

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?

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

3. IS YOUR E-MAIL SIGNATURE BORING?

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

5. DO YOU NEED A TWITTER ACCOUNT?

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

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

8. WHAT DO PEOPLE SAY ABOUT YOUR COMPANY ONLINE?

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?

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

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

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

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

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

16. CAN YOU SOLVE A CUSTOMER PROBLEM ON FACEBOOK?

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

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

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

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

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

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

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

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

25. WHAT ARE YOU OR YOUR COMPANY INTERESTED IN?

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

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