



# Connecting with customers

*Maximizing Social Media's Value to Create Greater Engagement with Your Audience*

Considering the amount of time that people spend on social websites these days – 4.6 hours per week, according to research firm eMarketer – a Facebook *fan* or a Twitter *follower* is quite possibly the best audience a brand could market to. That's what Chief Technology Officer, Jon Provisor, says to retailers and other clients of Guidance – a Los Angeles-based eCommerce design, development and hosting agency. "You have to be where your customers choose to spend their time, and make that social connection as valuable to them as your product or service is," said Provisor. He recommends social media marketers to focus 10 percent of their time getting new fans and followers, and 90 percent of their time driving value to them once they have joined. "Focus on retention, not just acquisition," he added.

## Five Ways to Add Value to Your Social Media Campaigns

### 1 Turn your Facebook page into a point of purchase

Let your fans (and even those who haven't 'Liked' you yet) shop for your products without ever leaving Facebook. Use Facebook Commerce's in-built analytics to manage content and merchandise your page, which can help improve your store's performance.

### 2 Get creative with contests & special promotions

Reward your most active followers and fans by creating contests and special promotions that celebrate them. Contests involving user-generated content or requiring users to "check-in" at specific locations are great ways to show that users are passionate about your brand.

### 3 Use Twitter as a customer support tool

Twitter can be very effective as a quick way to respond to customer questions and handle other matters proactively. You can also group frequently asked questions and turn their answers into short tips to share with your followers.

### 4 Monitor conversations

Use social media to listen, not just talk. Reach out to potential followers and fans by answering their questions with useful information. Questions like "where can I find..." or "how do I..." can turn into great opportunities.

### 5 Showcase your expertise

Build excitement around your brand's area of specialty. Whether it is fashion, music, pets, gadgets... show your zeal and expertise in that segment and get your audience excited about what you do.

Find Guidance on:



[SPECIAL ADVERTISING FEATURE]

// Jon Provisor

CTO & Co-Owner  
www.guidance.com

