

KEEPING YOUR AUDIENCE ENGAGED IN THE AGE OF CORONAVIRUS

How to Navigate Our "New-Normal" From a
Communication & Marketing Perspective



Jessica Simien Lofton

Freelance Communications Consultant

Lifestyle + Business Content Creator

Co-Owner of Lofton & Company Brands





Today's Goal

The goal of this presentation is two-fold. By the end of our time together today, we will have explored:

- What engagement means and the different ways it can show up across your social media platforms
- How to ensure that your message is being communicated effectively and appropriately during a time of uncertainty

What is "engagement" anyway?

Simply put, engagement means all the different types of ways that a person can interact with your content.

It can "look" different depending on the platform you are using.

Likes, comments and shares

Page mentions

Clicks on your call-to-action buttons

my personal favorite!

these are called
metrics



5 STRATEGIES TO IMPLEMENT FOR KEEPING YOUR AUDIENCE ENGAGED

● Don't be afraid to communicate, just be sensitive to the current social climate at all times, not just with COVID but with COVID being part of everything else.



Acknowledge the pandemic; discuss the changes in your business that the pandemic has brought. Be flexible.

EXAMPLE

Share with our audience that we can no longer have our in-person meetings; host a Q&A

● Monitor your current engagement levels and re-strategize as necessary.



Engagement can be measured. Use what works.

EXAMPLE

We know that our audience responds best to environments where they can network. We will focus our efforts on Facebook-group friendly activities.

● Actually engage with them. Ask questions to discover what they need from you.



Ask them about how they're navigating the pandemic to figure out how you can better serve them. Share messages with value.

EXAMPLE

We know that many of our members are working from home so we may ask them about software they're using so we can host a webinar.

● Produce more content than usual, using what you have learned first-hand from your audience.



Experiment with all forms of content, even if you've never tried it before. This is where you want to put your money.

EXAMPLE

Because we thrive on events, we took everything online and added digital downloads to encourage sign-ups. This will help us continue bringing in sponsors.

● Be as consistent as possible by outsourcing when needed.



If you haven't already, use whatever tools at your disposal to stay in front of your audience.

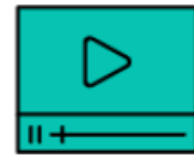
EXAMPLE

We will outsource our email marketing to maintain direct communication with our members. We will also implement a weekly "show" on our YouTube channel to encourage dialogue.

The types of content consumers want to engage with



68%
Images



50%
Video



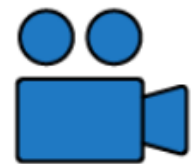
30%
Text-based posts



26%
Stories



26%
Polls



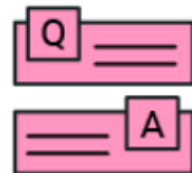
22%
Live video



17%
GIFs



16%
URLs/links to brand content



11%
Q&As or AMAs



10%
UGC

USE WHAT YOU'VE
LEARNED FROM YOUR
AUDIENCE TO PRODUCE
MORE CONTENT THAT
GIVES THEM
VALUE

MAIN TAKEAWAY

Everything is different and we're all still learning how to approach this new normal.

It is important to handle the pandemic with care because it is impacting your audience in some way or another. Keeping them engaged will involve being sensitive to the social climate and providing value for them through your content.



THANK YOU!

Have questions about this presentation or want copies of these slides?

Please email jessicalsimien@gmail.com

Have questions about using these strategies for your organization? Have ideas you'd like feedback on?

Schedule a "Pick My Brain Session" at calendly.com/jessicasimienlofton