

---

## 20. Engage Consumer

### **When:**

Phase: Manage, Activity 20.

### **Who:**

Entrepreneur, Employee(s), Mentor

### **What:**

Here are the planning activities to bring in new consumers, reward current customers and draw consumer into planning more and better products and services.



Figure 1: Customer Engagement

### **Why:**

Well look at you, company is set up and running, calls coming in, website getting hits and sales coming in...what a thrill, am I right? So, now is the time to keep that up, by increasing the odds that you can do just that. But how? By engaging the consumer in your products and services using all the tools to help you here. Customer Relationship Management (CRM) tools and other processes defined in this chapter will help you get there.

Customer engagement is all the ways you relate with customers, both online and offline. This relationship should cause customers to feel and act positively towards your business and products. Here's a few customer engagement examples that happen every day: a customer receives an email newsletter about a new product release and clicks through to the company's website to see it. Or a customer calls you about returning an item. Or a customer has a question about a product or service just received.

There are endless examples of customer engagement, but the bottom line is this: Businesses that focus on customer engagement are focused on value creation, not revenue extraction. They give people something meaningful beyond a sales pitch: a brilliant end-to-end customer experience, great content, or interactive,

real-time customer support. When executed well, a strong customer engagement strategy will foster customer loyalty and sales growth. So let's get going to those steps.

---

**“I’m convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance.”**

**– Steve Jobs, Co-founder, CEO, Chairman Apple Inc.**

---

***How:***

You are a startup, you are a small business, you are on a tight budget so increasing sales is a rather important next step, right? We have arrived here at this important juncture for your business. Let's look at the things you can do to increase your startup's visibility in the marketplace and to increase revenue.

**1. Create great customer experiences.**

We've all had bad experiences with companies. Waiting too long on hold to get help, online checkout that was too complicated, a transaction that didn't go through after entering all the information, all these things are examples of bad user engagement.

So, let's create some good ones...

Making sure to deliver great customer experiences means first planning all the ways you interact with customers. Whether in a brick-and-mortar store, website, social media pages, emails, customer support center, and/or anything else. Do a thorough analysis of each function as applicable to your business and see where you can improve.

**Etc...**