



# 10 actions to increase your audience engagement and build lasting relationships

---

Real-life examples of highly engaging brands

# Table of content

---

Introduction .....	3
#1 Be active and creative on social media .....	4
#2 Segment your audience .....	5
#3 Share user-generated content.....	6
#4 Launch retargeting campaigns .....	7
#5 Build trust with influencers.....	8
#6 Partner with another brand .....	9
#7 Go for giveaways, gifts, coupons, etc.....	10
#8 Use pop-ups .....	11
#9 Give a voice to your customers with polls.....	12
#10 Try a variety of formats .....	13
Conclusion .....	14
How does the Qualifio platform work? .....	15

# Introduction

---

Whether you are a media or a brand, a B2C or B2B business, audience engagement must be **a key priority within your digital marketing strategy**. With the rise of social media and the evolving digital channels, prospects and clients are more connected than ever and spend way more time online. To engage with these hyper-connected and well-informed consumers, brands need to think out of the box, cut through the noise, and communicate with their audiences in meaningful ways.

According to **Marketo**, engagement marketing *"is the use of strategic, resourceful content to engage people, and create meaningful interactions over time"*. Audience engagement is a crucial metric for any marketer looking to reach a broad audience. It's the best way to see if people like what you're doing and know where you need to put more effort, for your brand to grow.

But, how do you increase the intensity and frequency of interaction between your audience and what you produce? How to encourage your audience to engage with you and your products or services? How to build lasting relationships with your customers? We've gathered **10 actions to help you boost your audience engagement**, with real-life examples and figures that will work for you and your brand.

# #1 Be active and creative on social media

This probably sounds obvious, but it bears repeating because of just how important it is. **Having a social presence is the key to audience engagement.** By being active and creative on social media, you build brand awareness, you offer a better experience for your customers, and you improve communication with your prospects. What you need to do is to create an interaction that will make a difference and build long-term, meaningful relationships with your audience. How? By responding quickly and consistently to comments or messages, engaging in conversations with your audience via original content and being authentic.

To give you an example, Europ Assistance launched a contest on Facebook in which participants had to create their portmanteau word made of two holiday destinations (e.g. "Zanzibar" and "Barcelona" became "ZanziBarcelona") to try to win Brussels Airlines plane tickets. They could submit as many ideas as they wanted but had to wait until the next day to take another shot. An engaging and original campaign that was **part of a 360° communication plan**: the brand also had a billboard campaign and television advertising working on the same idea.

Another example of being original on social media is the action of **Eurosport that generated high visibility on Facebook.** The media offered Internet users the opportunity to put themselves in the shoes of a football coach and pick the roster of 23 players they would select for the last World Cup. In total, the Eurosport campaign was shared 67,000 times on social media.

The image displays three digital devices illustrating marketing campaigns. On the left, a tablet shows a contest form for Europ Assistance where users create portmanteau words from two destinations. The form includes fields for 'Destination n°1', 'Destination n°2', and 'Votre "mot-valise"', with a 'CONTINUER' button. The right side features a tablet and a smartphone. The tablet shows a Eurosport interface for selecting a 23-player football team, with a large '23' and a coach figure. The smartphone displays a list of players under the heading 'DÉFENSEURS', including Raphaël Varane (92%), Samuel Umtiti (90%), Djibril Sidibé (80%), Laurent Koscielny (84%), Presnel Kimpembe (75%), and Benjamin Pavard (69%). A yellow circle in the upper right corner of the smartphone area contains the text '67,000 shares on social media'.

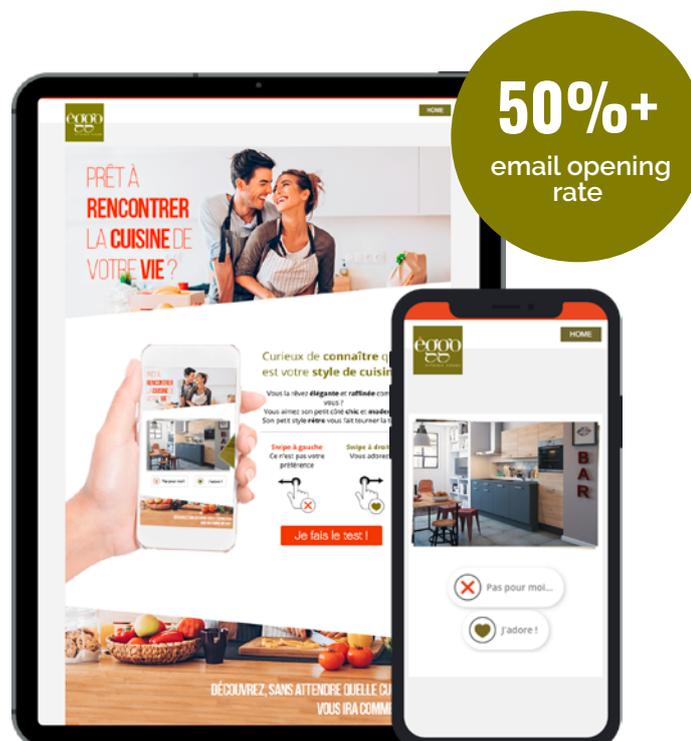
# #2 Segment your audience

Not knowing who you are talking to is taking the risk of seeing your messages disappear. That's what segmentation is all about: relying on buyer personas and data collection to **divide your audience into groups you can communicate with**, in a more personalised way. To cut a long story short: being able to deliver the right message, to the right person, at the right time and via the right channel.

It is possible, thanks to the multiple tracking techniques integrated into most digital tools, like Google Analytics, to easily segment your audience. Each action performed online by a visitor reveals valuable information that can be used to personalise your content (the device used, geolocation, number of pages viewed, etc.). For example, you'll be able to display a web page with an adapted design to users browsing from a mobile or recommend products based on your visitor's last purchase.

The quantity and nature of data available for collection and segmentation make it possible to **base decisions on proven behaviours**. However, to be exploited correctly, each segment must be enriched with a minimum of reliable data. Therefore, your database and the tools you're using (CRM, emailing, DMP, etc.) must continuously be updated to stay relevant with info like contact details, preferences, purchase history, etc.

By **delivering customised messages to specific audiences**, you'll be able to increase engagement. To give you an example, after a trade show, **Éggo Kitchen** decided to retarget its visitors based on their answers to a test asking them about their kitchen style. By sending the right message to the right audience, Éggo Kitchen managed to get an opening rate exceeding 50%, with a click-through rate of over 10%.

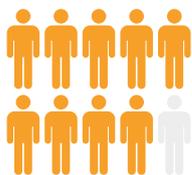


# #3 Share user-generated content

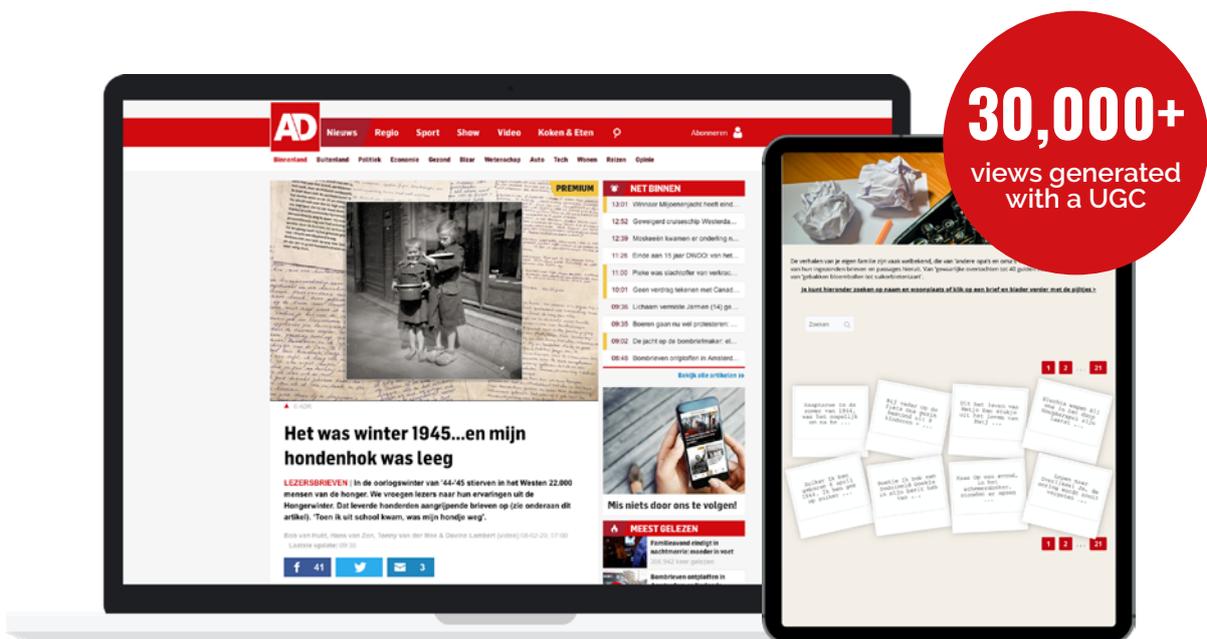
Did you see how pictures and videos shared by users get more likes, shares, and comments than branded content? **UGC is more trustworthy and authentic** than any other content, so it's not a surprise if it leads to higher engagement.

User-generated content (UGC) is defined as any content related to a brand that has been created by unpaid contributors. It can be pictures, videos, testimonials, and everything in between. The main benefit of UGC is that fans take care of promoting your business. When you know that **92% of consumers turn to people they know for referrals above any other source**, UGC is something you should consider.

Let's take the example of the Dutch newspaper Algemeen Dagblad, who **managed to get a lot of views thanks to UGC**. The newspaper wanted to raise awareness and educate their readers around the Dutch famine during WW2. As a first step, AD asked the survivors to share their stories via letters and emails. Some of them were published in the print and online versions of the newspaper. In a second step, due to the high number of stories received, AD decided to transcribe all the letters into an **interactive gallery integrated into an article** available on the premium and paid section of its website. People were able to navigate in the gallery and click on each testimony to have more precisions. With this campaign, the newspaper managed to gain new subscribers to its premium content and to drive more than 30,000 views in a couple of days.



**92%** of consumers turn to people they know for referrals above any other source



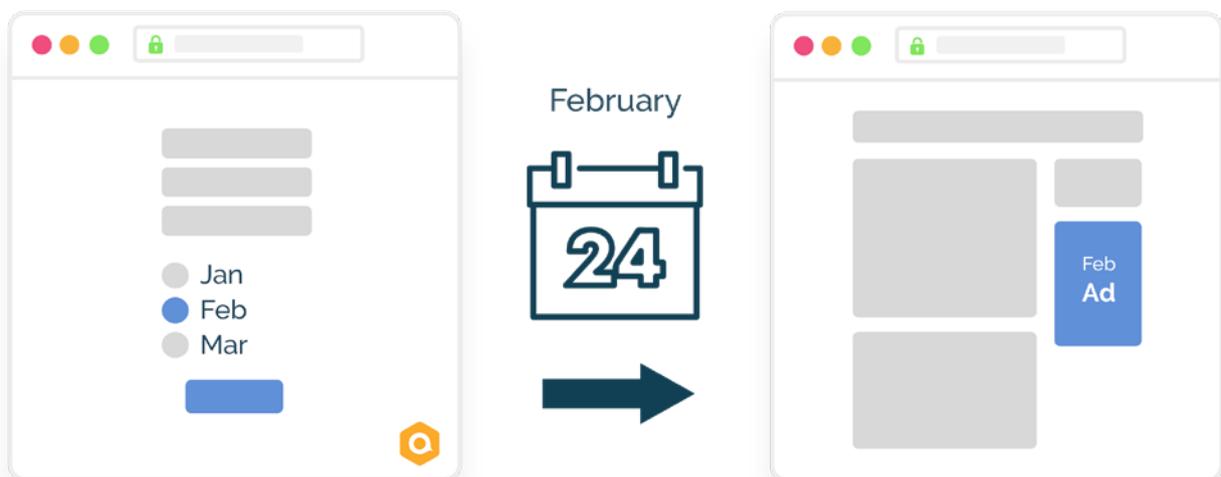
# #4 Launch retargeting campaigns

Sometimes, users either don't ever return to your website or don't see your content at the right time. This is where retargeting comes in. You can directly **reach out to your unengaged or non-converted users** and encourage them to come back to your website thanks to remarketing campaigns. It's an excellent strategy for boosting both your website traffic and audience engagement. While the average CTR for display ads is 0.07%, **the average for retargeting ads is 0.7%**, meaning that it performs 10 times better compared to traditional display ads strategies. Moreover, retargeted visitors are 70% more likely to convert on the website. To make the most out of your remarketing campaigns, make sure to segment your audience (as discussed on point 2) to deliver relevant content to the right user.

For example, you could target a user who visited your website via ads on websites and blogs that you know your audience visits. Or, you could use a **quiz for personalised banner retargeting** as a major airline did. The brand ran a picture travel quiz in which users had to guess the cities that were depicted in a series of images. Its marketing objective was to assess its audience's readiness for booking plane tickets. After answering the questions, quiz takers went on to discover their score. But before that, participants had to fill out a form and answer the question "When do you usually book your summer vacation?". Thanks to a tracking pixel included in its quiz, the airline was then able to plan and trigger different banner retargeting campaigns at different times of the year, to promote their products and offers at the right time.



The CTR of a retargeting ad is  
**10x higher**  
than the CTR of a typical display ad



# #5 Build trust with influencers

Influencer marketing turned out to be an effective campaign strategy. Akash Mehta, Global Digital Manager at Parfums Christian Dior, was sharing with us in a previous article that *"today more than ever, influencer marketing is about developing and nurturing a strong relationship with your brand advocates. This will lead to an influence that drives action, not just awareness"*.

Connecting with the right influencers is an excellent way to **boost your audience engagement and increase your audience size**. That's what the marketing agency Dogofriends did.

The agency launched the *"Dog Smile Challenge"* photo contest, to promote Purina new dog chewing sticks (Purina is Nestlé's dog and cat food brand). Dog owners were challenged to take the most ambitious picture of their pet with a stick, to win a bag full of surprises. For this campaign, the agency decided to partner with some influencers carefully selected, to give the campaign a much **more authentic and personal side**. The influencers selected had a narrower niche, meaning the agency was able to connect with a highly targeted group of people and were more connected with their audience (since it is smaller). In total, the campaign was relayed by more than 40 influencers across Belgium.

These influencers, called micro-influencers because of the size of their audience (between 1,000 to 10,000 followers), have up to **22.2 times more "buying conversations" including product recommendations each week** than an average consumer.



Micro-influencers have

**22.2x more**

buying conversations than typical consumers



# #6 Partner with another brand

While influencers can help you reach your current target audience, a brand partnership can help you **access a whole new audience and improve your marketing exposure**. In short, partnerships bring brands together to help them reach a new audience outside of their community, offer something unique to their customers, and enhance their brand awareness.

Let's take the example of the Danish TV channel TV3 sport and the automotive brand Suzuki. The chain has teamed up with Suzuki to **offer interactive and innovative advertising during the 2019 season of the Formula 1 Grand Prix**. A good opportunity for Suzuki to promote its new Suzuki Swift Sport to a new audience and grow its digital community, and for TV3 Sports to increase its advertising revenues, engage its community with an attractive prize and bring traffic on its website.

The two partners launched a prediction competition with 20 contests in total, one for each F1 race. Participants were asked to guess the winner of the Australian, Canadian or French Grand Prix, predict if a particular driver or car will end up in the top 5, etc. In the end, one winner per prediction contest was selected. Each of them received a prize and a chance to be part of the final draw to win the ultimate prize: the new Suzuki Swift Sport.

The contests were hosted in a dedicated tab on TV3 Sport Facebook page and activated on Facebook and Instagram through a promotional video, on Television during TV3 Sport program and commercials, on Suzuki homepage, on TV3 Sport website through a dedicated article and via newsletter. Thanks to this collaboration, **47,000+ participants had entered the contest after 7 months**, and TV3 sport got a 30% newsletter opt-in rate.

**30%**  
newsletter  
opt-in rate\*

**VIND EN SUZUKI SWIFT SPORT**

Spørgsmål 1/7

Hvem vinder løbet?

**VIND EN SUZUKI SWIFT SPORT**

Velkommen til forudsigelsesquizen

Besvar 7 spørgsmål relateret til søndagens Grand Prix i Aserbajdsjan og vær med i konkurrencen om en Suzuki Swift Sport.

Du kan deltage i konkurrencen frem til løbet starter på søndag kl. 14.10.

**DELTA**

**VIND EN SUZUKI SWIFT SPORT**

\*for TV3 Sports thanks to the partnership with Suzuki

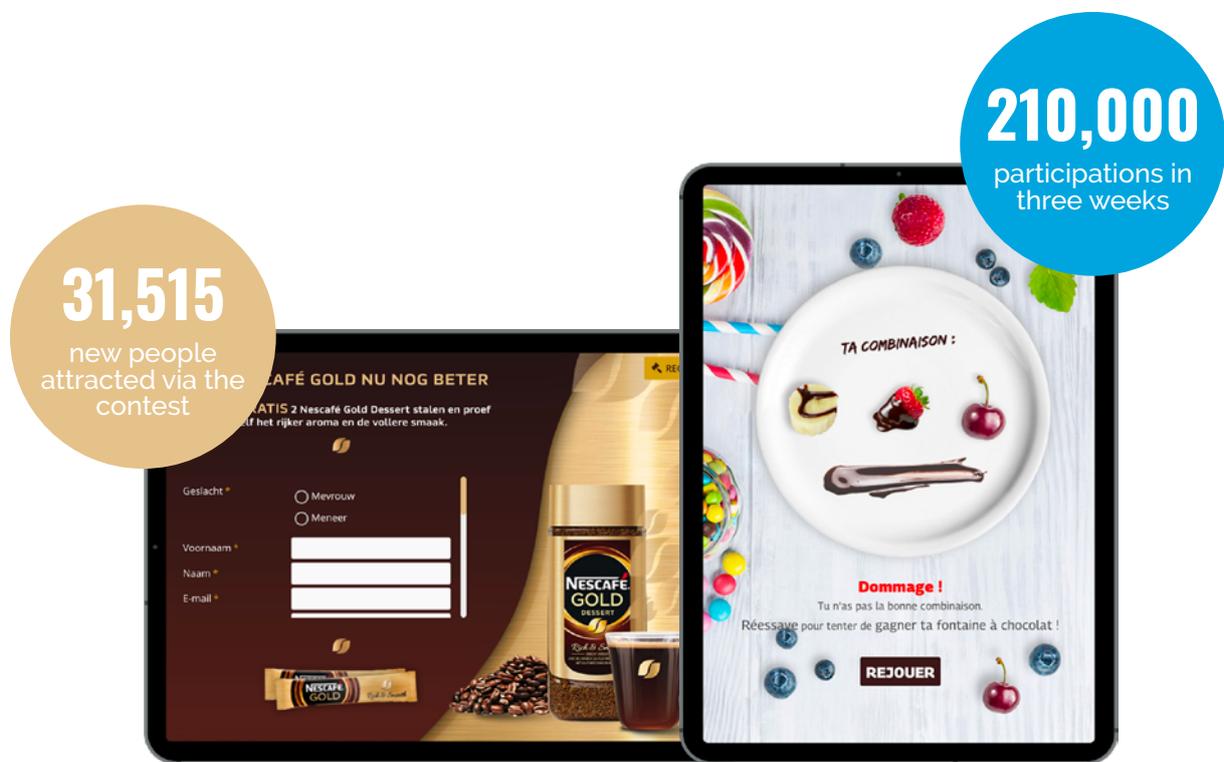
# #7

## Go for giveaways, gifts, coupons, etc.

This is an excellent way to boost your audience engagement and go viral. Keep your audience happy and promote attractive offers and giveaways. Who doesn't like that? By launching a giveaway campaign from time to time, you give your audience **an incentive to stay connected and engaged with your brand** to have the chance to win other cool stuff.

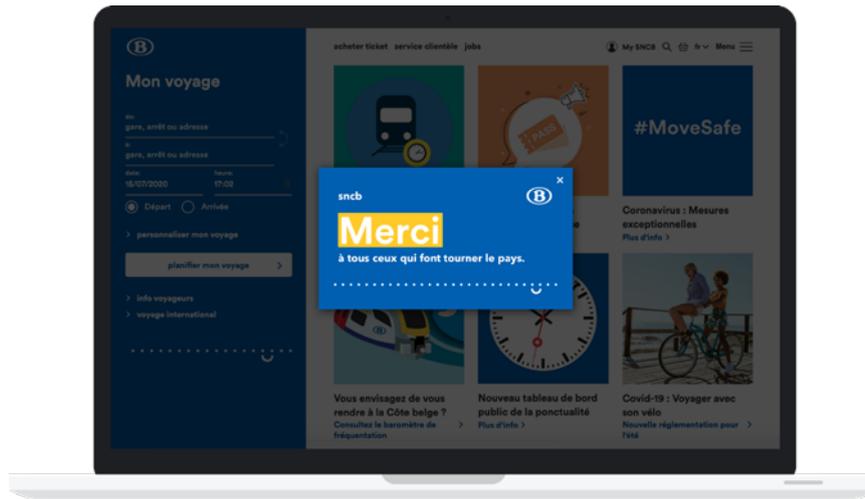
Let's take the example of a giveaway campaign launched by Nestlé. To attract coffee lovers it did not have yet in its community and promote its *Nescafé Gold Dessert*, the brand decided to give away free coffee samples through a contest published on its website. To benefit from the samples, participants had only to fill a form with their information and indicate how often in a day they were drinking coffee. A good way to qualify and segment its database. With this action, Nestlé managed to attract 31,515 new profiles.

Another example is the campaign of the French TV channel Gulli. The channel launched a 3-week contest in partnership with Yocook (a kitchen utensils manufacturer) and gave away chocolate fountains. To win, participants had to start an online jackpot and get three strawberries. The channel managed to get over 210,000 participations in three weeks!

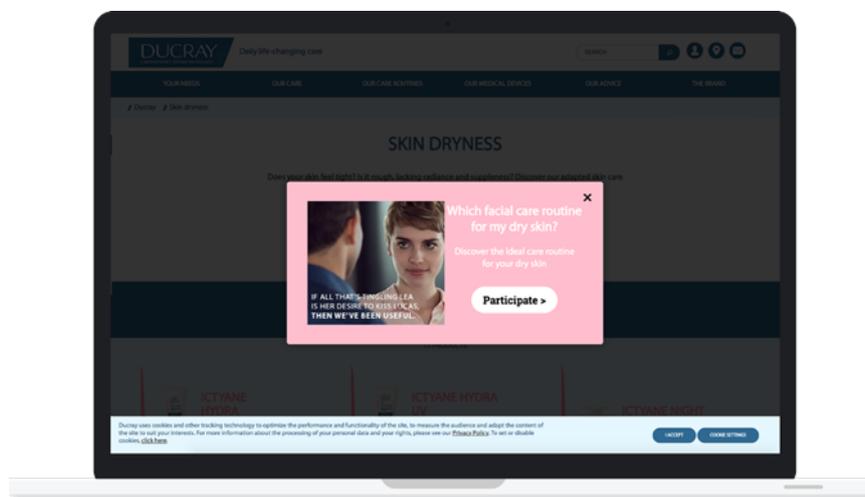


# #8 Use pop-ups

Using pop-ups is an excellent way to **catch and drive people's attention**, increase brand awareness and engage visitors on your website. You can use them simply to show empathy, like SNCB/NMBS (national railway company of Belgium) did. If you were navigating to its website during the quarantine, you could see a pop-up designed in its colours just saying thank you to all those who have kept the country running throughout the pandemic.



Or, you can also use pop-ups to **convert visitors into leads**, advertise your campaigns, product discounts, invite them to subscribe to a newsletter or drive more traffic to a specific page. Like Ducray did. The brand offered its visitors a diagnosis to discover their facial care routine adapted to their skin. To attract more participants, the brand promoted its diagnosis through various promotional pop-ups on specific pages of its website. The end of the test displayed the participants' results as well as a call to action, redirecting them to all Ducray's care routines.

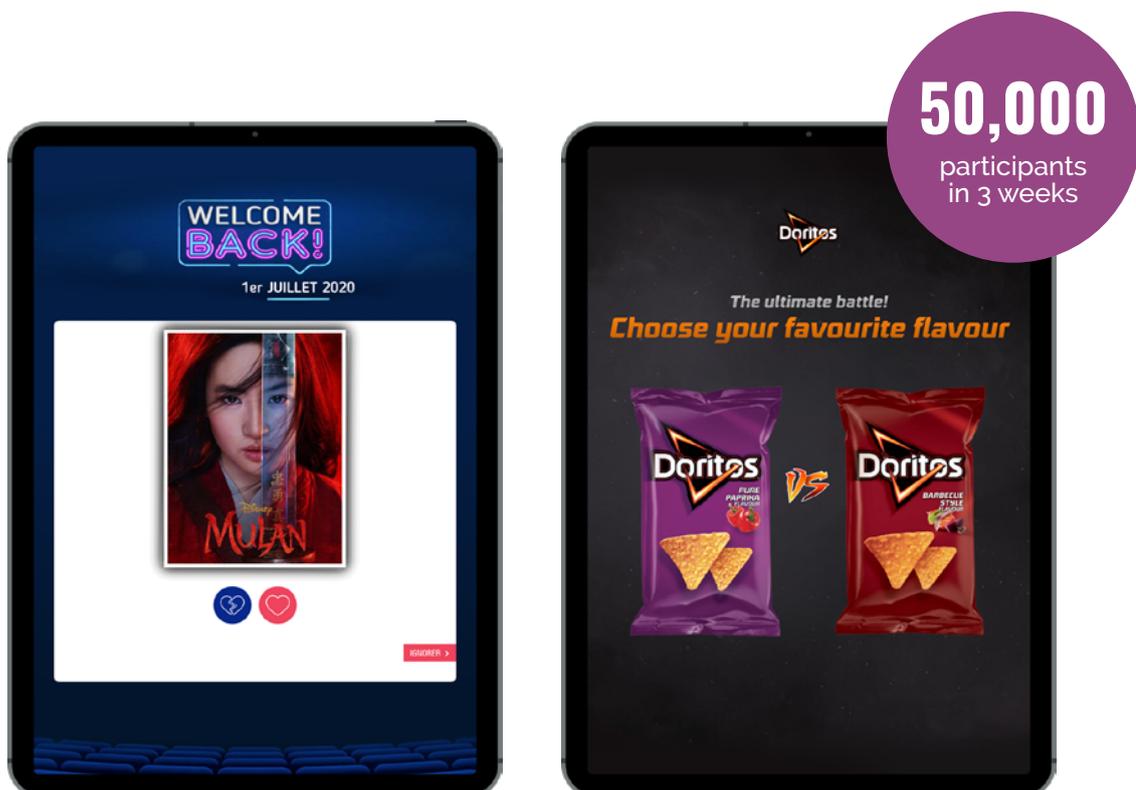


# #9 Give a voice to your customers with polls

The best way to engage someone is to ask a question: "How are you?", "How is it going?", "What do you think?". No matter your business, polls and surveys are great ways to **get to know your audience's opinions and preferences** and **gather valuable information**. Once you've got your customers' feedback, you can take advantage of it for your next marketing actions, exactly like UGC cinemas did. To get ready for the reopening of cinemas on July 1st, UGC cinemas in Belgium decided to launch a poll "Which movie are you looking forward to watching this summer?". The idea behind this action? Know its customers' preferences, show their opinion matters and be able to accordingly adapt its program. Apart from having the chance to see their favourite films selected for the reopening of cinemas, participants had also the chance to win cinema tickets.

Doritos also turned its **audience engagement into customer insights**. The brand created a battle between its different bags of chips and asked its audience to vote for their favourite for a chance to win one year of free Doritos! In 3 weeks, the brand managed to get 50,000 participants.

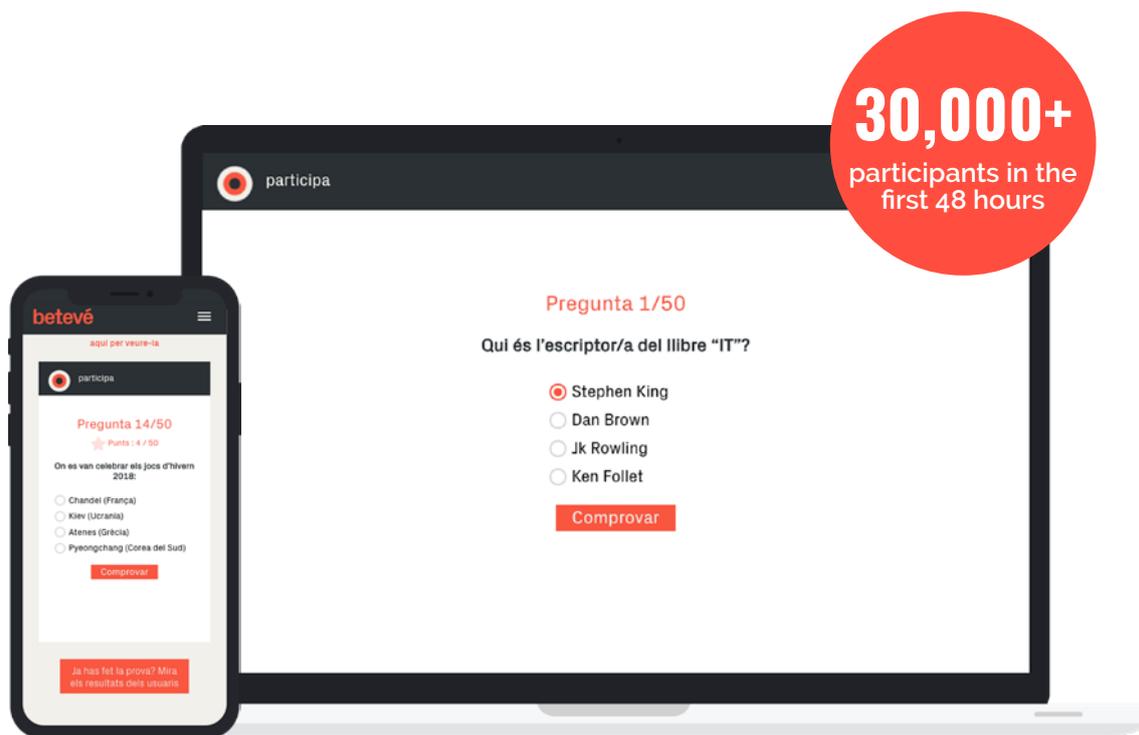
You can quickly launch and implement social media polls on Facebook, Twitter and Instagram, via their polling features when publishing a post or Stories. Getting feedback from your audience has never been so easy! If you want to create a poll and publish it elsewhere, like on your website or a dedicated page, you can also use different polls creation tools.



# #10 Try a variety of formats

Infographics, videos, images, surveys, quizzes, games, tutorials, podcasts, galleries, pop-ups, giveaways, UGC, etc. **Vary your content types**, track what works with your audience, then gear your campaign accordingly. Because not every format will see the same rate of response across every audience, and this will also help you to **diversify your traffic**.

The Spanish media *betevé*, for example, decided to use a different format to talk about the entrance exam for the municipal police force of Barcelona, in which 88% of candidates failed. Instead of writing an article to relay the news, the media decided to challenge its community knowledge with an online test gathering the 50 exam's questions. Thanks to its quick reaction and the original format, *betevé* got an unexpected high participation rate. In 48 hours, the test had gone viral and got more than 30,000 participants.



# Conclusion

---

## There they are: 10 proven ways to increase your audience engagement and build lasting relationships.

From these examples, it is clear that producing compelling and original interactive content is key to keep people playing, clicking, sharing information and engaging with your brand. It is also an excellent way to create a strong brand and occupy the minds of consumers, so they remember you easily when it counts.

And all of this can be achieved with the Qualifio platform. User-generated content, retargeting campaigns, quizzes, polls, pop-ups, data collection, segmentation, partnerships, giveaways, etc. Get ready to boost your audience engagement by getting a tool allowing you the creation of engaging interactions in minutes easy to publish and activate on all your digital channels, without the need for any IT skills.



Interactive content is

**81% more effective**

at grabbing people's attention than static content\*

\*Source: Ion interactive

# How does the Qualifio platform work?

---



## Create

Select from over 50 formats and customise your campaign, no technical skills required



## Publish

Publish your campaign in one click on your websites, mobile apps, social networks or dedicated minisite



## Collect opt-ins and data

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features



## Get results

Visualise and extract profiles collected and campaigns statistics in real time



## Segment & monetise

Connect the platform to your marketing & data collection tools (CRM, DMP, SSO, email, automation, Analytics, etc.) to leverage your data

**Interested?**

[REQUEST A DEMO](#)

**Need more info?**

[CONTACT US](#)