



Create Great Customer Experiences

by tapping into social media



Reuse and Recycle

Almost 60% of marketers reuse content two to five times.
(Neil Patel)

- Capitalize on user-generated content to create anticipation for when things go back to business as usual.
- Create "snackable" posts from old blogs, videos, and other resources that reflect today's climate.
- Share recent reviews to help showcase third-party validation.



Go Live

82% of audiences would rather watch a livestream than see a social media post. (Hootsuite)

- Use Instagram or Facebook Live to create in-person experiences at home.
- Work with an influencer to co-host a livestream on their channel to help promote your initiatives, and offer an exclusive promotion for followers.
- "Sell" tickets for an exclusive livestream where each payment is donated to individuals in need, healthcare workers, etc.



Arm Your Support Team

67% of customers have used live chat, social media or texting to contact customer service. (Hootsuite)

- Your support team often is the lasting impression of your brand. Be sure they have the most up-to-date info to share with customers.
- Provide answers to FAQs, but allow customer support to go off script. Empathy is a much-needed element in communication right now, and support should show humanity in their actions.
- Include self-starter resources for customers wherever possible to reduce chat queue numbers.



Foster a Community

50% of marketers say that the shift to private social channels have them rethinking their content strategy. (Forbes)

- Leverage private communities or groups on Facebook, Slack, etc. to connect directly with customers.
- Be sure communications convey empathy and escape from the day-to-day help people feel comfortable.
- Give individuals who say positive things about your brand a shout out. This makes them feel good, and validates your brand for others in your community.