

# Customer Engagement: Dos and Don'ts

Did you know engaged customers represent a **23 percent** premium in terms of wallet share, profitability, revenue, and relationship growth? If you're looking to stand out in a crowd of competitors and draw in happy and loyal customers, then customer engagement is where it's at. But, not all customer engagement strategies are created equal.

We've compiled this helpful infographic of customer engagement dos and don'ts to show you the way.

## DO



### Understand your customers

Tactics, like capturing customer data, eliciting real-time feedback, and monitoring behavioral and purchasing patterns, give you insights into who your customers are and what they want. The more you understand your customers, the easier it is to build a personal relationship and an emotional connection that will keep them coming back.



### Build lasting customer loyalty

By reaching customers directly and engaging them personally with targeted marketing campaigns and experiences, you build relationships that last. If a consumer is loyal to your business, he or she will spend an average of 66% more than non-loyal customers. Making efforts to foster repeat business is worth its weight in gold.



### Create personalized and targeted campaigns

Focusing on relevancy by delivering the right messages to the right customers at the right time leads to meaningful boosts in customer engagement. In fact, 80% of consumers are only willing to engage with messages that are personalized. When in doubt, make it personal.



### Get real-time customer feedback

You know what goes a long way in helping you make smart business decisions? Listening to what your most valuable customers have to say about your business. Asking for and capturing honest feedback will guide you to make smarter business choices and keep happy, loyal customers who will help refer others to your business.



### Measure success in revenue

Learning whether or not your customers are truly engaged with your brand means choosing the right metrics for measurement. In other words, pay attention to your revenue and return on investment to determine whether or not your engagement strategies are working.

## DON'T



### Guess what your customers like

You may have great instincts, but that doesn't mean you should leave the most important business decisions to your gut. Instead of "feeling out" who your customers are and what they want, you can capture meaningful data will help you make smarter business choices.



### Be satisfied with a one-time customer purchase

Acquiring a new customer is fantastic but the relationship shouldn't end there. Turning that one-time customer into a life-long customer is goals. Engage all your customers—including your first-time customers with targeted messages that provide value and relevance and encourage them to become repeat customers that drive your revenue and same-store sales up and to the right.



### Let your customer data go to waste

If you're capturing consumer data, then prioritize putting that data to good use. Once you know what your customers want, create personalized campaigns that will bring them back more frequently and encourage them to spend more when they do. And if you're not capturing customer data, seek out a customer engagement platform that will do all the heavy lifting for you.



### Be afraid to solicit customer feedback

Relationships don't work if they are one-sided. If you want to keep customers happy, then you need to know what they think. And, it's vital to respond to customers. The simple act of replying to customer feedback grows sales by 22%.



### Rely on vanity metrics

You may be tempted to pat yourself on the back when you see high open rates and clicks on your customer-facing messages. But, are you actually experiencing conversions? Customer engagement is measured in real-revenue generated, not just vanity metrics.