

# Engagement Marketing: How Small Business Wins in a Socially Connected World

By Gail F. Goodman

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### A definitive guide to growing your small business through "Engagement Marketing"

As a small business owner, you've always relied on word-of-mouth referrals to grow your business. Thanks to social media—and its nimble partner, mobile technology—it's now easier than ever to turn customers and clients into engaged fans who spread the word about your business across a variety of online platforms. And that's what *Engagement Marketing* is all about. Written for anyone who owns or manages a small business or non-profit, this book is filled with practical, hands-on advice based on the author's experience of working with thousands of small businesses for over a decade.

You'll learn how to attract new prospects—as well as how to increase repeat sales—using your existing customers and social networks.

- Learn how to create customer experiences that increase positive customer reviews and endorsements
- Get practical advice on how to entice people to join your social networks and run engagement campaigns that increase visibility—and endorsements—for your business
- Understand why engagement is so important—and how you can use it to turn passionate fans in your social networks into tomorrow's new business
- Author Gail Goodman is CEO of Constant Contact, America's leading email and social media marketing company for small businesses

*Engagement Marketing* will help you make a bigger name for your company, build your network, and reach your goals.

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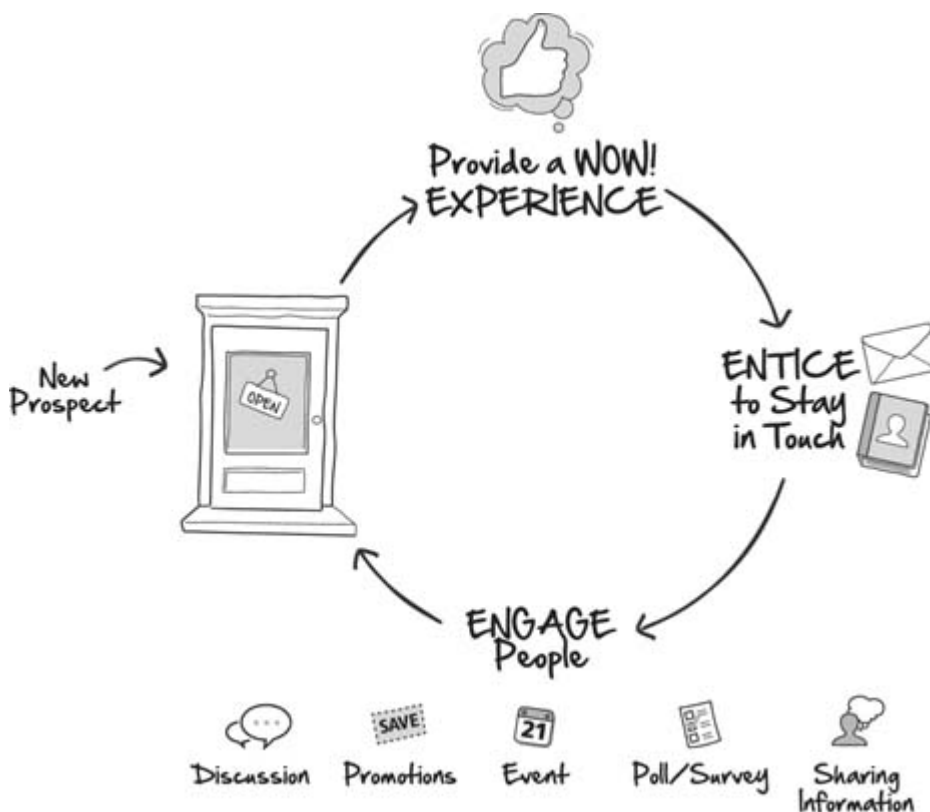


## Editorial Review

Amazon.com Review

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### From the Author: Six Simple Ideas for Small Business Marketing



**1. Buyers trust comments and reviews (even from strangers).**

According to a Nielsen Global Trust in Advertising Survey, only 14 percent of people trust advertising, while 78 percent of people trust consumer recommendations. When businesses interact with current customers online, these socially visible interactions feed their referral engine.

**2. A customer's friends are a business's next best prospects.**

We all want to find a rich source of qualified new prospects. Turns out every business already has one! The social networks of your current customers are filled with people like them - people who might be interested in your products or services.

**3. Rise above the ordinary in small and large ways that wow customers.**

To create a connection, understand the experience your business delivers through a customer's eyes...and find one or two spots to create something a little bit special.

**4. They won't join if they're not asked. (Yes, they really have to be asked!)**

People need to know why they should connect to an organization's social media vehicles like Twitter and Facebook. What are they going to get? Ensure that it is easy and compelling for them to connect, and then ask them!

**5. Engagement drives social visibility.**

Social proof is the concept that when we see our friends and colleagues take an action, such as eating at a particular restaurant, that action is an endorsement. Social proof happens through social visibility. When people engage with a business - especially online via social media - their networks see this engagement, and they are enticed to engage, too.

#### 6. **Engagement matters.**

Engagement cements a connection between a business and their current customers, and drives the social visibility that will motivate and inspire repeat and new business. Engagement happens in small doses.

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#### From the Inside Flap

"If you're still scratching your head about how social media can help your small business, you've picked up the right book. Engagement Marketing shows you how to connect with existing customers and create new ones. The expert at small business marketing, Gail Goodman shaves the process down to three easy steps. A must for any growing small business."

— W. Kenneth Yancey, Jr., CEO, SCORE

If you've shied away from social media because you just cannot see how it benefits your small business, association, or nonprofit, Engagement Marketing will change your perspective. That's because Gail F. Goodman, CEO of Constant Contact, "gets it." She knows you're pressed for time, on a budget, and just a little bit skeptical of the whole "social media thing."

You already know that word-of-mouth referrals are the lifeblood of your small business and that they ultimately lead to more business. Engagement Marketing builds on this tried-and-true marketing basic, only now Goodman shows you how to do it with referrals that have become publicly visible thanks to social media.

Whether you run a hotel, an accounting firm, or a museum, you'll find lots of creative, cost-effective ways for reaching out to your customers, members, or donors and encouraging them to spread the good word about you online, where it's visible to their friends, families, colleagues—and the world.

#### From the Back Cover

#### Engagement Marketing: How Small Business Wins in a Socially Connected World

"Three reasons this book is a fantastic read for small business owners: 1. Happier customers; 2. Engaged fans; 3. More sales. Buy it!"

—Brian Halligan, CEO, HubSpot, Inc., and coauthor of Inbound Marketing

"Engagement Marketing shines a really bright spotlight on a proven, practical, and powerful approach to building relationships and business."

—John Jantsch, author of Duct Tape Marketing and The Referral Engine

Stop worrying about the number of Facebook fans and Twitter followers you have (or don't have). The secret to getting customers to care about your business is finding meaningful ways to engage them over the long term. Engagement Marketing explains exactly how to do it, with practical tips for using social media, e-mail, events, and other activities to form creative, surprising connections with your customers.

Author Gail F. Goodman, CEO of Constant Contact, the leading online marketing company for small businesses, gives you the inspiration, ideas, and motivation you need to grow your business by engaging your customers. With her trademark no-nonsense approach, Goodman shows you how to work the gold mine you already own—your existing customer base. It's like having a marketing genius at your side—without having to hire one.

## **Users Review**

### **From reader reviews:**

#### **Melvin Belknap:**

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