

OVERVIEW

Whether it be a live or on-demand experience, how can you make sure that your audience is engaged? By using the techniques included in this playbook you will create a better experience for your buyers and customers. But it is critical to learn from that engagement to increase internal knowledge of the buyer. This playbook will cover the Inputs, Activities, Team and Deliverables for advanced engagement techniques.

OUTCOMES OF THIS PLAY



Basic Engagement Techniques Understanding

You will understand the available tools and techniques to increase audience engagement. This will allow you to align them to the appropriate digital experiences, based on audience need and overall marketing strategy.



Audience Behavioral Data

One of the critical results will be more knowledge about the behavior of the audience that you are driving to digital experiences. What are their preferences? Where are they in their buyer or customer journey? This will be a required input into other marketing activities.



Increased Audience Engagement

By having a variety of ways for audiences to engage, you will see increased attention rates. Further, aligning the techniques to what audiences look for in experiences based on previously gathered insights will improve outcomes.

PLAYBOOK

Inputs: Personas

Personas are required to understand the type of engagement they are looking for in a digital experience. And this is important since it can vary greatly between personas even within the same industry. For example, a manager you market to may like to respond to surveys and polls, while an executive would prefer to participate in Q&A.

Inputs: Presenter Capabilities

When endeavoring to learn more about creating more engaging experiences, you are generally limited by a presenter's comfort in enabling them. For example, polling and surveys yield improved engagement rates and valuable feedback for sales and marketing follow-up. However, not all presenters are comfortable creating a presentation experience with these included. Identify and work with spokespeople to train them on best practices.

Activities: Basic Engagement Techniques

Basic engagement techniques for digital experiences include having a resource list of content related to the topic. Anecdotally, one of the first questions that come in from a webinar is whether or not the slides will be available afterwards. Making sure any content presented or references in a resource center should be a standard best practice. Most attendees appreciate

being able to connect directly with the presenters on a webinar so include a speaker biography with email or LinkedIn. A contact us or contact sales form is also important, depending on the stage of the buyer or customer journey the experience is created to influence. Finally, Q&A functionality is one of the most common webinar engagement techniques. Generally speakers will respond to these at the end of a webinar and there are moderators or producers who field technical questions during a session.

Team

The required team members to operationalize basic engagement techniques include:

- Marketing operations
- Demand generation
- Digital marketing

DELIVERABLES







Promotional Map

DELIVERABLE NAME:

CLIENT NAME:

DATE:



 BUYING STAGE & MESSAGING	 ENGAGEMENT TECHNIQUE	 CALL TO ACTION
 TECHNOLOGY REQUIREMENTS	 CRITERIA	 DEPENDENCIES

DATA

- Bio views
- # of questions asked
- Contact us form fills
- Downloads from resource center

NEXT STEPS

Marketers must understand basic engagement techniques for digital experiences. This will be the foundation to build on when it comes to advanced engagement techniques. Marketers must experiment and successfully deploy the basic engagement techniques before graduating, with their organization, to more advanced techniques.