



## Creating a Customer Engagement Strategy

**Duration:** 4 Days

**Language:** en

**Course Code:** PM2-115

### Objective

Upon completion of this course, participants will be able to:

- Identify your target audience to aim your products.
- Understand the best methods to contact your particular target audience.
- Audit your current marketing processes and unearth pain points.
- Set clear targets for the future of your digital customer engagement strategy.
- Build analytics tools that support your research and marketing processes.
- Develop strong relationships between the customers and the brand.
- Increase organic marketing and feedback through proficient marketing techniques.
- Forecast sales based on customer behaviour and sentiment.
- Create a well-functioning and talented team to enforce appropriate marketing techniques.

## Audience

This course is designed for anyone developing a modern and effective digital marketing strategy to influence positive customer engagement. It would be most beneficial for:

- Marketing Managers
- IT Specialists
- Operations Managers
- Business Owners
- Customer Service Managers
- Team Leaders
- Social Media Managers
- Directors
- Chief Marketing Officers
- Project Planners

## Training Methodology

This course uses various adult learning techniques to aid full understanding and comprehension. Participants will participate in discussions and seminars regarding the most appropriate digital marketing methods for their businesses. They will create surveys and feedback methods relevant to their business area to determine their target audience and which digital channels best support them in reaching those people. Finally, participants will be given the opportunity to work together, creating a valuable strategic roadmap for their marketing activities.

## Summary

Customer engagement is crucial for your business's success. Most interactions now occur online via websites or social media, making a strong digital marketing strategy essential, especially for online-focused businesses.

An effective digital marketing strategy enables you to leverage new technologies and reach wider audiences. Start by assessing your current customer journey, identifying areas for improvement, and establishing steps to adapt to the evolving digital landscape.

Understanding your target audience and customer segmentation is key to your engagement strategy. Programmatic advertising can help identify and reach your audience effectively.

Perfect your customer engagement strategy, set realistic goals, use accurate analytics, and ensure timely outreach with relevant product details. This approach will boost conversion rates and increase organic reach and recommendations within your budget.

## Course Content & Outline

## **Section 1: Finding Your Target Audience**

- Steering your target audience.
- Conducting surveys and feedback sessions to determine interest.
- The benefits and functions of your product.
- What problem is your product solving?
- High vs peripheral route to persuasive communication.

## **Section 2: Getting the Right Attention Online**

- Effective promotional content.
- Programmatic advertising and how it can benefit you.
- Accessing numerous data points to find your audience.
- Narrowing down your reach to specific types of people.
- Key features of effective online marketing.

## **Section 3: The Right Channels for Your Digital Marketing**

- Choosing between social media platforms.
- How each platform can benefit a business.
- Utilising marketing features to achieve your goals.
- Automation methods and time-saving.
- Cost saving to remain within budget with your marketing procedures.
- Positioning your online offering.

## **Section 4: What Your Customers Expect**

- The changing state of customer engagement.
- The service that customers expect.
- Solving marketing problems.
- Improving your accessibility.
- Tracking your customers' attitudes to your products.
- 4 consumer attitudes to engagement.

## **Section 5: Using Analytics**

- Accessing useful analytics.
- How to use various reporting systems.
- Drawing conclusions from your results.
- Creating investment appeal.
- Using your analytics to make a future roadmap.
- Assessing consumer attitude metrics.

## **Section 6: Benchmarking Your Engagement**

- Reviewing your engagement against competitors.
- Staying ahead of the game.
- Strategic implications of not meeting customer expectations.
- Turning attention into engagement.
- Cognitive vs. affective strategies.

## Section 7: Creating Your Strategic Engagement Plan

- Your 5-year engagement plan.
- Funnel engagements.
- Gamification to increase engagement.
- Review and audit success metrics.
- Mean-end chain analysis.
- Changes and reviews.

## Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

## Categories

Customer Service & Public Relations (PR), Media and Marketing, Sales & Marketing

## Tags

Engagement , customer , marketing , feedback , client , Customer Engagement

## Related Articles



### **Unveiling The Welcome Call: Your Key To Customer Engagement**

Discover the power of welcome calls in customer relations. Learn why they are important, how to build relationships, and key elements for a successful welcome call.