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SPEAKERS

Erin Kelly

Hey, hey, this is Erin Kelly. And this is my last episode for this short podcast show. So there will be a few more episodes coming in dripping out in February from our Certified Partners that wanted to share some of their expertise here. They are also doing trainings inside of the Action Lab resource that I've been sharing at the end of all of these episodes. And so they will be will have a handful of episodes, it'll be trickling through. So if you want to make sure that you get notified about those, be sure to subscribe to this podcast, so you get a notification.

And there's some really good ones like in in regards to what we're talking about in this episode engagement can be easily we'll be doing a podcast episode around community embeddable community options for MemberVault. So I know that that's a hot topic, because we don't currently have a community feature. And so she's gonna be talking about the different options. And she also has a training where she's going to be talking about the pros and cons of each of those options. So when it comes to engagement, is kind of like a vague term.

What I'm thinking and again, it kind of depends on what your product or services, right, because engagements going to look different, depending on whether it's a membership, or a digital offer, that's like, you know, \$20, and when I think about engagement, it's that they are showing up to do the work, that they are invested in the product or service, like they're, they're there, they're activated, you know, they, they want to engage. So if there's a way for them to comment, if there's a if there's a community element to your product or service, they are showing up in there, and

sharing what's happening with them that they are answering quiz questions that they are doing the work.

And so engagement is obviously really important if you want people to get results. And it's really important if you want them to actually complete the product and get a result rather than just like, click complete, complete, you know, complete with each of the modules, right, like they're actually invested in it. And so, my number one rule for myself, and what I would recommend for good engagement is to make it fun. So I think that we can, we, I know I, I can get a little too intense, I can make things a little too overwhelming when I come from my expert brain.

And so be thinking about how can I make it accessible for beginners? Or for the level that your people are at that, you know, the people that are buying this product? Like how can I make it so that is fun, rather than overwhelming or intense, because if it's fun, they're gonna want to keep doing it. I mean, this is true for anyone.

There's other ways. So that's like, the first piece of making it fun is like when they, when they look at the content, are they immediately like, I don't have time for this, or I can't do this right now. Or, like you want it to be something that's consumable and enticing. So make it fun. Another way to make it fun is, and we talked about this in the last episode, is to add rewards. And so the rewards can be bonus modules, it can be that they unlock something when they complete something, it can also be like, and I love when people do this, even though I'm not on social media anymore. Which is like frustrating, cuz I'm like, I would love to do this in my content, but I'm not going to be monitoring it.

So I guess you know, I could have a team member do it. But it's just haven't figured out my personal solution here. But if you are on social media, especially like Instagram, and make some call to actions in your content, like and this is obviously like if it's not a super private or sensitive content that you're that you're teaching on or that you're serving people with, but share on social and have a branded hashtag like this is super fun. And it's less work for you than having them email you, right.

So have a branded hashtag, have them share what's happening, make them feel like they're part of something bigger, that they're part of something fun, that they're part of a community even if there's not actually a community element. I think that having feedback loops, whether you have comments enabled, or embedded, I should say, whether you have a community component

associated with the product or service, having quiz questions in there so that they feel like they can give you feedback or they can give you insights or they can share their experiences.

Having those feedback loops is really powerful. And that can it in its own way make it fun, because it makes them more invested. Obviously for engagement, this is true for everything. This is true for increasing completion rate and sales, but also for engagement, maybe most importantly for engagement and that is staying front of mind. So I have purchased quite a few things in my day online, and at all different price points. And the majority of these things, I got one email, saying, here's, here's the thing, here's how to access it. Thanks for buying, and then nothing, like Not a single thing.

And so I typically don't complete those things because I forget where they are, I forget that I bought them. You know, depending on the price point, I get overwhelmed with other things that are squeaky wheels, and I just don't do it. And so if you want to increase your engagement, definitely stay front of mind. And so you get to decide, again, depending on the product or service, you know, how long kind of the window is for staying front of mind about that particular product. And I talked about this in an earlier episode, like, you could, you could send a couple of emails at the beginning, you know, like day one, one week, one month, and then check in with them like a year later, potentially.

And you'd have to give them context, obviously, and include a link to the product cuz they probably won't remember. But that's the type of stuff that makes people remember you, that's what makes you stand out. Because it really does feel like you care, even if it's an automated email, you cared enough to actually create that workflow. And so I think, you know, making it fun, so that they feel invested, staying front of mind, so that they actually will show up and do the work. And then, in my opinion, like, and this is very frequently like in sales messages, but also in kind of like the afterthought, kind of things for buying type of thing.

Remember what's in it for them? Like why should they be doing these things? Right? Why should they share on social? You know, are you going to look at it? Are you going to be replying? Are you going to be sharing it? Are you going to? No, I'm not, this is not a guilt trip. This is like, you know, just give them context. Like if they take the effort to share it on social, are you going to be reviewing that branded hashtag, right? So what's in it for them? The rewards, if they do the work, and they unlock this thing? Like, what are they going to get out of it? What Why is it something they should care about? And the same thing, when you're saying front of mind to make sure that you are writing those messages? from a place of why should they care? Why should they take

time out of their day, to actually click on the link that you shared, and keep doing the work.

And I'm sure there's people that are listening to this, that that are like it's not my job. But if you are an educator and a service provider, it kind of is kind of your job to keep them invested in the thing that they bought, because you sold it with an outcome in mind. And if they don't do the work, if they don't show up, then they're not going to get the thing that they bought. Now, is it your job to hunt them down? And to make them do the work? No. but I do think it is absolutely not like no, no, no. But it is your job to make an effort to help them help themselves, right. So and and this is going to pay off in other ways like it beyond just the way that it feels as a business owner to really show up for your people, especially the people that are choosing to pay you money.

Beyond that, what like I've said this, I've said this multiple times in this in this podcast show, but when people do the work, when they get results from you, they are going to buy more from you, they are going to talk about you, they're going to share your stuff with people they're going to feel a certain way towards you, they probably will open your emails, which will also open or will also boost your open rates.

And there's like so many reasons to show up for your people. So you know, not saying that you have to like go to you know, ridiculously overboard, we do typically go at least a little overboard at MemberVault. But you get to decide how you want to show up in your business and your boundaries. And the goals are very important too. But for engagement, like staying in front of mind, for at least a set amount of time to help them get that outcome. You know, incentivizing them doing the work, giving them a reason to show up, you know, to be a part of a community, even if it's just that branded hashtag on social media.

And then taking the time and energy to write from a place that you know, what's it, what's in it for them, rather than like, you should do this, that you should do this because you bought this this is all an investment of your time and energy and your people will appreciate it. It's it's worth it. So hopefully, all of these things sales completion rate and the this episode on engagement, which was very simple and short, but I mean engagement kind of is like it's just about showing up for your people and making it fun and remembering what's in it for them and you know, making that the process of being involved and being engaged easy for them.

Hopefully all of these topics were helpful for you. And they got you excited about optimizing your your product inside of MemberVault. Like I said, we're going to have a few guests episodes. But

this is my last episode for this short show that is associated with our Action Lab training around the same topic, and that is full of trainings from our Certified Partners, all about optimizing for sales, completion rate and engagement. And that is included for all of our paid users.

So if you upgrade at any point, you will get access to that. And if you are a free user, or you just kind of like dabbling in member vaults, you can also go to this link and see a taster sample of what the trainings look like. And you can go to membervault.co/actionlab.

And again, if you want to get notified of the additional episodes that are gonna be going on to the show, from our Certified Partners, then be sure to subscribe and they will be trickling in throughout the month of February. This was a really fun podcast show for me to do. Hopefully it was helpful for you. If you want to share your feedback, I would love to hear it. And you can send that to me because again, I'm not on social media, so I can't use a branded hashtag here. You can send it to me by email, erin@membervault.co. And I would love your thoughts.