АНГАЖИРАНЕ НА ПОТРЕБИТЕЛИТЕ В СОЦИАЛНИТЕ МЕДИИ

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Резюме: Този доклад изследва ангажираността на потребителите в социалните медии и как това влияе на социалните медии относно броя публикации, харесвания и споделяния, които се правят в платформите им. Целта на статията е да очертае вариант на методология за идентифициране на ангажираността на потребителите в контекста на социалните медии и да изведе някои изводи за този процес.

Ключови думи: ангажираност, потребители, социална медия, методология

CONSUMER ENGAGEMENT IN SOCIAL MEDIA

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Resume: This paper studies the consumer engagement in social media, and how social media are affected, regarding the number of posts, likes and shares they do on social media platforms. The aim of the paper is to outline a variant of methodology

for identifying customer engagement in the context of social media and to draw some conclusions about this process.

Key words: Customer engagement, social media, methodology

INTRODUCTION

In order to acquire, convert, retain customers – and turn them into advocates – you need to engage them - to connect with them in an appropriate, effective and meaningful way- this is called, customer engagement.

Customer engagement is a process, where companies can compete through. They let the customers engage, and ensure to choose their products and services among other competitors.

Social media helps customer engagement process be easier, in which businesses and brands have to be always ready to take on opportunities to engage with customers anywhere and anytime.

During this process, businesses are responsible for creating and maintaining important relationships with customers- potential, and existing- and the customer engagement manager, is responsible to the connecting point between the customer and the company.

A VARIANT OF DATA COLLECTION METHODOLOGY

This part of the paper describes the methodology of the study. The thesis is based on information collected from primary and secondary sources.

The main reason for this study is to bring out some results that show how customers are engaged within social media, and how are they affected by the circumstances. And if customer engagement affects businesses negatively or positively.

Mainly, research objectives are (1) to understand the effect of customer engagement, (2) to explore the role of customer engagement among businesses, and (3) to assess the benefits of customer engagement and negativities.

The main research question arises as follow: What is the impact and effect of customer engagement in social media, and how it increases some company's sales and vision.

The Tasks of this study could be as follows:

1. To what extent customer engagement affects marketing?

2. What is the role of customer engagement on the business's decisions?

3. How customer engagement effects on the return of investment?

The methodology could include research built on qualitative methods.

Qualitative research is considered to be particularly suitable for exploratory research. It is primarily used to discover and gain an in-depth understanding of individual experiences, thoughts, opinions, and trends, and to dig deeper into the problem at hand.

In-Depth interviews took place during this research. Interviews could be divided into two categories, individuals (one-on-one) and groups (focus groups). And the data is gathered in an audio recording, video recording, and written notes.

The results are connected with some expected hypothesis like as:

H1: Customer engagement can affect marketing

H2: There is a relation between customer engagement and the buying decision process

H3: There is a link between customer engagement and the return of investment

It is expected to have one set of respondents: the companies' managers, who will let us know more about how customer engagement affects their businesses, among all aspects, from their point of view.

We will observe how each individual will analyze the effect of customer engagement from his/her own point of view, and from his/her own post.

It is important to know, that the results will be an outcome of interviews conducted with managers of different businesses, and different majors.

What is Customer Engagement?

The concept of customer engagement has evolved in recent years, as more companies seek innovative ways to attract and retain loyal customers. In the past, simply providing a quality product or service was enough.

But new data and analytical tools show that engagement is a top influencing factor in a customer's purchasing decision. Now everywhere you look, customer engagement is the topic of discussion. Even with the surge in popularity, consumer engagement remains an abstract idea for most.

Customer engagement is the process of interacting with customers through a variety of channels in order to strengthen your relationship. For many businesses, this process begins with the first interaction and extends beyond the point of purchase.

Companies can engage with customers via social media, email, websites, community forums, or any other space where they are communicating or consuming content.

Customer engagement is the ongoing cultivation of a relationship between the company and consumer that goes far beyond the transaction. It's an intentional, consistent approach by a company that provides value at every customer interaction, thus increasing loyalty. Customer engagement is sometimes confused with customer satisfaction and experience, and there is some overlap, but each is distinct. On the other hand, customer satisfaction is how much consumers like or dislike your product, service, or experience. Both are essential when interacting with consumers.

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

Paul Greenberg (for HubSpot).

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

Eric Peterson.

DISCUSSION ABOUT DIFFERENT WAYS TO STRENGTHEN CUSTOMER ENGAGEMENT

Some strategies could be applicable to maintain the loyalty and satisfaction of the clients and they include **customer engagement strategies:**

1. Build a brand- Customers want to engage with a brand that has a personality. Many brands have differentiated themselves through the use of a unique brand voice. This personifies the company making it more relatable and memorable to its customers.

2. Share your brand voice online- Your brand voice is more powerful when you share it with others. Start with building a personality on social media, just as you would with a personal account.

3. Personalize customer experiences- Some companies, like Amazon, have software that makes recommendations based on past purchases or search history. Not every company has to invest in such complex technology. There are other ways to personalize customer experiences, including asking customers how you can help.

4. Create content based on customer history- Feedback surveys can help you create and share content based on what customers have purchased in the past.

5. Use social media contests- Cultivate customer engagement through friendly competition. The possibilities are endless when it comes to social media contests and giveaways, but no matter which route you choose, this type of activity can spark rapid customer engagement.

6. Meet customers where they are- An important part of a customer engagement strategy is to share relevant content in a place your customers will see it.

7. Use relationship marketing- building relationships between your organization and your customers is a sure way to turn them into advocates of your brand.

It's really important to create loyalty in a strong brand and to indicate some benefits of keeping your customers engaged.

Building long-term connections and developing loyalty need keeping people engaged in your company. Customers cherish brand loyalty, but they frequently want particular content and activities from their favorite businesses in order to maintain that

loyalty. One strategy to build loyalty, broaden your consumer base, and improve connections with present customers is to generate engaging content.

Customer engagement is emphasized by brands in order to improve customer relationships and reap additional benefits. These can include the following:

1. Increases trust and loyalty- Engagement may help establish trust between the customer and their favorite brand.

2. Increases sales funnel speed- staying engaged and providing engaging content can help you increase the speed at which new leads move through the sales funnel, making the entire process quicker and more efficient.

3. Increases sales- Customer engagement helps foster trust and loyalty in your customers, which can encourage them to buy more of your products or services.

4. Facilitates feedback- Feedback can help you identify brand strengths and shortcomings that might prevent a meaningful connection with new leads.

18 ways to engage with customers:
1. Add a blog to your website
2. Maintain your social media presence
3. Ask customers for brand reviews
4. Focus on building a community
5. Promote or sponsor events
6. Focus on the customer experience
7. Make your brand relatable
8. Offer more than just a product

9. Host online Q&A events

10. Personalize your relationships

11. Host contests and events

12. Support your customers' causes

13. Ask customers about their opinions

14. Share your research methods

15. Offer exclusive content

16. Create a rewards program

17. Keep your company promises

18. Be honest with your customers

CONCLUSION

Regarding the researchers done, it is clear that customer engagement is a process that helps any company, increase its image, revenues, and develop itself.

It is very true, that once your customers engage in your company's or products' details, this may increase your stress level, and some may engage in a negative and unexpected way, but on the other hand, customers when engaged, can give you more ideas, more comments, more demands, that you can benefit from, regarding your product or service. Customer engagement may help you start new service or product also, when you see that so many are willing to consume.

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