

The **3** C's of social engagement

Every company is in the content creation business. You are now expected to share information that will not only contextualize your position in the market, but also drive relevance and value for your customers. Your options are as varied as your imagination: blogs, white papers, e-books, videos, podcasts, webinars, e-newsletters, cartoons (check out Gapingvoid.com)! You can create value via any medium you wish, based on your brand identity. Just be sure that your creations derive from a place of honesty and authenticity.

Once you have a content creation plan, you'll need to develop a strategy for contributing your content to your target audiences. The medium(s) you choose will drive the distribution channels – e.g. your website, social media, emails, partner venues, events, conferences, you name it! Remember, the more creative you are the more memorable you become. Surprise your existing clients. Wow your prospective customers. Don't be timid about getting out there and contributing beyond consumer expectations. Be bold, daring, and lovable.

Okay, it's not enough to simply contribute content. You also have to become part of the conversation. Good conversationalists are also great listeners. You need to keep your ear to the ground (aka hang out where your audience hangs out), and look for trends, interests, and challenges surrounding your customers. Discovery leads to innovations and solutions. Listen first. Then collaborate. Engage in meaningful discussions – through your content and through real conversations – online and offline. Dig deeper, let your customers know you are listening and that you care. Share your stories, your knowledge, and yourself. Collaboration is real.

Marketing today requires richer, deeper, stronger shared experiences with your audience. Consumers are co-creators of your brand. They want to be motivated. They want to motivate you. Are you in the game?

1 Create

2 Contribute

3 Collaborate