

10 Essential Facts About Engagement

The Only Marketing Outcome That Matters

Forget about impressions and reach. They no longer matter, because today, marketing success is all about engagement.



Engagement creates relationships between brands and consumers, organizations and stakeholders. It's a magnetic draw – the establishment of connections that persist beyond campaigns and testimonials, creating brand advocates and acknowledging every consumer's social influence.

What is Engagement?

The marketing community may never reach consensus on a single definition of “engagement” as an advertising metric; the IAB recently published a white paper detailing the complexities of the ongoing effort. That's okay. Think of engagement as “...any meaningful interaction between consumer and brand” (Ian Shafer, Deep Focus CEO); or, “...active participation with a brand message,” (Bill Clifford, CRO at SessionM). And then ask this: “Is the consumer choosing to interact with the brand for some period of time and paying attention?”

Brands set their own Key Performance Indicators (KPIs). Increasingly, KPIs are looking beyond fans, friends and followers, and are capturing various aspects of engagement.

1.

Creating Relationships Is the Key.

American businesswoman Randi Zuckerberg said at a recent trade show, “The most valuable thing you have is your connections, your network” – and boy, was she right. Zuckerberg notes that nurturing relationships with influencers can encourage brand advocacy, but that's only achievable if brands communicate and reward loyal followers. With 52 percent of millennials believing that brands must listen to consumers and be responsive to feedback, relationship-building is essential.¹



2.

Everyone's A Critic.

84% of consumers make a purchase decision based on a recommendation from someone they interact with on a regular basis.² This means every consumer's experience with your brand could influence many others, for better or worse. Take care of those relationships and proactively monitor what your audience is saying – especially as they unfold in real-time.

3.

A Two-Way Street.

When a consumer seeks information about a topic and is able to engage with the content, the conversion of that intent will be 70% more effective than a classic push ad.³ The difference becomes even more pronounced when you add the ability to engage in a conversation about that topic or product.³ A conversation is two-way communication, not a lecture and not a static, canned message. In successful engagement strategies, the consumer gets a chance to participate.

4.

Positive Engagement Can Actively Lift Your Brand.

Engagement drives consumers to take your brand story further and elevate awareness beyond a simple share. If a customer enjoys the experience, they are inclined to share it with friends and invite them to participate, whether through posting user-generated content to a social network, engaging in an online contest, or visiting a retail store. 85.7 percent of marketers cite interaction as a key metric, followed by reaching influencers and driving traffic to brick-and-mortar establishments.⁴



5.

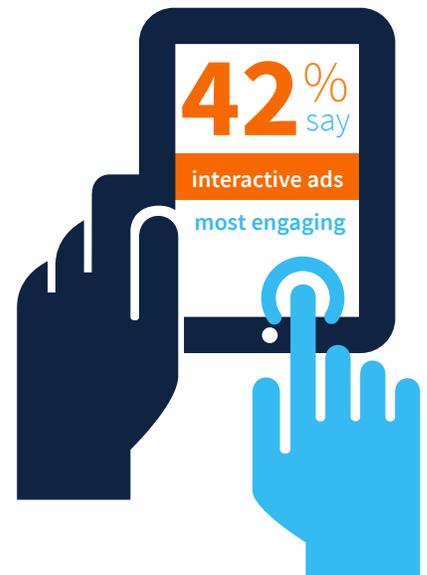
Engagement Takes Many Forms.

Engagement is not a one-trick pony (interaction, sharing/liking, time spent on page, etc.). Beyond likes, shares and follows, social engagement speaks to the future of brand advertising, and looks at the notions of involvement, interaction, intimacy, and influence an individual has with a brand over time.⁵

6.

How To Get It.

To be effective, brands need to engage customers and prospects in a fun, natural, and interactive way that educates and entertains. The content should be shareable and drive action at scale. It must speak to consumers the way they want to be spoken to, and in a way that traditional display and banner ads never could. In fact, 42 percent of Americans say interactive ads are the most engaging, especially if they are funny or entertaining and contain stunning graphics.⁶



7.

Social Networks Are Essential.

Facebook is the world's most popular social media network, with 1.23 billion active users. Recent research found that 42% of online adults in the U.S. use two or more social networks, and nearly one-fifth use three or more.⁷ Social networks matter because they're becoming the medium of choice for consumers sharing information, and more and more of their purchases and preferences are actively influenced by the information that is shared within their networks.



8.

Gamification Is Going Mainstream.

On an ever increasing basis, brands are choosing gamification to stimulate engagement with consumers. In fact, companies reported a 48 percent improvement in engagement by using gamification, and gamification is counted among the top four categories slated for the most investment by marketers in the months ahead.⁸

9.

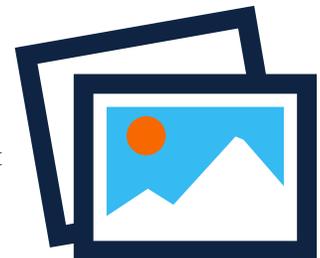
It's A Full-Time Job.

Relationships are hard work, and it's impossible to maintain positive connections without keeping the lines of communication open. Your consumers will only stay engaged as long as you keep feeding them content and rewards. Over a million selfies are posted daily – brands have a high bar to reach in order to keep up with content-hungry consumers.⁹

10.

It's Increasingly Visual.

You know how they say the more things change, the more they stay the same? Well, in the case of a picture being worth a thousand words, it's true: 87 percent of engagement on brand posts on Facebook occurs when a post includes a photo; that number drops to 4 percent for links and just 3 percent for videos.¹⁰



....And How We'll Help You Get There.

Dailybreak Media helps brands drive brand participation and consumer action at scale. With a custom-tailored approach to driving rapid participation and predictable action in a pay-for-performance model, Dailybreak has enabled recognized names like Chevrolet and Puma to create awareness, intent, and action while capturing the interest and mindshare of the consumer. To find out how we can help your brand create experiences designed for driving maximum engagement, time spent, brand lift and purchase intent, contact us today:

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