



## 7 Easy Tips on Engagement Marketing to Attract Customers

By Patrick Zuluaga, [PMZ Marketing](#)

### What is Engagement Marketing?

Unlike traditional approaches to marketing where you specifically target prospects with direct response offers, engagement marketing allows your audience and potential customers to interact with you and shape how they would like to communicate with you. Engagement marketing begins when an interested person takes an action to begin an interaction with you.

### Why Use Engagement Marketing in your Business?

Engagement means someone is interested in listening to you, and you must engage that person in order to achieve your business objective while fulfilling their interest.

As a commercial entity you will implement engagement marketing to drive your interested audience toward one of the following two key business objectives:

- Cultivate the individual as an advocate of your thought leadership and market image. Advocates will recommend your products and services enthusiastically to their network of friends and business colleagues.
- Encourage a dialogue with the individual to help them to make a purchase decision. An engaged customer is likely to become a loyal repeat customer.

### Here are the 7 easy tips on engagement marketing to attract customers:

1. **Develop an engagement strategy** – To be successful you must prepare a clear plan and approach for your engagement marketing. Your plan will have to include how you will reach out to your listeners and how you will be able to respond and interact with your engaged participants.
2. **Integrate with your marketing mix** – All aspects of your marketing communications mix should include a 'call to action' for engagement from simply requesting comments or postings at your blogs or forums to encouraging reviews on your products and services.
3. **Focus on content and relationship** – Focus on relevant and interesting content as the key to engaging with your audience. Understand that building genuine relationships with content that is important to the individual is the best way to achieving the two key business objectives for engagement marketing.
4. **Promote subscriptions** – Use permission based techniques to encourage subscriptions with optimised web forms, RSS registrations, refer to a friend and social network sharing.
5. **Invite listeners to interact with your Blog** – Establish a culture and enthusiasm for engagement by encouraging your listeners to contribute with comments, suggestions and even as guest writers to broaden the points of view and resources available to your connected community.
6. **Conduct surveys and polls** – Run frequent surveys to give opportunities to initiate engagement while learning from and about your



listening community. Use a surveys or web polls to start the dialogue that is relevant to the individual.

7. **Engage with social networking** – If you have not heard of Face Book, MySpace or Twitter that are behind the social networking phenomena, you must not waste anymore time, go straight to these sites and understand how these sites that are capturing literally millions of people who are actively engaging on these sites every day. These sites work because social networking communities need to share and want to know what their circle of friends and relatives are up to. Find out how you can leverage the engagement and sharing of your content using these social networks.

Remember, once you have an interested community engaging with you, make sure you keep the lines of communication going, learn and adjust your strategy to ensure your engagement marketing will delivery bottom-line results to your business by increasing your customer base and repeat sales from your engaged customers.

If you need any assistance or clarification or simply would like to comment on any points on this article, please feel free to contact me and drop me a line.

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I appreciate your feedback and would like to hear from you on how you are handling these marketing challenges, send your comments to [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au).

### **About the Author**

Patrick Zuluaga has more than 20 years experience in marketing and business development roles with Australian and international companies. He is Director of PMZ Marketing, a consultancy focused on Small and Medium Enterprises to **help you succeed in business with better marketing results.** You can reach Patrick on 0403 436 889 or email at [patrick@pmzmarketing.com.au](mailto:patrick@pmzmarketing.com.au) or visit the web presence at [www.pmzmarketing.com.au](http://www.pmzmarketing.com.au).