

# **27 QUESTIONS TO HELP YOU UNDERSTAND YOUR ENGAGEMENT STRATEGY**

**1. HOW WILL YOU ENGAGE WITH YOUR CUSTOMERS AND POTENTIAL CUSTOMERS? DO THEY WANT TO TALK TO YOU?**

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**2. DO YOU HAVE YOUR SOCIAL PROFILES LINKED ON YOUR E-MAIL SIGNATURE?**

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**3. IS YOUR E-MAIL SIGNATURE BORING?**

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**4. HOW COULD YOU GET PEOPLE TO CLICK SOMETHING MORE OFTEN IN YOUR E-MAIL SIGNATURE?**

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**5. DO YOU NEED A TWITTER ACCOUNT?**

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**6. DO PEOPLE TALK ABOUT YOUR PRODUCT OR SERVICE ONLINE? WHERE?**

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**7. WOULD PEOPLE BUY YOUR PRODUCT ON THE RECOMMENDATION OF A FRIEND OR FAMILY MEMBER?**

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**8. WHAT DO PEOPLE SAY ABOUT YOUR COMPANY ONLINE?**

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**9. IF THE PHONE BOOK ISN'T AROUND NEXT YEAR, HOW WILL PEOPLE FIND YOU?**

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**10. DO YOU HAVE CUSTOMERS WHO ABSOLUTELY LOVE YOUR COMPANY?**

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**11. WHEN PEOPLE ARE EXTREMELY HAPPY WITH YOUR SERVICE WHO ARE THEY TELLING AND HOW ARE THEY TELLING THEM?**

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**12. ARE YOU ON LINKEDIN? DO YOU UNDERSTAND WHAT IT'S USED FOR?**

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**13. ARE PEOPLE TALKING ABOUT YOUR PRODUCT, SERVICE OR COMPANY ON FACEBOOK?**

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**14. WHY WOULD PEOPLE WANT TO GO TO YOUR FACEBOOK PAGE? (BE HONEST)**

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**15. CAN YOU OFFER SOMETHING PEOPLE CAN'T GET ANYWHERE ELSE THEN ON YOUR FACEBOOK PAGE?**

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**16. CAN YOU SOLVE A CUSTOMER PROBLEM ON FACEBOOK?**

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**17. HOW CAN YOU TALK TO PEOPLE ON YOUR PAGE WITHOUT SELLING TO THEM?**

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**18. HOW CAN YOU TALK TO PEOPLE ON YOUR PAGE WITHOUT SOUNDING CORNY OR CLICHE?**

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## **27 QUESTIONS TO HELP YOU UNDERSTAND YOUR ENGAGEMENT STRATEGY**

**19. DO YOU NEED A COMPANY NEWSLETTER? HOW INTERESTING COULD IT BE? (BE HONEST)**

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**20. WHAT IF YOUR TARGET AUDIENCE ISN'T ON TWITTER AND FACEBOOK? WHERE WILL THEY FIND OUT ABOUT YOUR WEBSITE?**

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**21. COULD YOU CREATE AN ONLINE NEWSLETTER AND DISTRIBUTE OFFLINE AT FIRST AND SLOWLY MIGRATE TO ONLINE? (OR VICE VERSA?)**

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**22. HOW COULD YOU ENGAGE YOUR TARGET AUDIENCE IN A COMPLETELY DIFFERENT WAY THAN YOUR COMPETITION?**

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**23. HOW "WOULDN'T" YOUR COMPETITION TALK TO YOUR CUSTOMERS? DO THAT.**

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**24. COULD YOU ENGAGE WITH YOUR TARGET AUDIENCE IN AN OLD FASHIONED OR TRADITIONAL WAY?**

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**25. WHAT ARE YOU OR YOUR COMPANY INTERESTED IN?**

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**26. WHAT COULD YOU TALK ABOUT UNTIL YOU'RE BLUE IN THE FACE? START SEARCHING TWITTER FOR THAT.**

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**27. IF YOU ONLY HAD ONE STORY TO TELL ABOUT YOUR COMPANY, WHAT WOULD IT BE?**

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