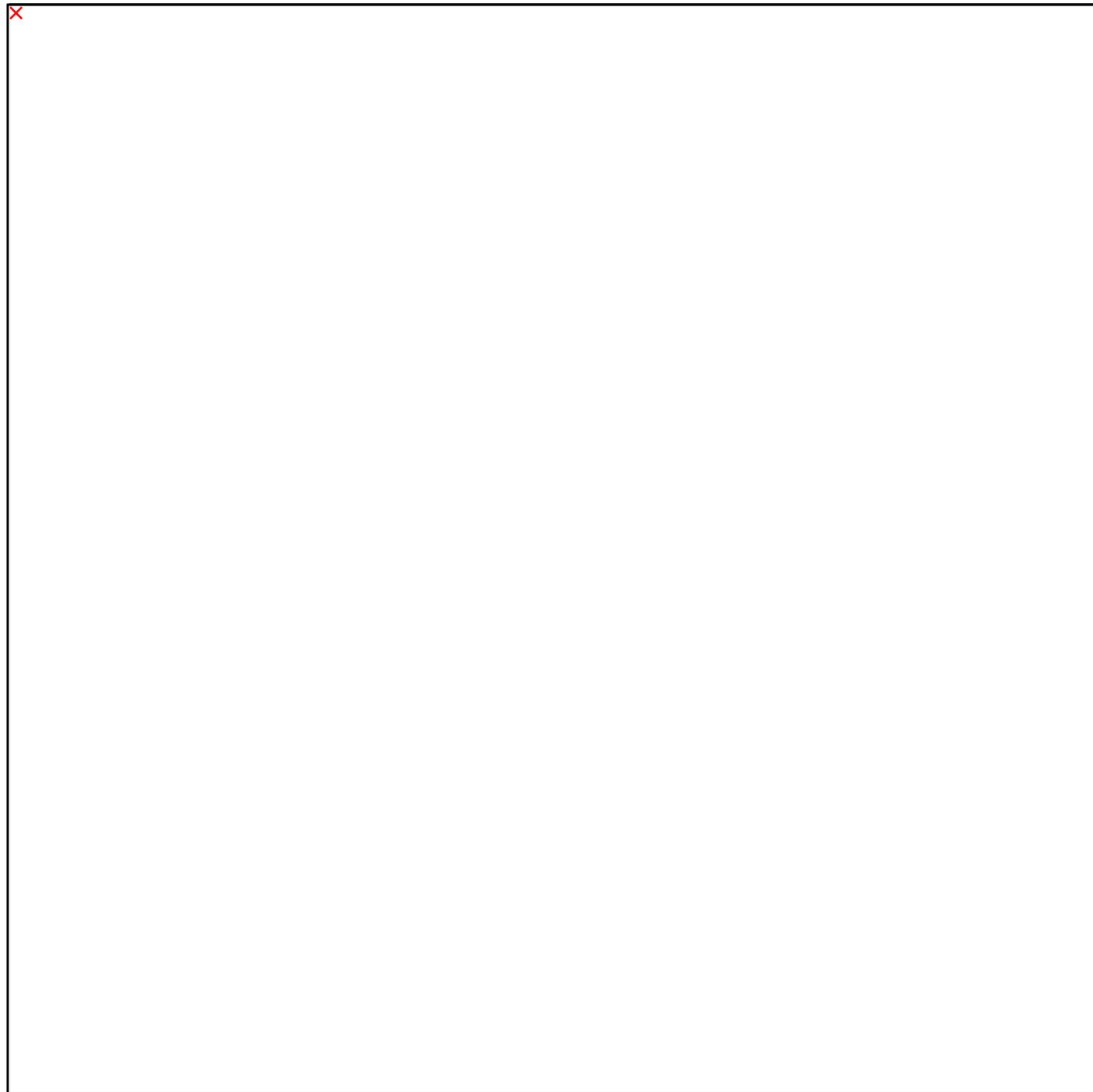


Engaging Customers on Social Media
Posted At : April 27, 2021 4:33 PM | Posted By : Admin
Related Categories: Your Business



Over [half the world's population](#), now uses social media.

If you do not engage with customers across the different social media platforms, you are missing out on a great opportunity to promote your business for free.

If you want to learn more, follow our short guide on finding and meeting your customer's needs online.

Know Your Audience

Before you can reach out and engage your customers on social media, you need to understand who they are. It would help if you got to know them so you can know who you are talking to.

The best way to do this is to create personas—characters representing the target demographics of your market. Building these persona profiles is a key part of any digital marketing strategy.

Analyze your audience and dig deep into any data that social media platforms provide you about your followers. Interview them and observe their behaviors. Group them by age, activity, and interests, and then tailor your content specifically towards different groups.

Find the Right Channels

Once you understand your audience, you need to find which social media platforms they are using. Some of your customer personas you might be able to engage in the Instagram comments, whereas others may respond to you on Twitter or Facebook.

Finding the right channel is key to hearing what your customers are saying about you.

Make sure you search by location. If you are a smaller local business, then customers are more likely to tag by location when they mention you in a comment.

Engage with Followers

So, now you know who your audience is and where they hang out online. The next step of your social media marketing plan is to start engaging with customers.

What does this mean?

Essentially, you need to have normal conversations with them. Don't make it seem too forced. Respond to their comments and ask them questions.

It would be best if you did this in a timely fashion. Don't let comments or questions go unanswered for too long. Within 24 hours is fairly standard, but if you have the capacity, the sooner you can respond, the better.

Create Great Content

To get people to engage with you, you need to be creating great content that is specific to your business and what you do.

For example, if you want to [step up your glass business](#) by engaging with customers online, you need to think about content that will be interesting to your specific customers.

You could advise on caring for or replacing windscreen glass. Or create video content about the best way to clean a window.

There are many ideas for content: create videos, run competitions, create surveys, take interesting pictures, or write engaging blogs. Everything helps.

Follow a Schedule

Consistency is key to a successful digital marketing plan. Once you have everything in place, you need to make sure that you publish content regularly.

Create a calendar and include which days you will upload different types of content. Your customers will come to expect your posts and look out for them. They will notice when you don't post, so be sure to remain consistent.

Don't Be Afraid to Engage With Customers Online

Follow these social media marketing tips to engage with customers and find the best online audience for your business.

Don't be shy. Most people online want to hear from you and learn more about your business. Find them and provide them with the best content you can.

If you enjoyed this article, please continue reading our blog for more great content.