

INDEX

A

Accounting Management Solutions,
34, 36, 101
acSellerant, 53
Aggregator, 179
Announcements, new product/
service, 60–61
App, 179
@mention, 95–97, 171
@ symbol, 172
Attention, attracting fans, 61–62
Auto-direct messages, Twitter, 46

B

*Backstage Pass: Rock and Roll
Photography*, 124
Batz, Cristina Maas
community building by, 116–117
e-newsletter created by, 118–119
engagement engine of, 107–108
events offered by, 120
on repeat customers, 120–121
social media used by, 121
on technology, 123

Beantown Sound, 133–134
Bing, 80
Bitly, 175
#Blogchat, 57, 61
Blogs, 46, 153
Blue Penguin Development, 64
Boloco, 56
Brewer, Rick, 34
Build Your Wedding Business, 36
Budgeting Scorecard, 34
Burr, Ginger, 34, 56–57
Business. *See* Small Business

C

Call to action
defined, 50, 182
purpose of, 67
successful, 65–66
Campbell, Anita, 96, 97
Chambers of Commerce, 63
Check-ins, Facebook, 91
Circles, Google+, 79, 168
Clients. *See* Customers
Collier, Mack, 57

- Comments
 - adding, to Facebook, 90
 - blog, 46
 - defined, 179
 - Facebook, 162
 - multiple, 67, 163
 - negative, 79
 - responses to, 138
 - sharing, 66
 - tickers, 166
 - visibility of, 73, 79, 88
- Community
 - connections, 44, 47
 - creating, 107–108, 116–118
 - engagement with, 120, 124
 - fans, 159
 - seniors and, 23
 - sense of, 120
 - shared interests, 12
- Connections
 - newsletters, 41–42
 - obstacles, 147–148
 - paper sign-ups, 42
 - permission loop, 43–47
 - social media, 40
 - user friendly, 153
- Constant Contact
 - customer support calls to, 23
 - discussion content, Facebook, 56
 - hiring customer-oriented employees, 25–26
 - social media monitoring tool, 176
- Content
 - authenticity in, 156
 - company profiles, 101
 - conversation stimulating, 139–140
 - curating, 148
 - delivery mechanisms, 67–69
 - discussions format, 56–59
 - engagement driver for, 65–66
 - engagement variation, 105
 - finding ideas for, 154–155
 - Gourmet Coffee Service's, 111–112
 - limitations of, 51
 - opportunities with, 59
 - platform-specific, 136–137
 - quality of, 50
 - question and answer format, 51–52
 - sharing format, 53–56
 - testing, 147
 - Twitter, 95
- Content Marketing Institute, 98
- Contests, 153
- Convergys U.S. Customer Scorecard Research, 18
- Conversation Agent, 58
- Conversion Rate Experts, 26
- Curating content, 148
- Currier Museum of Art
 - community engagement by, 124
 - e-mail marketing by, 126–127
 - e-newsletter, 130–131
 - exhibitions at, 124–126
 - Facebook page, 124–125, 127–128, 130

- location of, 125–126
- pick of the week, 128
- profile of, 108, 124–130
- Twitter account, 128, 129, 130
- Customer experience. *See also* Wow experience
 - aspects of, 7, 9
 - assessment of, 21
 - generating business from, 17–18
 - key to, 19–20
 - negative, examples of, 19
 - negative, percentage of, 18
- Customers
 - adapting to, 28
 - calls from, 23
 - constant contact with, 23
 - contact with, 32–33
 - contacting. *See* Enticements
 - disinterested, 39–40
 - engaged, 47, 80
 - enticing, 10–11
 - entry points of, 21–22
 - feedback, 26–27
 - imposing on, 152
 - keeping contact with, 28–29
 - key to, 19–20
 - learning from, 26
 - objectives of, 22
 - online chatter by, 27
 - personal details about, 155–156
 - photos of, featuring, 93
 - prospective, 79–80
 - social interaction of, 13
 - testimonials of, 6
- D**
 - Deagon, Larry, 108
 - DeCarolis, Melanie, 20
 - Delivery mechanisms, content, 50
 - Destinations. *See* Preferred destinations
 - Direct mail, 31–32
 - Direct messages, Twitter, 46, 171
 - Discussions
 - business-specific, 56–57
 - call to action for, 66
 - forms, 57
 - key to, 56
 - moderating, 57–58
 - Doc Peg Is In, 54
 - Donna's Gourmet Cookies, 90, 91
 - Donors, 35–36
 - Durbrow, Callie, 93–94
- E**
 - E-mail lists, 44
 - E-mail marketing
 - benefits of, 39
 - content, 68–69, 137
 - E-mail sales, 126
 - opt-in option, 39
 - museum example of, 126–127
 - E-newsletters, also e-mail newsletters
 - collecting lists for, 41
 - Currier Museum's, 130–131
 - Gourmet Coffee Service's, 110–111
 - In A Pickle, 31, 42–43, 68–69
 - Like button on, 163

- E-newsletters, also e-mail newsletters (*continued*)
- Maas Nursery's example, 118–119
 - Subscription form, 42
- EdgeRank checker, 157–158, 176
- Employees
- customer experience skills of, 25–26
 - empowerment, customer care experience, 25–26
 - enlisting for Engagement Marketing help, 151
 - photos of in e-newsletters, 121
- Endorsements, 76–78, 180
- Engaged
- customers, 80
 - defined, 180
 - discussions, 56, 75
 - Facebook, 112, 159
 - quantify, 47
 - surveys, 94–95
- Engagement
- announcement, 59–63
 - calls to action, 65–67
 - defined, 11, 49
 - endorsements through, 76–78
 - events, 63–65
 - goal of, 11–12
 - marketing enhancements by, 78–79
 - promotions, 59–63
 - prospects, 79–80
 - purpose of, 13, 50
 - quality focus of, 70–72, 146–147
 - social visibility and, 13–14, 74–75
 - tools for, 50–51, 175–178
- Engagement Marketing
- basic idea of, 5
 - characterization of, 33
 - defined, 180
 - overcoming common obstacles, 146–159
 - resources, 161–178
 - tips and tricks, 133–143
 - tools, 175–179
- engagementmarketing.com, 95, 131, 148, 161
- Engagement Marketing cycle
- building momentum with, 14–15
 - circle of influence, 4–5
 - closing loop of, 12
 - commencement of, 6–7
 - components of, 85–86
 - defined, 180
 - momentum, 14
 - new business engine, 6
 - social visibility, new prospects, 13
 - stages of, 8–12
 - steps to success, 7
 - support sales and marketing, 14
- Enticements
- creation of, 153–154
 - focus, 39–40
- Gourmet Coffee Service
- example of, 108–109
 - initiation of, 10
 - methods of, 34
 - nonprofits, 35–36

- options for, 37–39
- social media, 35
- types of, 34
- Events. *See also* Webinar
 - building community, 120–121, 124
 - call to action for, 66
 - leads from, 64
 - types of, 63
- Experience. *See* Customer
 - experience; Wow experience
- Explicit endorsements, 78, 180
- F**
- Facebook
 - check-ins, 90–91
 - connecting through, 40
 - content for, 137
 - drawing attention via, 61–62
 - growing following at, 146–147
 - help center, 162–163
 - join my list app, 176
 - News Feed on, 88
 - number of users, 157
 - permissions, 44
 - poll creation with, 94–95
 - Post Insights feature on, 139
 - quick-start guide, 161–167
 - socially visible activities on, 89–90, 94
- Facebook share, 121
- Fans, Facebook 162
- Father Daughter Ball, 141, 143
- Feedback, customer, 26–27
- Findlay Market, 70
- First Thursday Live*, 126
- Fishman, Jon, 108
- Following, on Twitter, 172
- forums on, 58
- Foursquare, 176
- Friending, on Facebook, 162
- G**
- Generations Incorporated, 23
- Get More Brides, 34
- Global Customer Service
 - Barometer Research Report, American Express, 9
- Goal setting, social media actions, 153
- Google Alerts, 176–177
- Google+ (G+)
 - Business page, 38, 76, 97–99, 102, 149
 - content for, 137
 - data source, 80
 - overview of, 167
 - quick guide to, 167–169
 - socially visible activity, 103
- Gourmet Coffee Service
 - charitable donations of, 112
 - enticement by, 110–112
 - Facebook page of, 112–114
 - internal content of, 112
 - new/repeat business at, 114–116
 - profile of, 108–116
 - wow experience of, 109–110, 116
- Gowalla, 176
- Griswold Dental Associates, 40, 42

- Groups
 activities of, 4
 discussions, 58
 function of, 170
 LinkedIn, 38, 99–101, 170
- H**
- Handle, Twitter, 172
 Hangouts app, 168
 Hashtags, Twitter, 172–173
 Help center, Facebook, 162–163
 Highlighted stories, Facebook, 163
 Hootsuite, 139, 177
 HubSpot, 35
- I**
- Implied endorsement
 customers from, 6
 power of, 77–78
 sharing and, 85, 134
 In A Pickle Restaurant, 31, 43, 68–69
 In-person events, 63
 InboundMarketing.com, 35
 Inbound Marketing Group,
 LinkedIn, 35
 Influence circles, 4–5
 Information. *See* Sharing
 Informational social influence. *See*
 Social proof
 Inn at Weston, 25
 International Freelancers Day, 56–57
- J**
- Jaeger, Chris, 34
 Jaffarian Automotive Group, 59, 62
- Jaffe, Vicky
 about, 124
 on e-mail, 126
 on photo exhibition, 124
 on social media, 128, 130
 Join my list app, Facebook, 176
- K**
- Katz, Michael, 64
 Kitchen Outfitters, 63
 Kiva, 56, 59
 Kleiner Perkins Caufield &
 Buyers, 77
- L**
- Lead generation, 64
 Learning Ally, 61–63
 Lee, Aileen, 77
 Leonard, Bob, 53
 Like buttons, Facebook, 163
 Like-gating, Facebook
 application of, 142–143
 defined, 140
 examples of, 140
 LinkedIn
 company profile on, 101
 content for, 137
 groups on, 35, 100–101, 170
 overview of, 98
 permissions, 44–46
 quick guide to, 169–171
 socially visibility activity on,
 98–99
 Lurie, Sam, 133
 Lurker, 181

M

Maas Nursery

- bargains at, 116
- community events at, 120–121
- e-newsletter at, 118–120
- profile of, 112–120
- sales increase at, 123
- social media efforts, 121
- wow marketing at, 117–118

Maas, Carol, 117

Maas, Jim, 117, 121

ManGrate Grills, 46

Marketing. *See also* Engagement

Marketing

- e-mail, 39
- engagement enhancement of, 78–79
- limited budget for, 20
- opt-in method, 33
- word-of-mouth, 5

Marketing to Brides Online, 34

Marlow, Chris, 63, 64

Mendelsohn, Josh, 25

Messages, Facebook, 164

Messages, Twitter, 46, 95

Mimeo.com, 24

MIT's Picower Institute for

Learning and Memory, 19

Mountain Chalet, 141, 142

N

Networks. *See also* Social networks

- defined, 181
- function of, 76
- range of, 68

sharing with, 105

trust of, 78

well-qualified, 68

News Feeds, Facebook

- clogging up, 33
- filtering algorithm, 157–158
- information in, 88
- real time, 166
- sources, 164

Newsletters. *See* E-newsletters,
e-mail newsletters

Nonprofits. *See also* Currier

Museum of Art; Kiva; Winter
Park Harvest

- discussion content, 56
- engaging volunteers, 35, 37
- enticement by, 35, 37
- increasing earnings via
Engagement Marketing,
123–124

marketing efforts of, 108

sharing content by, 54

Northrop Financial Group,
140–141

NutshellMail, 177

O

O'Daniel, Jan, 98–99, 101

Obstacles to Engagement

Marketing

- business personality, 156
- connection points, 147–148
- content, 147
- growth issues, 146–147
- ideas/inspiration, 154–155

- Obstacles to Engagement
 - Marketing (*continued*)
 - imposing on clients/customers, 152–154
 - privacy concerns, 155–156
 - time as, 148–152
 - tracking online traffic, 157–159
- Online personality, 156
- Opt-in platforms, 33, 88
- Outsourcing Engagement
 - Marketing activities, 151–152
- P**
- Pagemodo, 177
- Pages
 - company, 170
 - Currier Museum of Art, 124–129
 - Google+, 168
 - Gourmet Coffee Service, 112–114
 - insights, 164–165
 - links to, 153
 - Maas Nursery, 121–123
 - News Feeds on, 165
 - set up, outsourcing of, 152
- Participation. *See* Call to action
- Permissions
 - Blogs, 46–47
 - e-mail lists, 44
 - Facebook, 44, 45
 - LinkedIn, 44, 46
 - timeliness of, 43–44
 - Twitter, 46
- Durbrow Performance Personal Training, 93, 94
- Personal profiles
 - Facebook, 165, 167
 - Google+, 169
- Personality in Engagement
 - Marketing activities, 156
- PetWants, 70
- Photos
 - albums of, 134–136
 - building bonds with, 134
 - CMA pick of the week, 128
 - employees', 121
 - exhibition of, 124–125
 - Facebook tagging, 93
 - Google+ profiles, 103
 - links with, 166
 - News Feeds, 133
 - real-time sharing, 171
 - sharing photos on Facebook sites, 173
 - Twitter posting, 171
 - updating, 158
- Polls. *See* Surveys
- Populations Services International (PSI), 35, 37
- Post Insights feature, Facebook, 139
- Posting. *See* Sharing
- Posts
 - photo albums, 134–136
 - sequencing for maximum visibility, 138–139
 - short-lived, 138
 - tracking traffic on, 157

- Preferred destinations
 defined, 181
 Facebook, 87
 obstacles to, 148
- Privacy concerns, 155–156
- Promotions
 call to action for, 66
 content for, 59
 e-mail address for, 41
 time limits on, 59
 upcoming sales, 34
- PSI. *See* Population Services
 International
- Publishing. *See* Sharing
- Pulizzi, Joe, 98, 100, 101
- Q**
- QR code, 41
- Question and answer content
 benefits of, 52
 call to action for, 66
 creation of, 51
 LinkedIn, 171
- R**
- Rave customer reviews, 17
- Repeat business, 6, 114–116
- Retweeting (RT), Twitter, 95, 174
- Ronald McDonald House, 112
- RSS, 67, 181
- S**
- Safety Center Inc., 51, 52
- Sales
 boosting, 14
 budgets, 20
 e-mail, 127
 events, 63
 limited budget for, 20
 long cycle of, 22
 recession and, 123–124
 repeat, 6, 12, 31
 social visibility and, 73, 79
 socially visible marketing and,
 13–14
 upcoming, 34
- Schedules, content, 149–150
- Schmulen, Mark, 18
- Search engines, 80–81
- Shahar, Caroline, 23
- Share button
 benefits of, 98
 defined, 181
 e-newsletters, 96
 LinkedIn, 98
 social visibility and, 103
 Twitter, 97
- Sharing content. *See also* Social
 visibility
 benefits of, 55–56, 103
 call to action for, 66
 defined, 181
 on Facebook, 165–166
 forms of, 53–54
 Google+, 163–164
 on LinkedIn, 99
 as prospect engine, 85
 targeted, 76
 Timelines, 105
 on Twitter, 96–97
 visuals, 106

- Shivagenic Photography, 103, 104
- Sign-ups, e-mail newsletter,
42–43
- Simone, Joe, 17
- SlideShare, 170
- Small business
check-ins, 91
consumer based, 54
educating people about, 75–76
marketing advantages of, 8–9
new customers at, generating,
114–115
referrals to, 5, 14
repeat, 6
repeat customers, 114–116
- Small Business Trends*. *See* Campbell,
Anita
- Social Campaigns, 177–178
- Social media
benefits of, 14
content ideas for, 154
defined, 181
discussions on, 139
engagement with, 13, 121–122
impact of, 5
one-to-one interactions, 152
personal information on,
155–156
power of, 50, 130–131, 134
profiles on, 38
question and answers, 51
reliance on, 80–81
schedules, 149
short-lived posts to, 138
topics on, 128
- Social networks. 86–87, 182. *See*
also Facebook; LinkedIn;
Twitter
characterization of, 4–5
complementary platforms, 131
content delivery through, 67–68
content specific to, 136–138
content testing for, 147
customer contact through, 31–32
customer interaction in, 13
customers' comments on, 27
discussion forms *etc.*, 57
engagements on, 81
engaging people in, 11–12
enticements vs., 35
formulations of, 86
guidance from, 76
Like-gating, 140–143
platforms, 38–39
referrals, 5
scheduling and, 149–150
search engines use of, 80–81
sequencing posts to, 138–139
subscriptions on, 153
visibility on, 86–87
- Social Oomph, 139, 178
- Social proof, 6
concept of, 76–77
defined, 182
endorsement and, 78
engagement and, 78
example of, 14
types of, 77
- Social visibility
benefits of, 75–76

check-ins, 90–92, 93
 creation of, 65
 defined, 13, 182
 engagement and, 74–75
 Facebook, 87–90
 Google+, 102–103
 impact of, 13–14
 LinkedIn, 98–102
 networks and, 73
 social media platforms and,
 86–87
 surveys and, 94–95
 tags, 90–91
 Twitter, 95–97
 Spa Ni’Joli, 38, 40, 41
 Sprout Social, 178
 Starbucks, 113
 Status update, 171
 Stream, 169
 Surveys
 drive engagement *vs.* visibility,
 94–95
 post-purchase, 26–27
 sharing results, 105

T

Tags
 characterization of, 166
 people, 90–91, 93
 photos, 92–94
 Testimonials, 6
 Tickers, 89, 166
 Time obstacles, 148–149
 Timelines
 Facebook, 84, 167

 permissions, 43–44
 sharing content, 105
 social visibility, 90
 Twitter, 174
 Total Image Consultants, 33, 35, 57,
 60. *See also* Burr, Ginger
 Tracking, 157–159, 177
 Training Effects, 90–91
 Trending topics, Twitter, 174
 TripAdvisor.com, 3, 78
 TripIt, 170
 Trupixfilms. *See* Williams, Luke
 Tullio, Bob
 challenges faced by, 107, 109
 on contests, 113–114
 on e-mail marketing, 110
 on Facebook page, 112
 on newsletter, 110–112
 on sample requests, 115
 wow experience of, 116
 TweetDeck, 139, 178
 Tweets, 90–92
 Tweetup, 175
 Twitpic, 178
 Twitter, 39
 content for, 137
 socially visible content on, 95
 Currier Museum of Art account,
 128–129, 130
 permissions, 46
 prospects on, 79–80
 quick guide to, 171–175
 social visibility of, 95–97
 Twitterverse, 175
 TypePad blog, 170

U

Unfollow, 175
Unfriending, 167

V

Videos

chats, 103, 168
content of, 158
links with, 166
posting of, 114, 121
sharing, 106
testimonials, 136

Viral

defined, 182
discussions, 139
factors, 88

Volunteers, engaging, 35–36

W

Wall, Facebook, 86–87, 167
Webinars, 64. *See also* Events
White Mountain Hotel &
Resort, 44–45
Williams, Luke, 47
Wilson, Matt, 19

Winter Park Harvest Festival, 54

Word-of-mouth marketing, 5

WordPress, 170

Work It Out Fitness, 44–45

Wow customer experience

assessment of, 25–27

Beantown Sound example,
133–134

creation of, 21–22

employee delivery of, 25–26

example of, 20

Gourmet Coffee Service
example, 109–110, 116

little touches and, 23–24

maintaining, 28–29

results from, 17–18

Wright, Frank Lloyd, 126

Y

Yahoo!, 80

YouTube, 10, 12, 21, 129, 179

Z

Zimmerman House, 126

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>

<http://www.pbookshop.com>