

The ARC of customer engagement

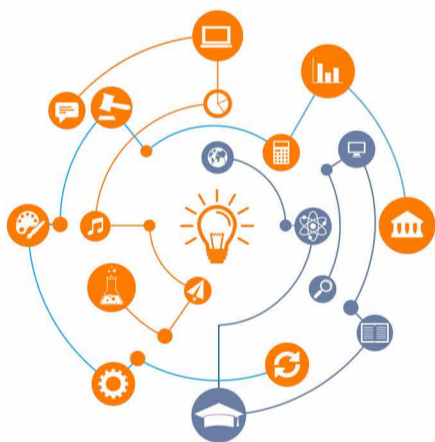
“81% of marketers say customer engagement is a top priority.”

This was one of the headlines from [B2B marketing.net's new report](#) on the 'age of engagement', so it's a fair bet that some of you out there are on a mission to increase your customers' engagement with your brand.

At HN, we're firm believers that engaging content = engaged customers. So, to help you in your quest, we've created a three-step checklist, and a handy mnemonic - the ARC of customer engagement.

Accessible

Make sure your content is easily found and in a format that's easy to digest. Optimise your content for search; embed social sharing buttons in your content, and optimise your content for viewing on mobile. And don't hit your audience with a hefty white paper straight away – use a more digestible format, such as a video or an ebook, to coax them in and get the conversation started.



Relevant

Connect your message to situations your customers are facing today. Don't be afraid to newsjack if the right story comes up. And bear in mind your audience's place in the decision-making journey: if they're at the consideration stage, provide evidence that the challenge you solve is important and worthy of attention. At the decision stage, prove the benefits of your solution in the real world.

Compelling

Nobody waits to be worn down by dull content. They just click and move on. Avoid that scenario by injecting some entertainment into your content, using persuasive and well-crafted storytelling to keep their attention – and keep them clicking.

