

**Start using a more data driven approach to measure customer ENGAGEMENT**

What is Customer Onboarding?

'Customer Onboarding' is an umbrella term that's often used to describe the entire process that users go through when they start their journey as a customer of your product or service

The onboarding experience can define the ongoing relationship your customer has with the product. In other words: It's critical

What is Engage within the RACE Model?

This is long-term engagement that is, developing a long-term relationship with first-time buyers to build customer loyalty as repeat purchases using communications on your site, social presence, email and direct interactions to boost customer lifetime value

What communication channels are available for engagement?

- Marketing reminders
- Email
- Facebook/LinkedIn remarketing
- Social Media

How can we measure engagement?

- Data driven facts e.g. bounce rate, impressions
- Customer Research Satisfaction
  - Review from customer
  - Experience of purchase
- Loyalty drivers



Be Genuine and Passionate: The Importance of Engaging Customers



HOW TO DEVELOP A DIGITAL STRATEGY THAT ENGAGES YOUR CUSTOMERS.



10 Tips for Engaging Customers Through Social Media, Online Ads and More

Articles on engagement tips for your customers

  
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2.2.1. Review from customer

2.2.2. Experience of purchase

2.3. Loyalty drivers

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**Link:** [Want more mind maps? http://www.DigitalMarketingU.com](http://www.DigitalMarketingU.com)

6. Articles on engagement tips for your customers

6.1. Be Genuine and Passionate: The Importance of Engaging Customers

**Link:** <https://www.entrepreneur.com/article/300983>

6.2. HOW TO DEVELOP A DIGITAL STRATEGY THAT ENGAGES YOUR CUSTOMERS.

**Link:** <https://www.linkedin.com/pulse/how-develop-digital-strategy-engages-your-customers-dinesh-jebamani/>

6.3. 10 Tips for Engaging Customers Through Social Media, Online Ads and More

**Link:** <https://smallbiztrends.com/2017/08/10-tips-better-communicate-customers-social-media.html>