

Audience Engagement Nuances of Your Audience



Strategies and solutions customized for YOUR BUSINESS and YOUR AUDIENCE

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E-N-G-A-G-E



- Energize your audience
- New ways and forms of content
- Gather and reflect their voices
- Art and Science: Listen and weigh with Intel
- Gain traction by amplifying content
- Entertain and interact: create relationships



Nuances of Audience Segments

- **Active Learners** – prefer instructional methods that result in the achievement of meaningful learning activities along with self-reflection.
- **Casual Reader** – reads/visits for short periods and not on a permanent or regular basis.
- **Critical Reader** – reads/visits go beyond just understanding text. Involves carefully considering and evaluating the content and identifying the contents' strengths and implications.



Audience Engagement

We are in the **age of the customer** where markets continue to fragment and customer preferences for **interacting** have radically changed. Your **members**, your **subscribers** and your **readers** want to engage with you and they want you to **engage** with them. The new paradigm is **relationship** based in the **physical**, **digital** and **voice** realms. **Know** them, **understand** them and **engage** them. Reap the **Benefits** and the **Revenue** Today and in your **Future**.

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Nuances of Audience Segments

- **Critical Reviewer & Commenters** — considers themselves experts and wants their voices heard (often not experts).
- **Community Joiners** — audience segment that will self-select and join groups or forums. May or may not actively participate.
- **Expert-Led** — prefers to make decisions based on expert's input and review.
- **Experiential** — decisions are all about the customer experience or what they might perceptually experience.



Nuances of Audience Segments

- **Passive Learners** — prefer to be “educated” (by text, graphic, video) without involvement.
- **Peer-Based** — prefers to make decisions based upon peer comments/reviews. May discount experts.
- **Skeptics** — require input from a valid authority.
- **Voyeurs/Lurkers** — active learners who are community joiners but will not likely participate.

Sources: TechTarget, EdWiki, Subscription Insider and OnlineLearningInsights.com



Personas and Segments



- Questions you want to be asking are:
 - *Who are they?*
 - *What are their demographics and psychographics?*
 - *What do they care about?*
 - *Based on their demographics, what are their life stages?*
 - *How are they interacting with you now? What feedback have they shared?*
 - *How does their expected journey differ from the one you are offering?*



Start Amplifying and Measuring Today!

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Engagement Framework



- Consider the entire customer experience.
- Recognize the right relationships and adapt (continuously).
- Be something humans can relate to.
- Empower people to do what is best.
- Be truly transparent.
- Always reflect and counter institutional knowledge.

