

Audience Engagement Tactics + Glossary of Terms



Strategies and solutions customized for YOUR BUSINESS and YOUR AUDIENCE

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Don't Follow the Leader

- Define who you are
- Know your market
- Gather intelligence on your personas
- Document your goals and strategies
- Identify tactics, channels and tools
- Set measures and analytics
- Remember you aren't your neighbor



Audience Engagement Tactics

- **Go Beyond** — Offer extended features and value for more engaged customers.
- **Free** — provide free upgrades in point of purchase or out of the blue. Highlight value of their patronage and build the relationship.
- **Follow and Fan** — follow or fan your customers on social channels (Twitter, FaceBook, Linked-In and more).
- **Interact** — Use surveys, quizzes, games and crowdsourcing to encourage interaction and relationship.



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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Audience Engagement Tactics

- **Participate** — engage in discussions and communities. Meet your current or potential customers where they spend their time.
- **Recognize** — Respond to reviews, comments and feedback on review sites like Trip Advisor, Yelp and others.
- **Relate** — demonstrate you are human and give them staff to interact and connect with.
- **Outside-In** — Constantly monitor what you are doing from a customer's perspective not your own.



Glossary of AE Terms

- **Audience Development** — attracting diverse people at immediate scale towards some objectives.
- **Audience Engagement** — building a long-term relationship and strategy designed to meet the needs and preferences of segmented communities within a framework of meeting organizational goals and mission.
- **Persona** — a descriptive profile of the current and desired customers of your target audience.
- **Infographic** — a visual image such as chart, graph or diagram used to represent information and data.

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



Glossary of AE Terms

- **Involuntary Churn** — exits or unsubscribes resulting from technical issues or incorrect data (effect of new credit card chips on auto-renew process).
- **Voluntary Churn** — Conscious decision and action to terminate relationship with company/publisher.
- **Digital Story-Telling** — Encapsulating the customer experience in context of the organization: telling the story of products, services in context of life stages and societal impact.
- **Snackable Content** — Digital content that is easily and quickly consumed and offers a deeper content experience when time permits.



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.

