

Communicate better with your customers

Discover how to communicate and build trust with your customers at every stage of their journey with your business.



Tailored emails

Personalising email communication doesn't just mean adding 'Dear First Name' to each of your subscribers' direct mail. As your customers have different needs at different times, the best way to deliver the right message to the right email is to segment your subscriber list.

Use an email-sending tool such as **MailChimp** or **Campaign Monitor** to organise your email data into different audiences. Targeted emails should be an evolving strategy for your business, but at a base level, try using the below demographic groups to form your list segmentation:

- Gender
- Location
- Job title
- Age

You can also segment your database by dividing customers into 'first-time customers' and 'regular customers.' Emailing each list with content that's relevant and personalised to them will improve engagement and conversion.



Build your social community

Social media is fast becoming an essential medium to communicate with your customers and build a relationship with them. While you can't be online 24/7 monitoring the conversations on your company Facebook or Instagram page, you can use the below tools to streamline the process:

- **Hootsuite** keeps your social presence active by automatically scheduling hundreds of social posts at once, across multiple accounts. The management platform also allows you to reply to comments and messages.
- **Facebook's Creator Tools** offers video streaming and messaging capabilities.
- **Sprout Social** allows you to respond to comments and queries, and also helps you to monitor and measure results to ensure smarter and faster communication.

Negative comments will pop up from time to time, so an escalation process and social response matrix will help you manage issues. When managing negative feedback, consider:

- Set the profanity filter on Facebook to automatically hide comments that show offensive language.
- Update the 'about' section of your Facebook profile with a terms of use policy. The policy should highlight that your business will block anyone who doesn't adhere to your terms and conditions.
- To communicate quickly and authentically, create a response matrix with pre-prepared answers to common enquires your business receives. The tone of your responses should be consistent and a human touch is key. Something as simple as signing off with a team members name can keep the interaction human and sincere.



Spark conversation with a chatbot

Chatbots or virtual assistants are a great way to deliver timely and specific information to your customers.

Implementing a chatbot to your website or preferred social channel could save you time and money and help keep your customers engaged and informed.

Here are some easy ways to implement a simple chatbot without a web developer:

- **Chatfuel** is an intuitive chatbot platform for publishers, businesses, startups, and individuals. Pricing starts as low as \$15 a month.
- **Botsify** is a tool for designing chatbots for non-technical users. It offers several plugins which allow you to integrate your website with a chatbot.
- **Facebook Messenger** app allows you to provide anything from automated subscription content to customised communication like receipts, shipping details, and live updates.



Don't forget to listen

Listening is an important element of communication with your customers.

The key is to be responsive and never leave a query or complaint unanswered.

Remember, the more effective and authentic your communication is, the more likely it is that customers will recommend your business to their friends and social networks.