

Measuring Customer Engagement - 5 Ways to Evaluate its Effectiveness

Is the amount of time being spent on the website and significant landing pages growing?

While getting traffic can be fairly easy, keeping customers engaged, on the other hand, can be a real challenge. By measuring time spent on a website, or sections of the website, brands can get a sense of how interested and engaged potential customers are. And by measuring user interaction with landing pages, a brand can see if customers respond to calls to actions.

Is the same happening on social media?

While a brand's website is their single most important digital touch point, the realities of social networks cannot be ignored. There are a number of ways to attract fans, followers, and "likes." But, how long can a brand actively engage with their customer on those networks, do they respond to the engagements or share? This is the true test of the strength of a campaign.

Are customers responding to posts, infographics, videos and other content?

Using the smart SEO tactics, you can influence your customers to visit you once. But, generating thoughtful feedback to a blog post, a video, or a white paper is much more challenging. Real customer engagement is a continual, thoughtful and strategic effort.

Are customers sharing, tweeting, and are they socially involved?

This represents a deeper level of customer engagement. If a customer takes the time to comment on a brand's engagement, they're likewise engaging with that brand. If they pass it along, they have seen something of enough value they feel they can share it. When a customer shares a brand's content with a friend or colleague, they are giving it their stamp of approval. That's a great compliment, should not be understated and should be the goal of every engagement.

Are sales opportunities growing?

Engaged customers will buy from a brand over and over. If new sales opportunities are being generated on a regular, measurable basis, and it isn't due to simply having the lowest prices in the market, then the customer engagement effort is a valuable effort.

Unfortunately there are those selling services by hanging on low-hanging metrics like traffic and returning visitors. Those stats are helpful, but they don't measure the levels of customer engagement, which is more important to a brand's relevance in the marketplace. And while in the end its meaningful data that will paint the best picture, by monitoring this key touch point, brands can make sure they are on track.

