Digital Masterclass Series

The importance of going digital in a post COVID world

Engaging with your audience through digital

WED, MAR 17 AT 4PM
Engaging with your audience through digital

MON, MAR 22 AT 4PM
Paid social media marketing

WED, MAR 24 AT 4PM
Using social media as an ecommerce platform

Collaboration, Respect, Service Excellence, Integrity, Innovation

City of
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BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST
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Today's topic: Engaging with your audience through digital

Agenda

1. Why engage through digital?

2. Types of digital channels

3. The importance of audience

4. Managing digital engagement

5. Generating more responses: Tactics
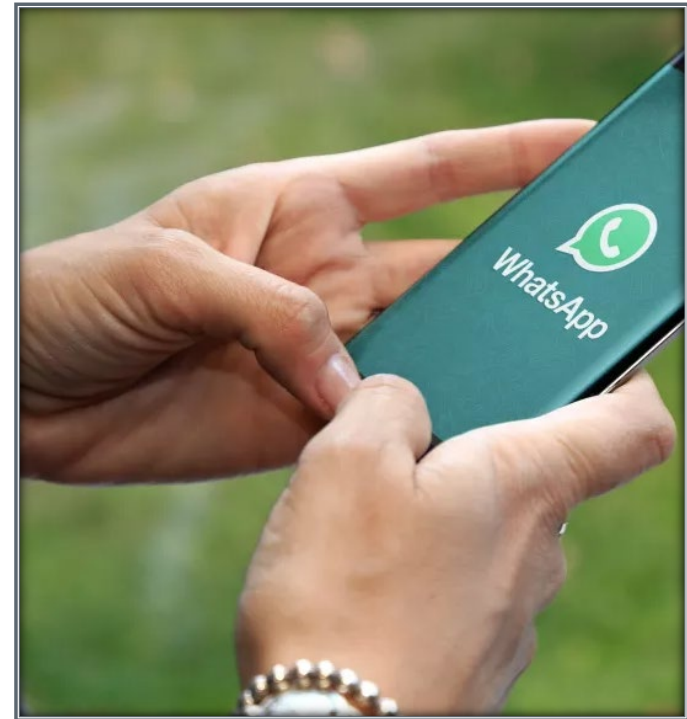
Why use digital?

- Free

- Organic

- Saves time

- Easy access

- Safe and efficient data management

- Make adjustment to products or services

- Develop relationships with customers

Types of digital channels: Social media

- **Google Reviews** (Ratings and comments section)

- **Facebook Page/Group** (Comments, likes, polls reactions, DMs)

- **Instagram** (Comments and direct messages (DMs))

- **YouTube** (Subscribers, likes, comments)

- **Delivery apps** (Ratings, poll)

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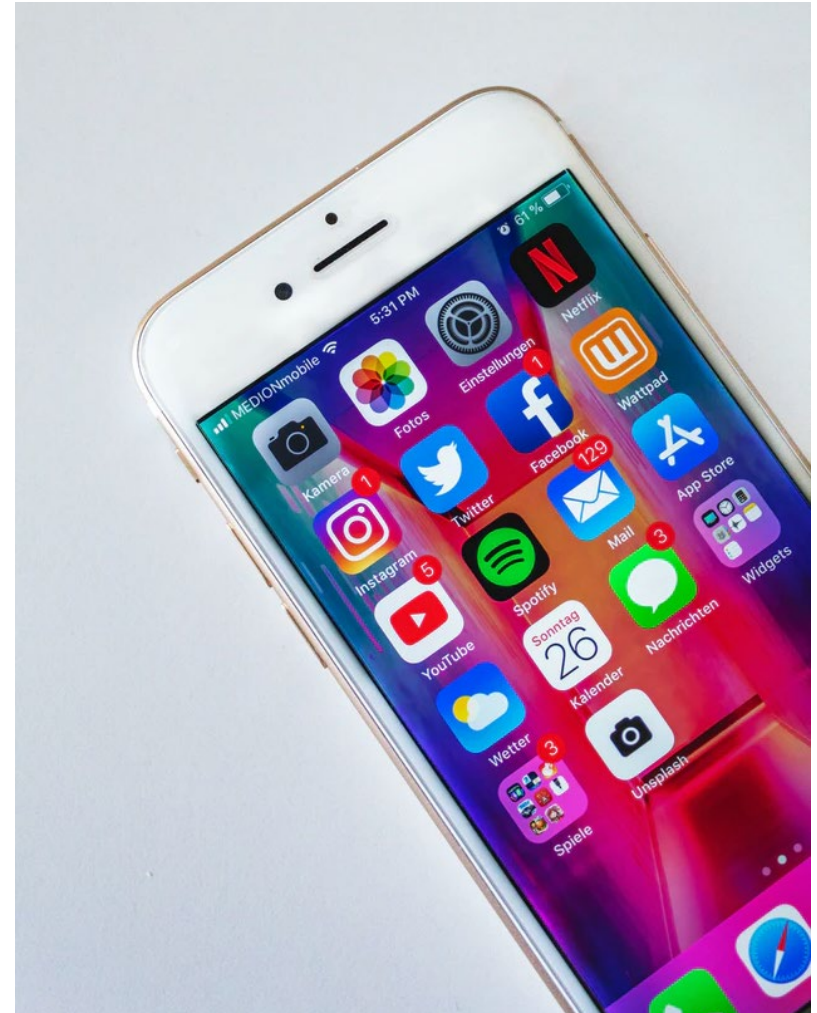
Types of digital channels: Feedback forms

- **Google Forms** (Questions and responses)

- **Website** (Combination of ratings, polls and short answer)

- **Microsoft Forms** (Responses, short answers, graphs,)

- **App rating** (5 star rating, tap)

- **Text Message** (Combination format)

- **Email survey** (Poll)

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The importance of audience feedback

Find out what people think

- Improve products/services

- Get more followers

- Innovation

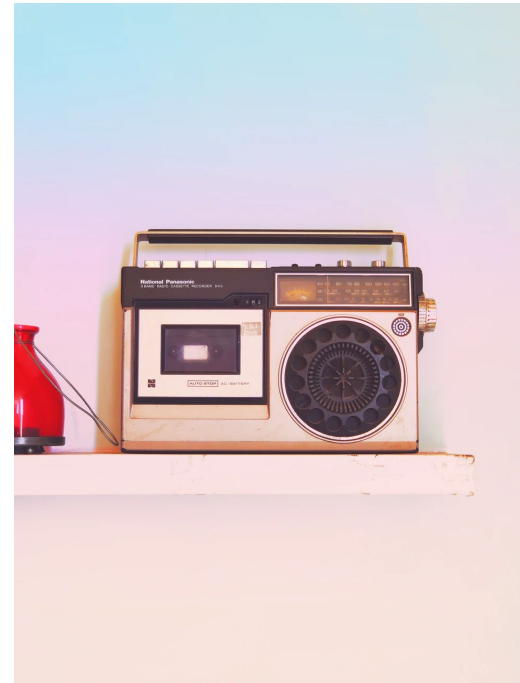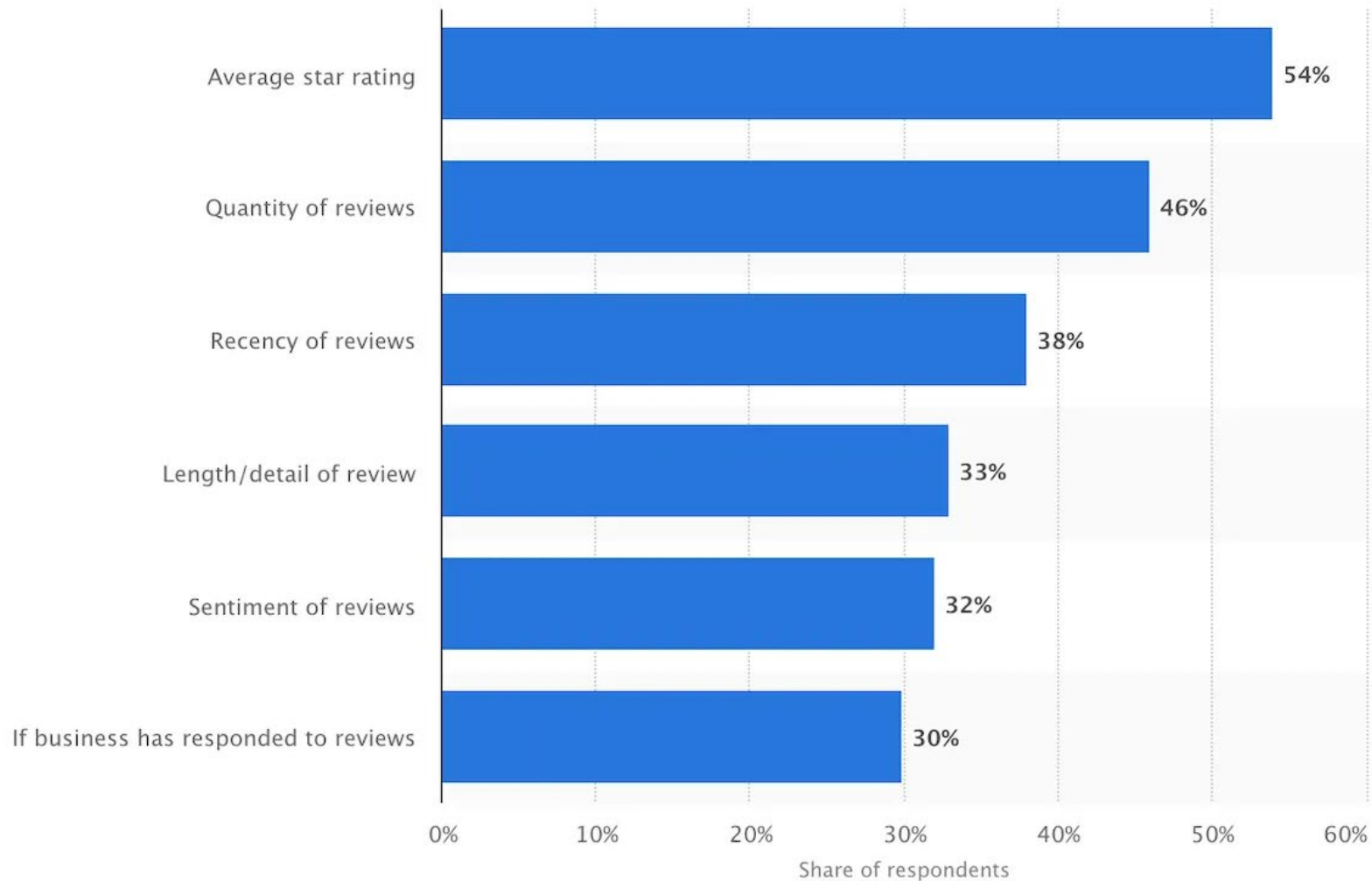- More purchases

- Becoming a leader in the market

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Why businesses need online reviews?

82% of consumers read online reviews for local businesses
(including 93% of people aged 35-54)

BrightLocal, 'Local Consumer Review Survey'

Do you read online reviews?

© Statista 2019

Do you read online reviews for business?

Consumers that write reviews for local businesses wrote an average of 9 in 2019.

18-34-year-olds write twice as many reviews as people aged 55+

BrightLocal, 'Local Consumer Review Survey'

Example 1: A juice bar

A juice bar has a healthy and affordable menu and wants more people to know about it via social media.

Digital channels:

Google, Facebook, Instagram, delivery apps

Purpose:

- Promotes brand awareness
- Affirms that the menu is performing as expected

Image: https://unsplash.com/photos

Example 2: An event company

After a successful event, the owner wants to know how they can improve so that more people will participate in the future. The company is also looking to explore new ideas and has opened digital channels for feedback.

Digital channels:

Google forms, Microsoft forms,

email survey

Purpose:

- Develops new initiatives and adjustments
- Gain insight into what activities performed well

Image: https://unsplash.com/photos

Managing digital engagement tactics

Most common ways to ask for feedback via digital

1) In person
2) Text message, link
3) Over the phone
4) Receipts
5) Email

82% OF PEOPLE READ ONLINE REVIEWS FOR LOCAL BUSINESSES

76% OF THOSE ASKED TO LEAVE AN ONLINE REVIEW WILL

91% SAY POSITIVE REVIEWS MAKE THEM MORE LIKELY TO CHOOSE A BUSINESS

https://www.textrequest.com/blog/get-5-star-online-reviews/

Digital engagement tactics: Community management

Comment (1)

Person X was so polite, professional and delivered what they promised on time. Person X was also confident and knowledgeable in the area. Would recommend 100%.

Response (1)

Hi Person X

Thank you very much for sharing your feedback. Person X takes pride in their work and always strives to deliver the best outcome. We hope to see you again soon.
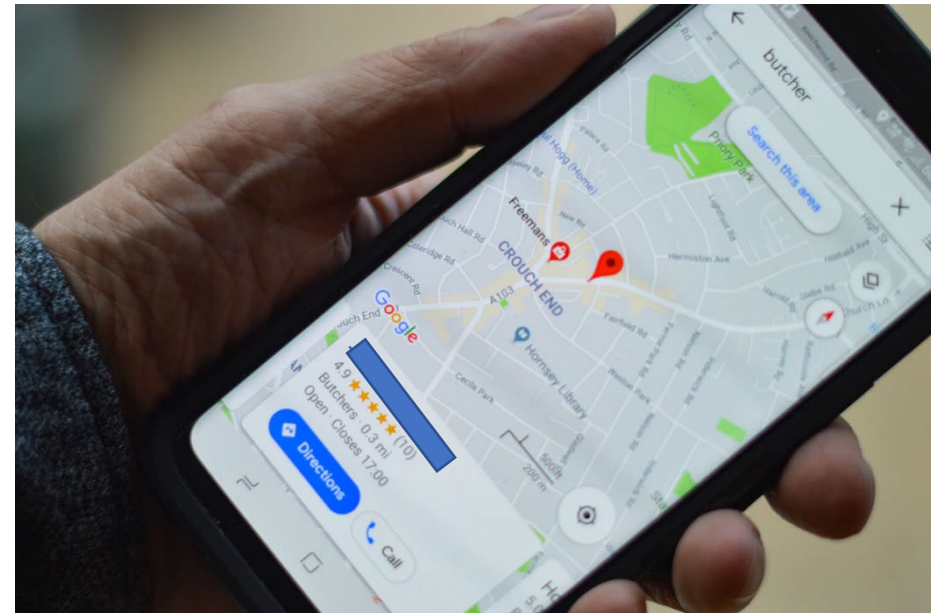

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Digital engagement tactics: Community management

Comment (2)

Service was disappointing and there was a lack of communication about the product. I have sent many follow ups and got no responses. Please address my concerns!

Response (2)

Thank you for reaching out, we are sorry you feel this way and would appreciate an opportunity to look further into the issue. Contact us here (1300 HELP) and we'll work with you to resolve the issue.
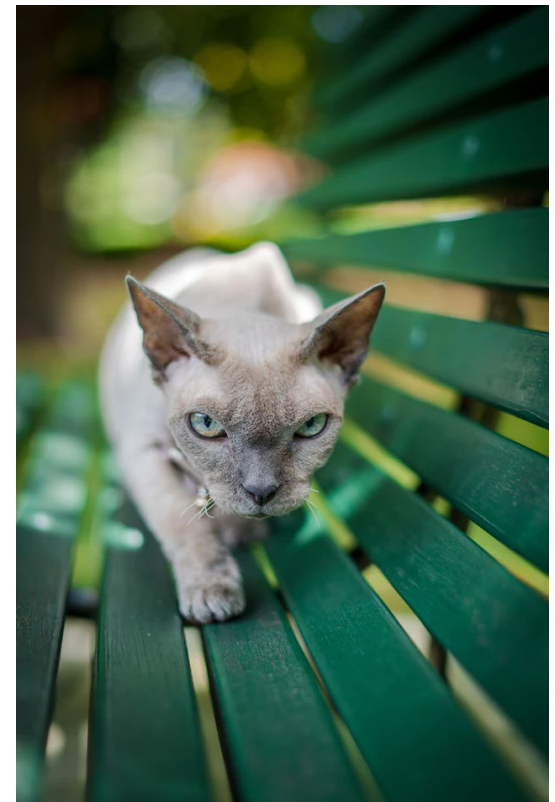

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Managing digital engagement tactics

Tip 1

People are constantly online comparing products/services every day.

Tip 2

After a good experience, people will be more willing to provide you with a positive review if you ask.

Tip 3

People who have a bad experience are more likely to leave a review online. Don't worry and address it between 5 – 7 days.

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Managing digital engagement tactics

Positive Feedback	Negative Feedback
• Respond • Say thank you! • Praise team member • Refer to your organisation's values • Shout out • Re market	• Respond • Don't delete negative responses • Apologise • Acknowledge • Follow up • Offer a replacement

Generating more responses: Tactics

1. Ask customers to rate their experience after purchase

2. Offer a reason for them to leave a review (i.e. 10% off their next purchase)

3. Use automation to collect responses; email

4. Use multiple channels

5. Bring your customer feedback to life via a video or graphic and share online to engage new customers
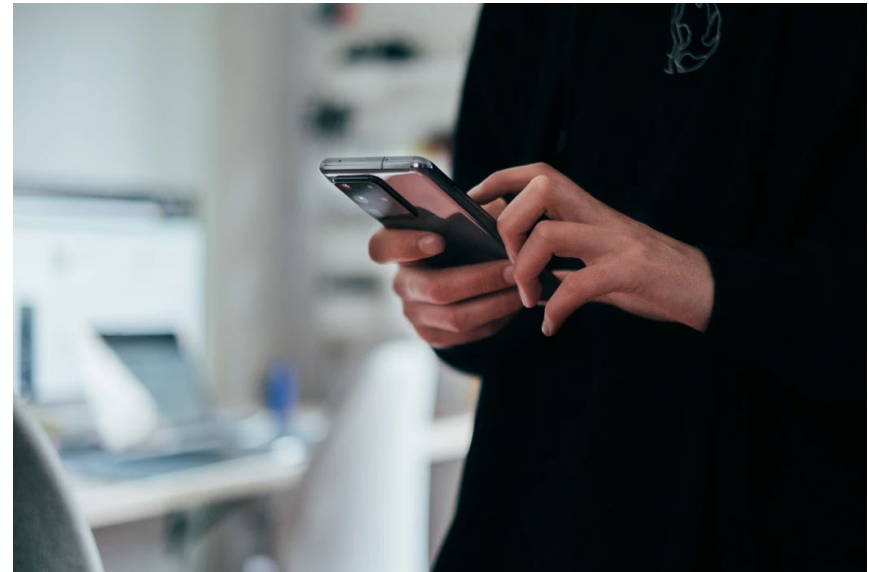
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