

# ENGAGEMENT STRATEGY

## Your Customers

1. What do people say about your company online?

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2. Where do people talk about your product or service online?

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3. Do your potential customers want to talk to you?

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4. Do you have customers who absolutely love your company?

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5. When people are extremely happy with your service, who are they telling and how are they telling them?

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6. Would people buy your product on the recommendation of a friend or family member?

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7. If the phone book isn't around next year, how will people find you?

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# 32 QUESTIONS ABOUT YOUR ENGAGEMENT STRATEGY

## **E-mail**

8. How could you get people to click something more often in your e-mail signature?

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9. Do you have your social profiles linked on your e-mail signature?

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10. Is your e-mail signature boring?  
(Be honest)

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## **Twitter**

11. Would people be talking about your product, service, company, or industry on Twitter?

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12. How would you provide value on Twitter without creating useless "noise"?

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13. What does a "successful" Twitter presence look like to you, your boss, your company?

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14. Are you prepared to prepared to always be monitoring?

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## **LinkedIn**

15. Are you on LinkedIn? Do you understand what it's used for?

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16. Are you on LinkedIn? Do you understand what it's used for?

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## **YouTube**

17. What is your video strategy for the upcoming year?

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18. Have you ever researched what your target audience watches in video?

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## **Facebook**

19. Are people talking about your product, service or company on Facebook?

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20. Why would people *want* to go to your Facebook page? (Be honest)

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21. Can you offer something people can't get anywhere else then on your Facebook Page?

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22. Can you solve a customer problem on Facebook?

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23. How can you talk to people on your page without selling to them?

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24. How can you talk to people on your page without sounding corny or cliché?

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25. What if your target audience isn't on Twitter and Facebook? Where will they find out about your website?

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## **Strategy**

26. Could you create an online newsletter and distribute offline at first and slowly migrate to online? (or vice versa?)

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27. How could you engage your target audience in a completely different way than your competition?

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28. How "wouldn't" your competition talk to customers? Can you talk to them in a different way?

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29. Could you engage with your target audience in an old fashioned or traditional way?

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30. What are you or your company passionately interested about?

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31. What could you talk about until you're blue in the face? Start searching Twitter for that.

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32. If you only had one story to tell about your company, what would it be?

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