

10 Reasons to Choose Engagement Marketing to Evolve and Grow Your Brand

Life designer and motivational guru, Dave Crane, talks about how engaging customers helps companies evolve and grow their brand



Dave Crane

Remember when it was all about customer 'service'? Then it became the customer 'experience'? Well the game has changed (again). Now, it's all about customer 'engagement'.

It's taken for granted that if you get your marketing right, close those deals and deliver the goods then you will make money, but 70% of your clients will still make their next purchase elsewhere because you didn't make them feel special.

In a world where information is virtually free, enlightened relationships are worth their weight in gold. The strongest bonds in your personal, business or spiritual life are always based on an emotional connection rather than simply a financial one.

Once you understand how effectively emotional involvement translates into your key currency, it makes sense to have just a few deep-rooted relationships rather than endless shallow ones.

Simply put, there are so many distractions available, that tentative relationships aren't enough to make your clients respond or truly get involved.

Think about the difference between spamming a list of one million people from a phone book or contacting 300 paying members from your chess club. Who is most likely to give you an immediate reply?

Plus, like you (if you are a chess fan), they are focused and share at least one very important passion — a good game of chess. And while your passion is never going to be everyone's cup of tea, it's not meant to be either. That's the secret to 'engagement marketing'.

Top 10 Reasons to Choose Engagement Marketing

1) People will talk anyway

Once upon a time, all advertising was one-way communication. Put simply, the radio, TV, magazine, newspaper or billboard would tell you what to think. If the advertiser was canny enough, and the sales image, slogan and message strong enough, this translated into dollars for the brand and kudos for the advertising agencies. However, this has all changed. People will talk about you, whether you get involved or not and, nowadays, people talk back online. They also talk to each other. If you're not listening they will make a community decision about your brand, service, product or promotion and destroy it before it's even had a chance to breathe.

2) People want solutions

When your brand comes up in conversation, these are the starting points that people use to begin their observations. Ask yourself three questions:

1. Are you providing solutions that help solve problems?
2. Do others know that you do?
3. Are you engaging with them yet?

The bottom line is — are you talking to enough people? If you don't help them, someone else will.

So, it might as well be you.