

## 7+ Must-make Content Changes for Improved Engagement

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Our lives and our businesses have changed a lot during the time of COVID. We have changed how we reach customers and likely how they buy from us. Some of us have had to shut down. During this time, your website should be one of your strongest sales tools. Just as your business has changed, your content should have evolved as well. Are you doing these things to help remain viable in these challenging times?

- #1. Increase online services** What can you offer online? There are still many people who are reluctant to go to businesses. What can you offer them? Can you sell your products online? Offer easy online ordering and delivery? Host tutorials or skill improvement sessions?
- #2. Start writing a blog** It's time to connect with your audience on a deeper level. A blog allows you to post things that your customers will find helpful. It also makes it easier to identify with you, which helps people feel connected, like you, and want to buy from you.
- #3. Be more human in what you share** Many business owners feel strange sharing things that are not business related. But they're missing an opportunity. Customers want to feel connected. When you tell your story, people connect to it and want to help. Your blog is a good start but don't forget social media, articles, comments, emails, and other digital content. Be more personable in what you share. People don't connect with formality.
- #4. Use video** Your customers want to see a face. Video is a good way to do this. Do livestreaming, video blogs, and videos to reach your audience and allow your message to resonate. Show off your personality and don't worry about what you look like on camera. Be yourself. Show your workspace. Let people in on how your life has changed. That's what people want to see.
- #5. Host contests** People are trying to rid themselves of the mundane and there are only so many Zoom calls one can attend. Contests get people excited and put them in a good mood, improving moral. Everyone feels like there is a chance they could be the winner and some people need that very badly right now.
- #6. Create a challenge** People are home with a lot of time on their hands. Many people are looking for professional and personal improvement opportunities. Entice people to sign up for a challenge you are offering. It benefits them and can help you grow your email list.
- #7. Give things away** If you have things you're no longer using in your business, you can make them available for free. Since you likely have limited availability, consider creating a flash offer. These are perfect for social media. Entice people to follow you knowing that you could give things away at a moment's notice. This will grow your follower count quickly because it will be the only way they hear about the promotion. Flash giveaways create excitement around your page. Encourage people to mark your page as a favorite so they don't miss these lightening giveaways.