



E-COMMERCE

Pertemuan Online 9

E-CUSTOMERS : Membangun Customer Engagement

Kuliah Online FEB908HKH101
Fakultas Ekonomi & Bisnis
UNIVERSITAS ESA UNGGUL



Syllabus Riset Pemasaran

Pertemuan 8

E-Customer :

Perilaku & Proses Pembelian

Pertemuan 9

E-Customer :

Meningkatkan Engagement

Pertemuan 10

E-Tools :

Perangkat untuk meningkatkan interaksi dengan Konsumen

Pertemuan 11

Site Design :

Mendesain website komersial yang mendatangkan hasil optimal

Pertemuan 12

Traffic Building :

Bagaimana mendatangkan Pelanggan

Pertemuan 13

E-CRM :

Meningkatkan Life Time Value Pelanggan

Pertemuan 14

E-commerce Planning & Evaluation

Ujian Akhir Semester

What Is Customer Engagement ?

01/ Customer engagement is the ongoing interactions between company and customer, offered by the company, chosen by the customer."

Paul Greenberg (for HubSpot)

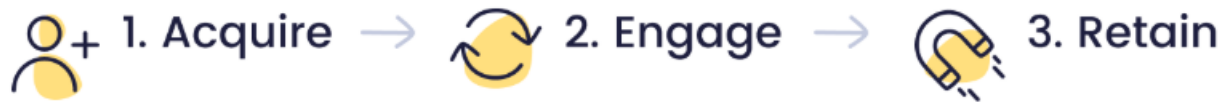
02/ Customer engagement is an estimate of the degree and depth of visitor interaction against a clearly defined set of goals."

Eric Peterson (How Do You Calculate Engagement? Part II)



Why We Should Care about Customer Engagement ?

As the ecommerce world has become more crowded, there's been an overwhelming focus on clicks, conversions and acquisition costs.



However, these acquisition strategies alone won't be enough to grow your business sustainably. Finding ways to engage with your customers in between purchases strengthens their [emotional connection to your brand](#), helping you retain the customers you already have while sustainably growing your business.



Why Brand Should Care about Customer Engagement ?

Up to 2/3 of a brand's profits might rely on effective customer engagement.

Hall and Partners

Another customer engagement study by [Ray Wang of Constellation Research](#) found that "...companies who have improved engagement increase cross-sell by 22%, drive up-sell revenue from 13% to 51%, and also increase order sizes from 5% to 85%





Guest checkout rates

The number of customers who complete a purchase without making an account



Purchase frequency (PF)

How often your customers make a purchase at your store



Average order value (AOV)

The average amount a customer spends when they make a purchase

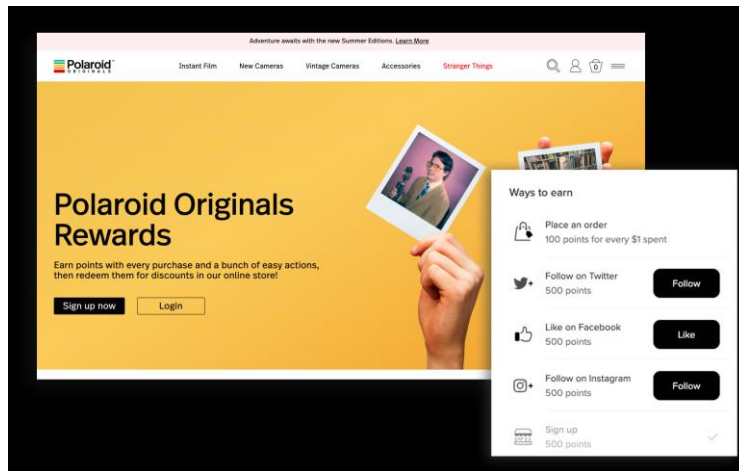


Repeat purchase rate (RPR)

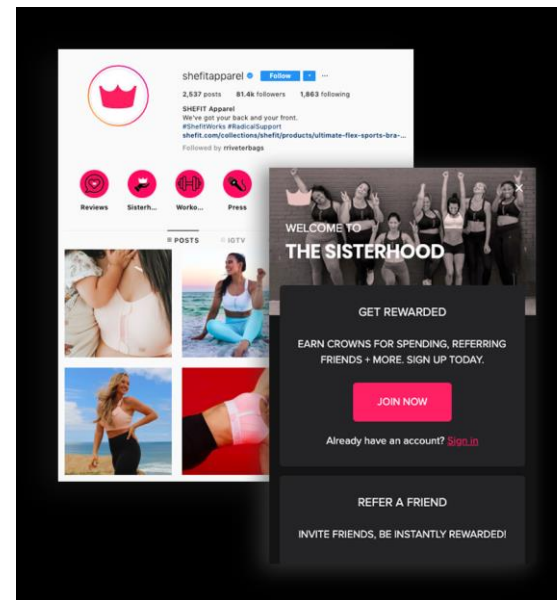
The percentage of customers who've made more than one purchase at your store within a specific period

How to Drive Customer Engagement ?

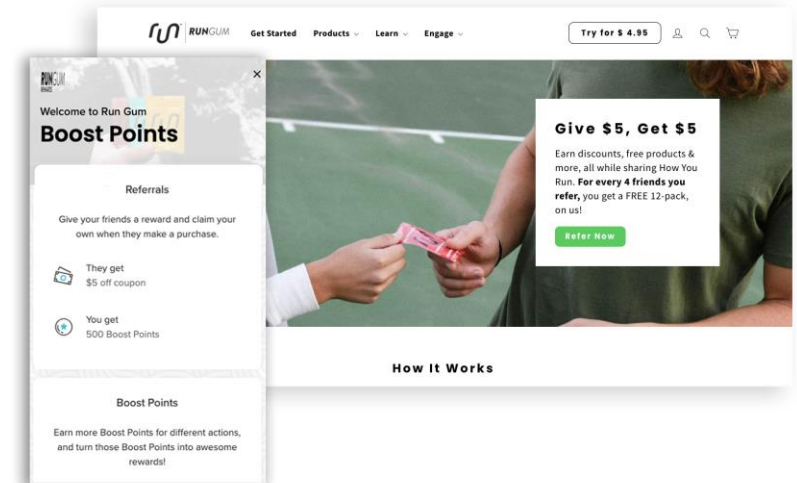
Award points when a customer makes a purchase



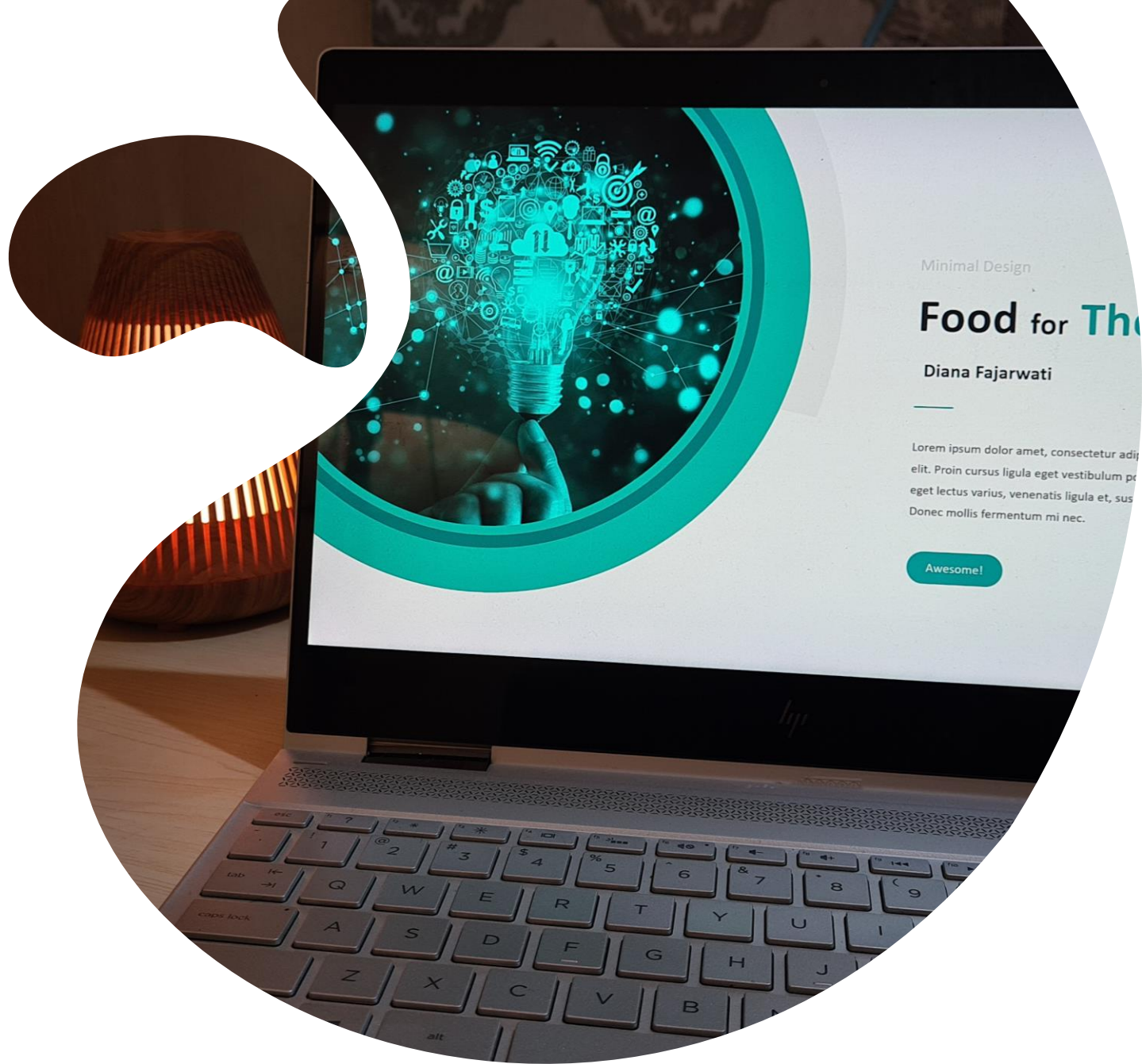
Encourage your customers to connect with you on social



Encourage your best customers to share your brand with referrals



Terima Kasih



Engagement Marketing Strategy Overview

	Engagement Marketing
Goals	Social footprint
Relationship	Anonymous
Content	Awesome
Marketing	Viral
Metrics	Social

- + Engagement Marketing is designed to grow your organization's social footprint in the markets you want to develop
- + Creates an anonymous relationship
 - We know people by their social handles
- + We measure success using social metrics
 - Often internal to each social networking site

Developing an Engagement Marketing Strategy



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Key Market Considerations

Type

+ Is it passion or trigger event market?

- What challenges are they addressing?
- Is it peer-to-peer engagement or are they seeking an expert?

Media

+ Where are they congregating on social?

- What communities are they using?
- What social networks are popular with them?
- What is the mix of text, audio and visual media?

Topics

+ What are the topics of importance to the community?

- What are they discussing?
- Who are the influencers and experts leading the discussion?
- Is it a one-way or two-way conversation?

Identify Target Market

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Type of Community We Want to Engage

Passion Communities

- + Permanent Social Communities with Stable Members
 - We will want content which “WOWs” them
 - They want to engage with you so our Engagement Marketing Strategy will need to make it a two-way engagement
- + *To go viral, it will need to be something new and awesome to the passion community*
 - *Do it right & they will tell their friends and colleagues about it*

Trigger Event Communities

- + Permanent Social Communities with Temporary Members
 - They are on a mission so our content needs to show we understand their mission
 - If the content is really groundbreaking, they will tell others exactly like them about it
- + *Because trigger event communities are constantly being renewed, a great idea will have longevity as new people discover it*

Create Awesome Content

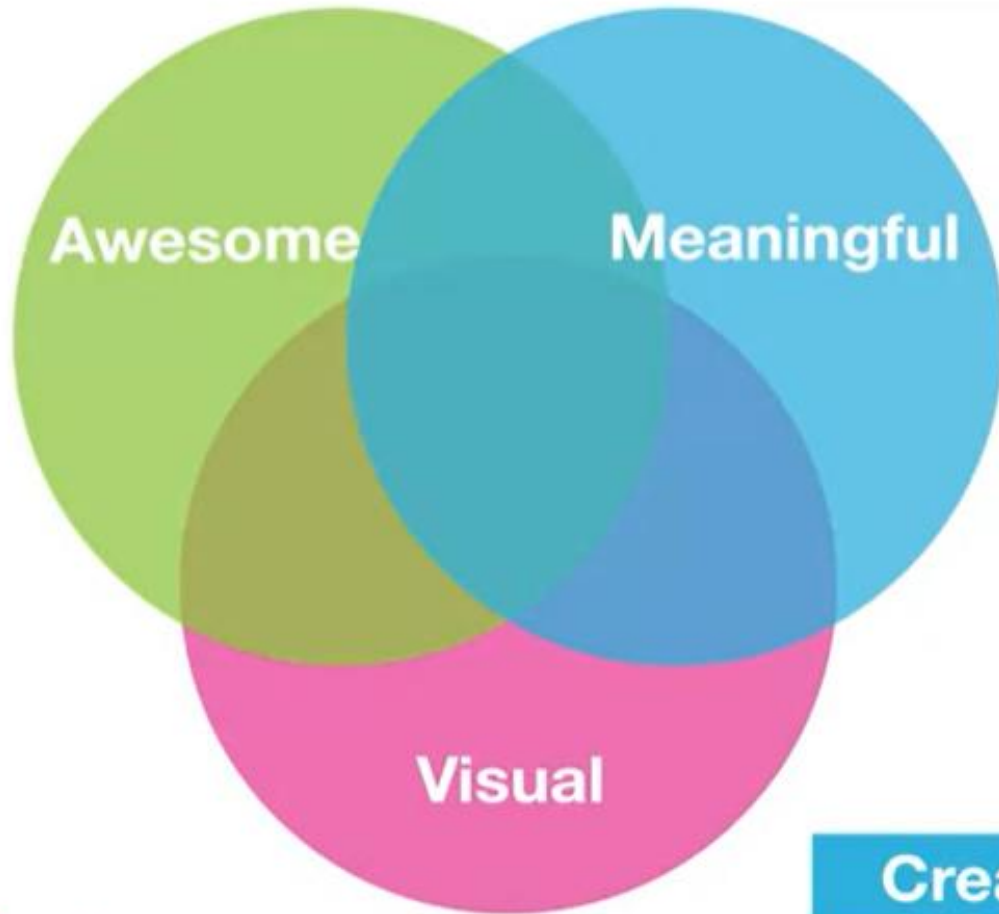
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Create Awesome Content to Go Viral



- + Content must be meaningful to the individual
- + It must be something they haven't seen before
- + For it to go viral, it must be visual and engaging
- + To gather, we don't need the visual component but - ideally - want it to be meaningful and awesome

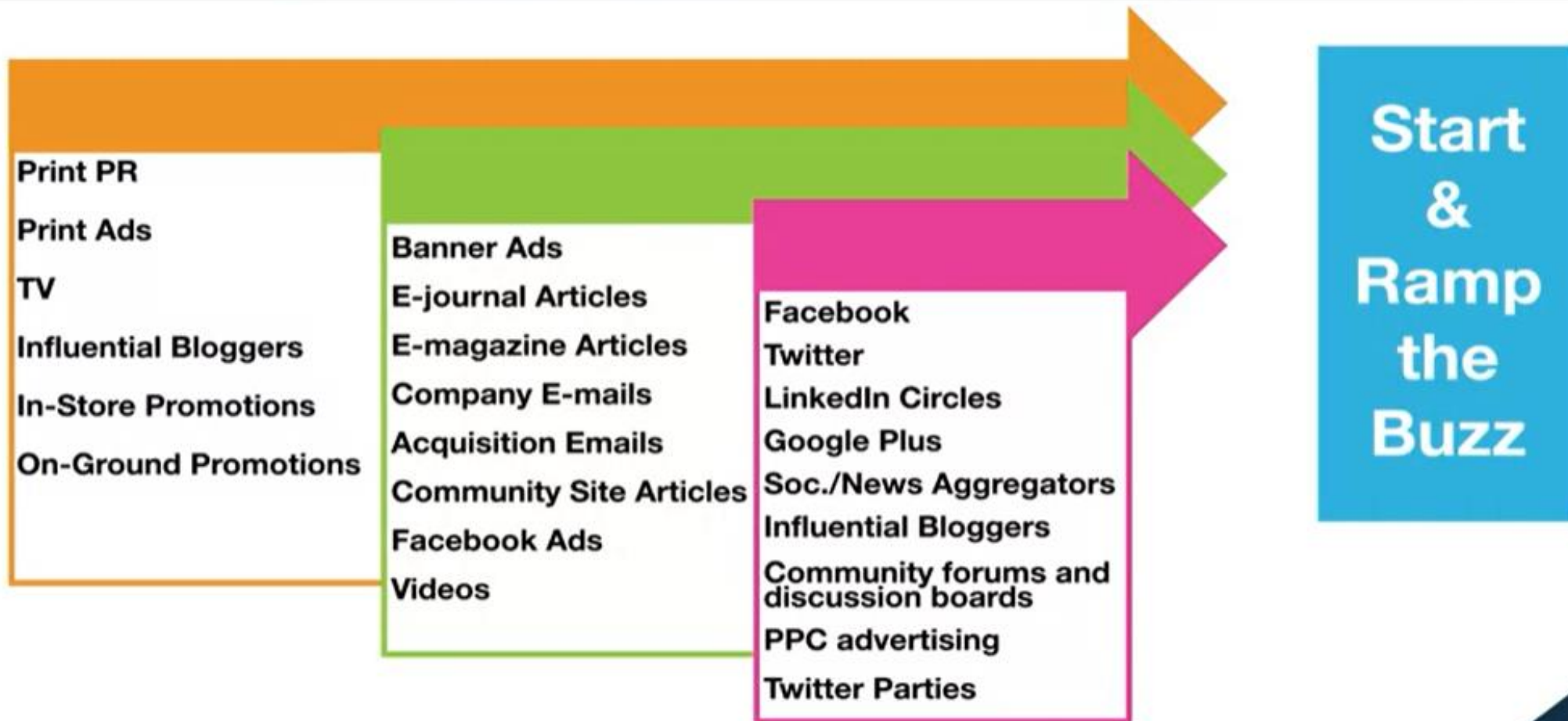
Create Awesome Content

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Creating Awareness of Our Content



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Go Viral Marketing Program

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Entertain Them

Strengthen the Relationship

Video
Response

New
Content

Communication
Wall

Hashtag
Links

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I'm a Start-up or a Small Business & I don't have millions to spend on an Engagement Marketing campaign like Old Spice

So what can you do for me?

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4 Recommendations

1. Think Filter & Focus

- Thought leadership using influencers & experts
- Blog, audio interview, podcast or meet ups

2. Invest for Maximum Impact

- FBI vs Apple
- Invest in major topics or sudden issues which give you maximum impact

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4 Recommendations

3. Use Influencers

- Guest Bloggers
- Leadership articles

4. Think Social Pyramid & Multi-use

- Never just do one media type
- Think video, audio, print, bullet points
- Get to all cheap media – Example YouTube and Vimeo

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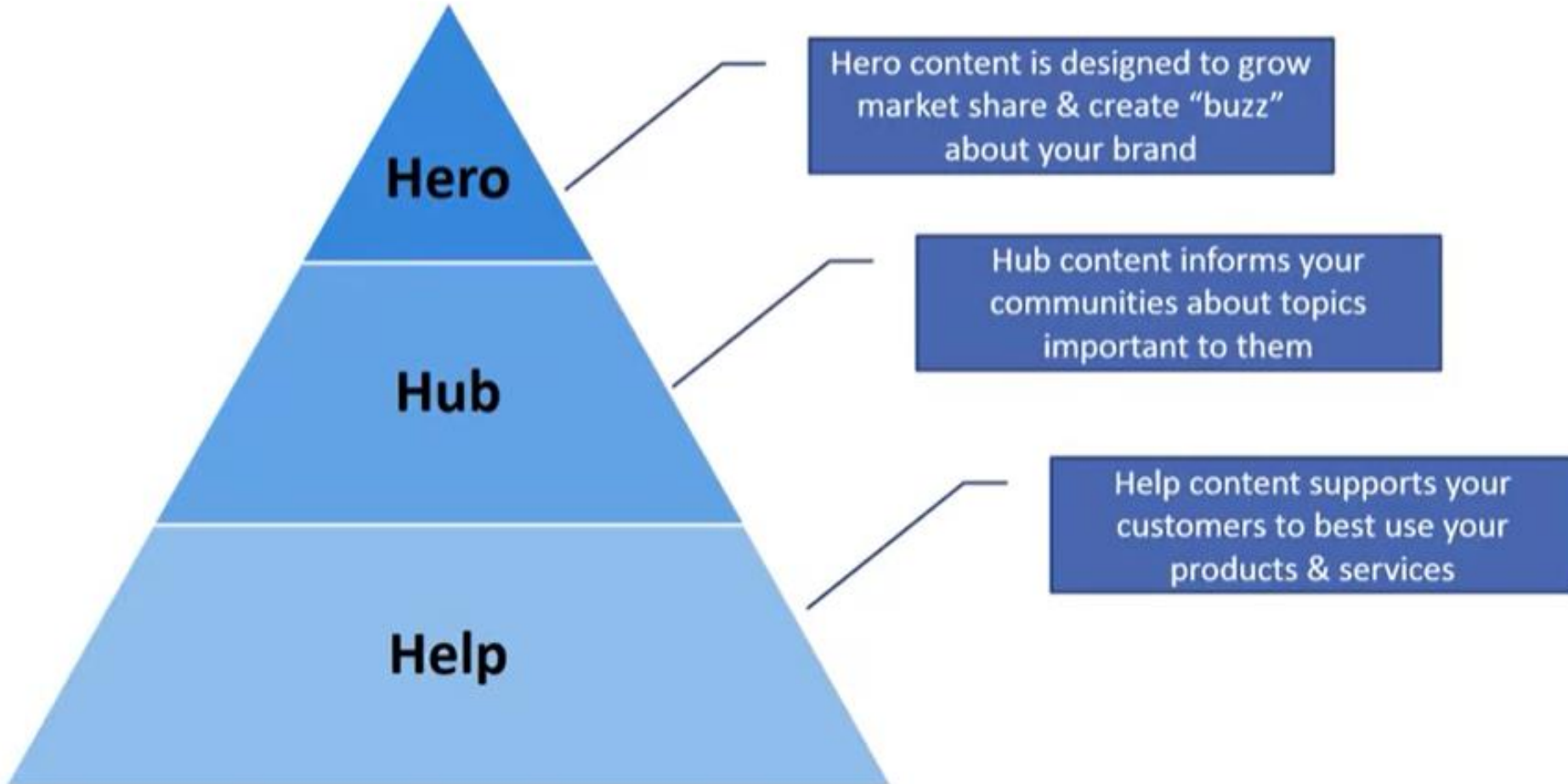
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Success Characteristics



YouTube developed the strategy in 2016



Hero Content can be used in many different ways

NewsJacking

EventJacking

Engagement
Marketing

Nurture
Marketing

Private
Communities

Secret
Communities

Influencer
Marketing

Micro-content
Marketing

