



*Creating Influence with a Broader View*



## Why Engagement Matters for Your Business

Everything we do at HCS is devoted to building our partners' engagement with customers and prospects.





## Engagement and the customer journey

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**The modern customer journey has evolved away from the "funnel" approach – which assumed a linear purchasing path where customers take in information, narrow down their choices, kick the tires, and submit the purchase order. The new decision process is anything but linear.**

Customer engagement starts the instant a prospect first finds out about your brand, and continues through all the stages of the customer lifecycle. A recent study found that average-performing marketing departments spend over two-thirds of time and budget on acquisition – that's an incredible amount of time and money for only one portion of the customer lifecycle! The highest-performing marketing departments distributed their efforts over the entire lifecycle. While the meaning of customer engagement for B2B companies can vary by industry, it tends to drive the same reward: commitment.



# STRATEGY = ENGAGEMENT

When you optimize the customer lifecycle and create engagement at every phase, you maximize the revenue you'll receive from each individual customer. Enriching these relationships with customers can also add enterprise value. If you are considering an acquisition or an exit strategy, being able to show a book of active, engaged customers and prospects is a transparent way to increase the value of your business.





- **Attract:** Building brand awareness and driving demand
- **Capture:** Top-of-funnel inquiries, driving interest, qualifying opportunities, acquiring an engaged audience
- **Nurture:** Top- and middle-of-funnel activities, educating/engaging prospects, relationship building

- **Convert:** Close the sale and begin implementation
- **Expand:** Retain profitable customers, drive repeat purchases, upsell and cross-sell, reinforce loyalty



A typical B2B sales journey is longer and more technical than a B2C one. B2B companies that provide engaging customer experiences throughout the lifecycle will stand a much better chance at generating game-changing ROI.<sup>1</sup>





# How does increasing engagement lead to business growth?

Customers are the most important assets of any business. Customer engagement is an ongoing dialog between your brand and your customers, a process of actively building, nurturing, and managing relationships with them. Engagement is what transforms target audiences into qualified opportunities with demonstrated interest in your proposition, services and offering.



## Improves Deliverability

Engagement is a key driver of email deliverability. It's also an important part of building an email list and the key component of measuring campaign success. "Without engagement, email doesn't click." <https://tangopartners.biz/email-best-practices/>



## Shortens the Sales Cycle

Prospects today are spending an increasing amount of time self-educating before they're willing to connect with salespeople. Engagement with your content is where this happens.



## Improves Customer Loyalty

When prospects get useful information that helps them run their business, they're more likely to develop favorable feelings and opinions of your company – the seeds of brand loyalty.



## Offsets the Natural Rate of Data Decay

**(+/- 20% per year) and grows opportunities.**

We keep your sender profile in good standing by tracking unengaged contacts and removing them from your send lists when appropriate



## Social Media

Engaged customers provide businesses, on average, a 23 percent premium in share of wallet, profitability, revenue and relationship growth. Conversely, disengaged customers represent a 13 percent discount in those same metrics.<sup>2</sup>



<sup>1</sup> <http://www.imanagesystems.com/customer-engagement-b2b-companies/>

<sup>2</sup> <http://www.allroads.me/customer-engagement/the-business-benefits-of-investing-in-customer-engagement/>



# Why use HCS to create engagement?

Simply put, we know the market. We have worked nationally, throughout the US & internationally with more than 50 graphic communications companies and more than 40 custom manufacturers, OEMs, and media manufacturers, including some of the most recognized brands in the industry. This experience gives us "Instant On" capability: We understand these industry segments and know how to speak to these audiences, so we are uniquely poised to drive engagement with customers and prospects quickly.

At HCS, we use a three-prong approach to creating engagement for our partners. Email marketing is our primary distribution channel; we also work in SEO and website findability, and social media content marketing. Combining the three into an integrated approach provides the best overall results.





# How do we measure growth in engagement through our partnership?



➤ **Email engagement metrics:**

Measuring and improving open rates, click-through rates, and number of opens per client. These are foundational metrics for any campaign. By analyzing your open rates, you can begin to learn which tactics are most likely to grab your audience's



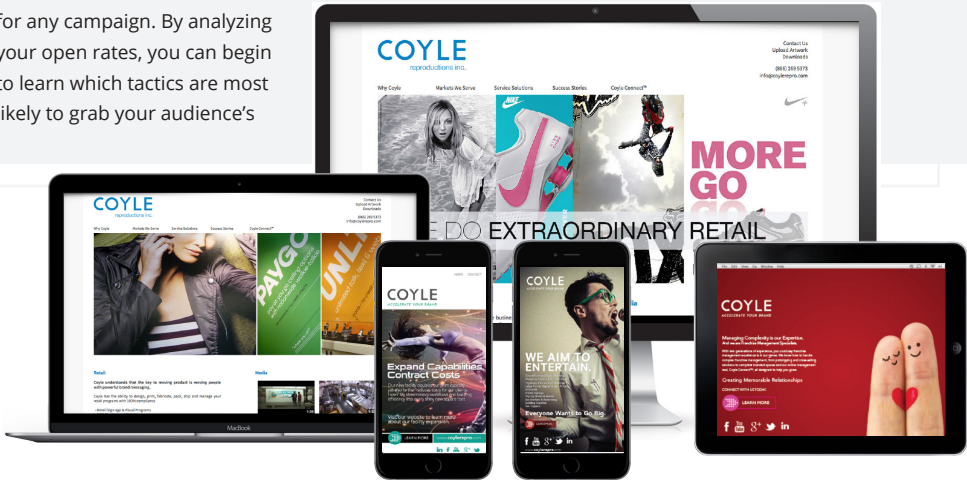
➤ **Website engagement metrics:**

Time on page, scroll depth, number of pages visited, repeat visits



➤ **Social media engagement metrics:**

Post likes, comments, shares, followers, and downloads





# How HCS drives meaningful engagement for our clients

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## We use an established process to set up your program:

- Conduct in-depth discovery (onsite or online)
- Define your customer journey
- Develop a scope of work based on your goals
- Establish measurement tools
- Develop campaigns
  - Update or enhance your brand if necessary
  - Outbound email campaigns
  - Improve your online findability
  - Engage in relevant social media
- Create tools and collateral to shape the customer journey
  - Video
  - Testimonials
  - Presentations
  - Case studies
- Launch campaigns
- Conduct monthly live-time analyses with you
- Review and adjust parameters to optimize our programs for you



**When you partner with HCS to drive engagement, we provide daily, weekly and monthly reporting that gives clear insight into the tools and content that resonate best with your audiences. We use this insight to hone strategy, increase deliverability, and improve results iteratively throughout our partnership.**

**To learn more about increasing engagement with your target audiences, contact us today!**

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**Partner with HCS to engage with prospects and grow your business today.**