



ENGAGE TO BUILD A COMMUNITY

MINDBODY white papers

MINDBODY partners with industry leaders to provide our clients with the latest trends in best business practices as well as cutting-edge products and services fully integrated with our business management software. In this article, MINDBODY partner HootSuite shares top tips on how to build a vibrant social community.



Social media offers businesses unprecedented access to their clients. Using it only for one-way engagement is a complete waste. Interacting with people on a human level, and offering advice that may not even relate to your product or service, is the best way to build an online community. It's these consumers, the ones you help and the ones that you personally connect with, who will become your best online brand advocates.



When participating in conversations online, the most important thing you can do is to acknowledge the voice of the customer, really hear and respect what they are saying. If what you're hearing is a complaint, let them know a resolution is being sought, then follow through on that resolution to the best of your organization's ability.

Listen, and pick your moments

If sales are a priority, nurture potential leads with relevant and helpful content. Make sales through engagement. The age-old sales maxim, "Make a friend first, a sale second" still applies to social—only even more so, due to social's ability to amplify positive (or negative) experiences.



Give advice

Hilton Hotels takes an entirely non-sales oriented approach with @HiltonSuggests by taking an "engagement for engagement's sake" position. Hilton monitors online conversation for travelers looking for recommendations all over the world. Acting as a quasi-global concierge, @HiltonSuggests steps in to offer accommodation advice to travelers, whether a Hilton is a viable option or not.



Perks don't hurt

Sixty-one percent of consumers use social to look for discounts. Social is obviously a great way to highlight promotions and deals, but make them appropriate and relevant to your brand.

MINDBODY clients have found offering free or discounted services, either exclusively to online fans or as part of a loyalty rewards program, highly effective retention tools. Use your social channels to promote your services or products relevant to what you offer. Offering a free iPad may drive initial traffic to your site, but just how relevant are those visitors to your business?

Successfully building and maintaining an online community takes strategy, not just presence. Keep it sincere, keep it helpful, and keep it relevant to create a loyal fan base on- and off-line.

Learn more about how MINDBODY clients use technology to simplify their business management strategy at mindbodyonline.com.

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