



Checklist 6 - Community Engagement

Project Name: _____

Date: _____

Yes No

If you're looking into online marketing, then you should know that traffic and your audience is your number 1 priority. Marketers that understand the importance and utilizes community engagement is a marketer that learns to understand their audience.

Step 1. Educate your audience

1 Start making content based on helping your potential customers understand your product, which will maintain engagement.

2 Start utilizing webinars to keep your audience and potential customers enlightened and updated.

3 You can also go live on platforms like Facebook or Instagram and answer some people's queries to increase engagement.

Step 2. Celebrate with your audience

4 Whenever you reach a goal or an achievement, you should always update your platforms to keep your audience informed and updated.

Notes



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5 Try live streaming on a platform to catch the attention of the audience when your company celebrates its annual birthday or reaches a goal.

6 Welcome and introduce new members and celebrate their first interaction with your business to make them feel special.

7 Entice your viewers and potential customers by rewarding them for their loyalty and support. You can give them free products and services.

Step 3. Connect with the audience

8 Always reply to the comments on your pages to keep your audience content with your company.

9 Make sure you reply to customer complaints and Emails and keep them happy and satisfied.

10 Try and ask for feedback in the form of surveys.

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- 11 Check on the customers that disappear and send them Emails checking on them and asking them to come back.

Step 4. Always listen to your customers

- 12 Try and motivate your audience to ask questions, give feedback, and to always give some suggestions.

- 13 Ask them for help in the improvement aspect of the business.

- 14 Respond to their complaints and find other ways to satisfy them.

- 15 Make sure customer services can accommodate and assist your customers by listening to them.

Step 5. Make things interesting for your audience

- 16 Hold giveaways for your customers on Social media platforms such as

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- Facebook
- LinkedIn
- Instagram

- 17 Hold competitions on these various platforms to grab the attention of your customers. Give away prizes worth the attention.
- 18 Do Q&A videos that can entertain your audience on platforms like YouTube, Facebook, and Instagram.

Notes