CUSTOMER ENGAGEMENT

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What is Customer Engagement?

Customer Engagement is an activity or a set of activities that cause the customer to interact with a brand continually.

Why is customer engagement important in eCommerce?

With retailers going global with their products. Customers are now able to purchase products from any device they want to, and from wherever they are. if you are not able to grab customer attention or drive customer engagement, it will not take you long to lose your customers to a competitor.

What is the Real challenge?

If you think that getting a potential customer to your e-commerce store is all you need, you are wrong. The real challenge is to keep them engaged with your brand in an ongoing manner

HOW CAN YOU KEEP YOUR CUSTOMERS ENGAGED?

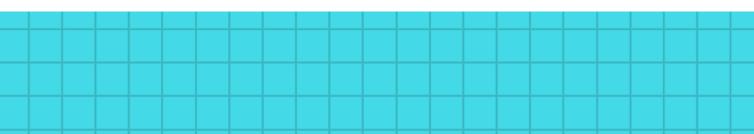Here are some tested Customer Engagement Strategies

- Make your Content Effective
- Use your Customer Reviews wisely
- Unlock the potential of Social Media
- Improve your Website
- Give more power to the Customer

MAKE YOUR CONTENT EFFECTIVE

Content on your eCommerce store may be lifestyle content or perhaps content in a magazine section of your website, where you bring together editorials, videos and customer reviews. Content marketing also goes a long way in bringing and retaining your customers.

USE YOUR CUSTOMER REVIEWS WISELY

Reviews are incredibly powerful, and they can be used in a wide range of places in the website – for instance, as a product filter, on the store-finder page or against product listings.Nowadays, more than 60% of shoppers rely on customer reviews before buying a product.

UNLOCK THE POTENTIAL OF SOCIAL MEDIA

Some of the ways to keep your customers engaged through social media would be embedding tweets, enabling social sign-in for customers, displaying trending items and sharing customer reviews on social media platforms etc.

Improve Your Website

One of the things to do is to make your website mobile-friendly. A responsive website allows your customers to visit your website from anywhere and at any time. Secondly, the page load time of your website needs to be really fast in order to hold your customers to it.

Give More Power to The Customer

Give your customers a voice and make them heard. You may encourage customer engagement on your website by enabling them to –

- Comment on the blogs
- Write Product reviews
- Rate your products

Exceeding customer expectations, especially when you are running an online business may not always be a cakewalk. However, small measures like the ones mentioned above can help you achieve some amount of customer engagement.

THANK YOU

LOOKING FOR MORE CONTENT
ON ECOMMERCE?

DISCOVER