of people who have seen your post. Impressions – the number of times your post has been seen. Audience growth (%) – follower growth by week, month or quarter. Impressions will always be higher than reach. 	<ul style="list-style-type: none"> Engagement Rate – the number of likes / comments / shares relative to the number of impressions. The benchmark for most social media platforms is 1%. Demographics – who is following your page? Know your audience. Best time to post – when are your followers online? 	<ul style="list-style-type: none"> Links clicks – the number of times a link in a social media post has been clicked. Which posts are encouraging people to click through? Sales inquiries – how many people are sending private message about your product or service?

Start Small

- Don't overwhelm yourself by checking too many analytics.
- Choose one or two that match your goals for social media.
- Decide whether to check weekly, monthly or quarterly.
- Be consistent!

Boosting and Targeting Posts on Facebook

Boosting your social media posts is a way to increase the number of people that see your content. But avoid using the "Boost Post" button which lets the platform take the driver's seat. Use Ads Manager instead.

Choose your objective

Brand Awareness – for general awareness

Engagement – for likes, comments and shares

Traffic – for when you want your audience to click a link

Video Views – when you want your audience to watch a video

Create your audience

Geographic Location – target by country, province, area or street

Age range and gender – men and women anywhere from 18 to 65+

Demographics – education, relationship, work

Interests – hobbies, industry, business

Tip: Don't get too granular

Placements and Budget

Where will your boosted post appear?

- Facebook newsfeed
- Marketplace
- Instagram
- Audience Network

How much will you spend?

- Daily budget
- Lifetime budget

Free ways to boost

- Events and promotions groups
- Small business groups
- Industry groups
- Any groups where you can find your ideal customer