



# The Importance of Engagement

And how to introduce this into your marketing to build a community that buys what you are selling.

**THRIVE BRIGHT**





Do you only focus on content? Well, let me stop you right there!

You NEED to focus on Engagement.

If content isn't connecting with your audience and you aren't building a community through your marketing, then it is a big fat waste of time.

Engaging with people on social media is a vital part of the overall social media strategy. Put simply, without engagement, social media is just media.

People go on social media to connect with people and start a conversation. It is this connection that builds trust, and once the trust is there, people are more likely to buy from you.

## **Why is this so important?**

Well firstly, It is important because this is what the social media giants tell us. The algorithms dictate that content with higher engagement reaches more people.

It also makes a huge difference to how you are perceived online. You want people to connect, trust and understand your business. This adds to your social proof.

We have pulled together this guide to advise you on what you need to do to help boost engagement on your platform and in turn, grow your business.

*Becky*



# WHAT IS ENGAGEMENT

Engagement is how your audience is interacting with your page and content, it can be in the form of Likes, Comments, Shares, Direct Messages and Mentions. The key is to create content that encourages all of the above, and respond and engage to it to create conversation, connection and community

## THE FOUNDATIONS OF GOOD ENGAGEMENT...

### BE CONSISTENTLY SOCIAL ON YOUR SOCIAL MEDIA

Plan in time each day to go on to your social media and be sociable. Like peoples posts, respond to any comments that people have put on our posts, and share any posts you find interesting. If you have a team, is there anyone within that team you can assign role as engagement officer?








### ACTIVELY COMMENT ON OTHER PEOPLES POSTS

Spend some time looking at other people's posts who are related to your niche, ie if you are a menopause expert, you might follow a doctor specialising in women's health. If this doctor posts an interesting article, add a comment with your opinion. Why would we do this? It is getting your brand and voice out there to their audience. Anyone else who interacts with that post will see your business name in the mix. It is free advertising.



# ENGAGEMENT TIPS

Here are our 7 top tips you can adopt to boost your social media engagement.

-  Regularly like, comment, share and engage with accounts that you follow which have the same target audience as you do but not in direct competition
-  Liking comments, replying to comments and DM's in a timely manner.
-  Following new accounts, and when doing so, sending lots of engagement to their account such as liking and commenting on a few of their posts so that they engage with you and pop over to your account to hopefully follow back.
-  Only engage in an authentic way - genuine interest, enquiries, comments etc.
-  Sharing other people's posts and tagging them stating that you love what they've done, or what they've shared. Doing this on bigger accounts is great as if they reshare your story thanking you, your profile will be exposed to a wider and new audience.
-  Use polls, questions and stickers on your stories which will encourage your followers to engage. Stories are GREAT for engagement.
-  Create engaging, high quality content and reels. Allow the audience and insight into your world and provoke interest so they can share their thoughts and feelings.

# ENGAGEMENT STRATEGY

If you are struggling to know how long to spend on your social media engagement - start with 60 minutes a day and split it up into the following:

- 10 Minutes - Responding to messages and comments on posts.
- 10 minutes - engaging on stories, ie comment on other people's stories you find interesting.
- 20 minutes - engaging with larger more popular accounts that have a huge following. Remember adding useful comments on posts will boost your business exposure.
- 20 minutes - engaging with smaller accounts.

If you can follow this guide and set aside time each day to focus on your social media engagement (even just 30 minutes) it will boost your marketing drastically.

If you are struggling or need a helping hand, we are here to help. You can book in a call below, or if you already work with us and want us to handle the engagement as part of the retainer - we can do that for you too!

*"The business of business is relationships; the business of life is human connection."*

Robin Sharma

[Book in a Catch Up Call](#)

We will continue to keep our finger on the pulse, and if there are any developments or tips we can share with you in the future, we will let you know.



*Team Thrive Bright x*