INCREASING ENGAGEMENT

Practical Exercises
Exercise 1

Topic: Sales messaging based on client type.

Your content should vary depending on the type of client you want to target. Again, thinking of the clearly defined audience of your company, list the content types targeted towards the client types listed below (one per client type):

- First Time Client
- Existing Client
- Lapsed Client

The result of this exercise for each of the above mentioned client types should contain:

- The social network they are tailored for
- Content type (e.g. video, blog post, image)
- A short description of what this content would include (e.g. “an infographic with industry statistics for previous year”).
Exercise 2

**Topic: Strategic writing – email.**

Draft an engaging email message for your target audience including each of the following elements:

- ‘From’ name and email address
- Subject line with less than 50 characters
- Email copy with a call-to-action
- Use images and, if you are using Outlook 2013, input their alt text
  - You can do this by inserting the picture in the email, right-click the image and select ‘Format Picture’. In the menu on the right-hand side choose ‘Layout & Properties’, select the Alt Text option and enter your alt text there.

Send it to your colleague’s work and personal email at the time of day they’re most likely to open it, then see how it displays on their computer and/or phone.

Check whether the email has triggered spam filters. If it did, check your email copy for spam triggers:

- Is there an image/text imbalance?
- Did you write in all capitals?
- Did you use irregular font sizes?
- Did you excessively use symbols?
- Is your email copy completely made of images?
- Are there attachments?
- Did you use phrases like “free”, “sale” or “offer”?

If you found any of the spam triggers in your email copy, make the necessary changes to the copy so you don’t trigger spam filters when engaging with prospects.
Exercise 3

Topic: Storytelling

Develop a story of your company that you can use later during the sales cycle:

Part 1

Create the first version of your story by following these steps:

- Identify the story idea. Draw from your everyday experiences working with your customers. Write down five situations in which you were of help to your customers, the way you provided them with a valuable solution from your company and expressions and behaviors that resulted from it.
- Write a first draft of your story, making sure you include all relevant details.
- Review your story, edit it in order to maintain its flow and check that all the facts are correct. Give it to a colleague for review and ask their opinion on the effectiveness of the story.
- Edit your story according to the feedback.

Part 2

Make your story more compelling by choosing from 6 of the following story strengthening elements:

- Something important at stake: is there a major risk that will increase audience interest in the story?
- Time pressure: are there definite deadlines and urgencies?
- Slow reveal: can you avoid revealing too much information too early?
- Obstacles: can you introduce obstacles that are in the way of the main character to achieve their goal?
- Empathy: can your audience identify with the main character?
- Adversary: can you introduce someone to the story who will try to stop the main character from achieving their goal?
  - Re-read and polish your story once again and make sure it still flows naturally.
  - Publish the story across your network.
Exercise 4

Topic: The impact of engagement on the customer life-cycle.

You are engaging with several prospects on LinkedIn and want to share content across your network that is relevant to them.

Sign up to the DrumUp tool by logging in with your LinkedIn account and complete each of the following tasks to increase your chances for successful engagement with these prospects:

- Build your content feed by entering specific phrases or words, relevant to your industry or product/service offering, into the pop-up box that appears when you sign in.
- Use double quotes around phrases with more than one word to ensure an exact match, e.g. "digital selling".
- In the ‘Content’ tab of your DrumUp dashboard, select one piece of content you want to share and click the blue ‘Schedule’ button.
- Enter a personalized message into the status update text box and choose when you want this content to be posted.
- Click the ‘Save to Content library’ box to save this content and message for future posting.
Exercise 5

Topic: Introducing yourself to build a prospect and lead list.

Part 1:

On the homepage of your LinkedIn account, hover your mouse over the ‘Profile’ tab at the top of the page and select ‘Who’s Viewed Your Profile’.

Analyze the list of your profile viewers and using your digital sales messaging skills, send a personalized message to engage with those you think could be valuable to your network.

Part 2:

Click the arrow on the left of the LinkedIn search bar and select ‘Groups’. Search for groups relevant to your industry that contain communities you can engage with.

Take note of the number and quality of group members to determine the value and benefit of joining the group. Click the ‘Ask to Join’ button when you have found suitable groups. Once accepted, begin active engagement in the group by:

- Starting/participating in discussions
- Responding to group member questions
- Liking group member posts
- Connecting with relevant group members to grow your network
- Avoiding selling/marketing your product/service directly to the group.
Exercise 6

Topic: Customer nurture and TOFU, MOFU, BOFU.

You have three hot prospects, one at each of the customer nurture stages. Complete the tasks outlined below to create a prospect nurturing plan, based on your company’s product/service offering, for each of the prospects.

TOFU: Maria Smyth, Head of Product, Music lover

- Draft a personalized welcome message to Maria, taking her interests into consideration.
- It should contain no promotional content and a link to relevant, useful content that will enlighten her.
- Suggest a next step to move her down the funnel.

MOFU: Sanjaya Gupta, Procurement Manager, Sports fan

- Curate a list of relevant content that will educate Sanjaya (e.g. a webinar on changes in his industry that may affect him).
- Draft a personalized message to accompany the content, taking his interests into consideration, which highlights the value of using a product/service that you offer.

TOFU: Felipe Ribeiro, Head of License, Travel enthusiast

- Draft a personalized message to Felipe, taking his interests into account, which differentiates why your product/service offering is the best solution for him.
- Choose the best method for accelerating the buying process (offering an online demo, arranging a Skype call, forwarding a sign-up form, etc.)
Exercise 7

Topic: Using webinars as an engagement channel.

Using the 4 steps of storytelling you learned in module 6, identify and research a trending topic that:

- Is relevant to your target audience
- Aligns with your company’s objectives

Draft a webinar agenda, listing the topics that will be discussed and the allotted time for each. There should be enough topics to allow a 30-45-minute discussion.

Sign up for a free trial of GoTo Meeting. Choose a title, description and date for the webinar then click ‘Schedule’ at the bottom of the page.

Click the ‘Hold a Rehearsal’ button from the menu on the left and follow the 3 easy steps to hold a rehearsal webinar with your colleagues. Take note of their feedback for your next planned webinar.