



dms4all

Digital Marketing Skills4All

Communication

Quick recap

How did you find your session last week?

Give me one thing you took from yesterday's session



Today's to-do list

Today we are going to look at **Communication**

We are going to look at some different methods and interactions you can add to your site to help with admin and improve customer communication.



Learning objectives

By the end of this session you will be able to:

- Understand what communication methods are available
- Identify ways to manage your communications better
- Know what issues can arise and understand what to test.



Getting in touch

Email off a website

Fill out a form on your website

Phone or text

Message through social media or GMB

WhatsApp

Website chat

Messenger

Zoom, Facetime, Teams or Skype



Getting in touch

Each one of these methods works equally well, there's no right and wrong, it's just down to personal preference.



Getting in touch

It might depend on your industry, the tattoo industry for example communicates almost completely in Instagram messages.

They are too busy being creative to talk to someone on the phone and very rarely use email.



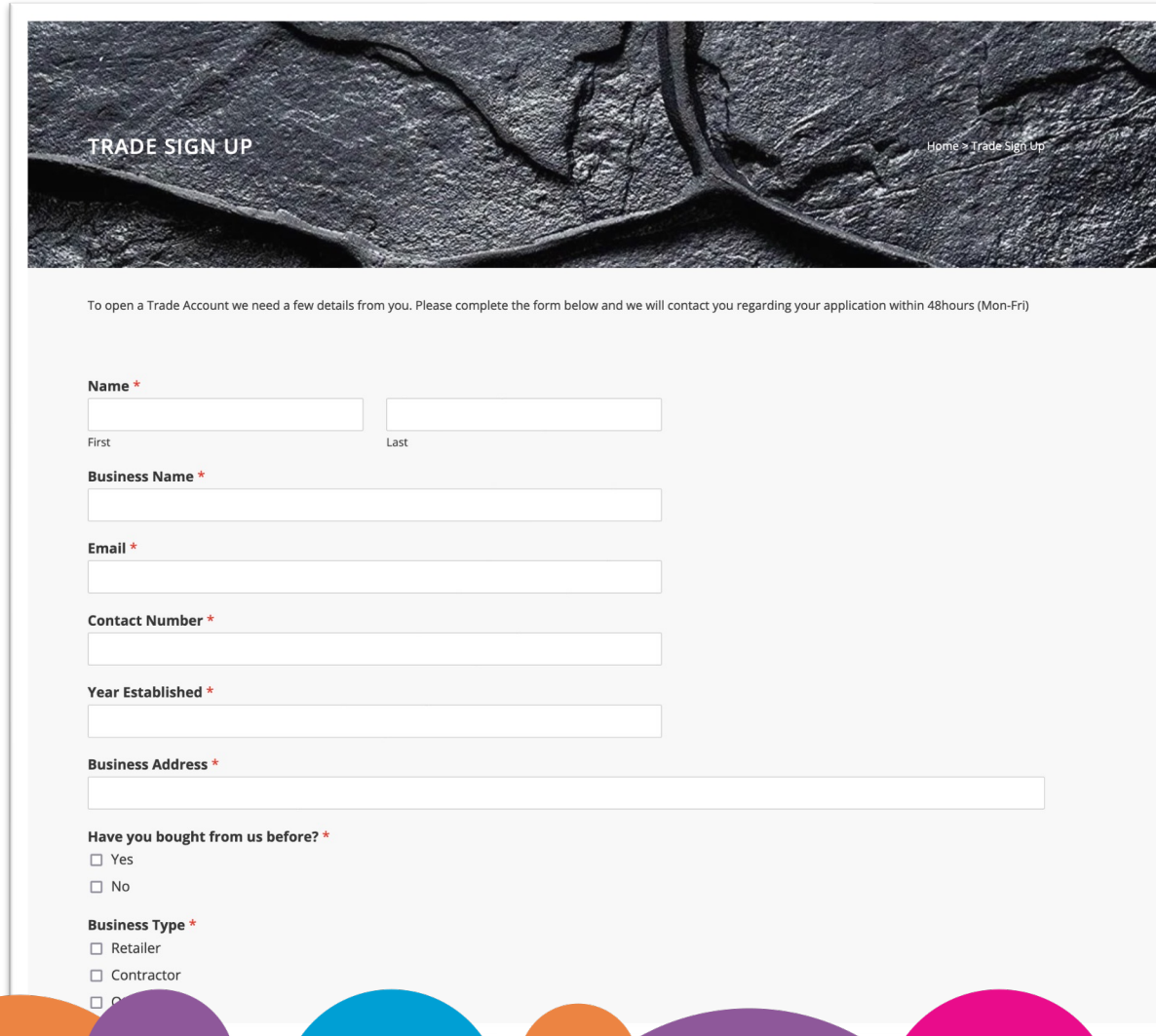
Getting in touch

Making sure you use the methods that your customers use is essential to making sure you are the most accessible.

Of course, each one of these methods has its pros and cons and slightly different ways of being dealt with.



Emails and web forms



The screenshot shows a 'TRADE SIGN UP' form on a website. The header features a dark, textured background with the text 'TRADE SIGN UP' on the left and a breadcrumb trail 'Home > Trade Sign Up' on the right. Below the header, a message states: 'To open a Trade Account we need a few details from you. Please complete the form below and we will contact you regarding your application within 48hours (Mon-Fri)'. The form fields are as follows:

- Name ***: Two input boxes labeled 'First' and 'Last'.
- Business Name ***: A single input box.
- Email ***: A single input box.
- Contact Number ***: A single input box.
- Year Established ***: A single input box.
- Business Address ***: A single input box.
- Have you bought from us before? ***: Two radio button options: 'Yes' and 'No'.
- Business Type ***: Three radio button options: 'Retailer', 'Contractor', and 'Other'.

Make sure your forms
work on your website

Make sure you answer
them in a timely fashion.

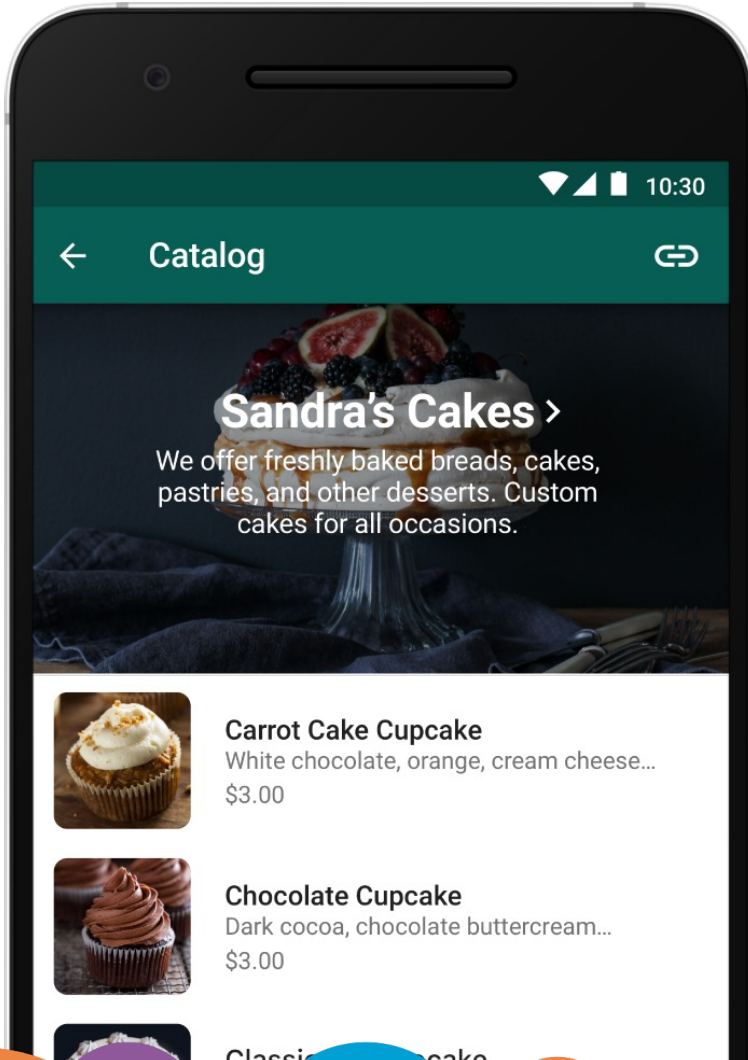
Snagging

Another thing to be aware of, especially if you have a WordPress website or use Microsoft 365 emails don't always get to their final destination.

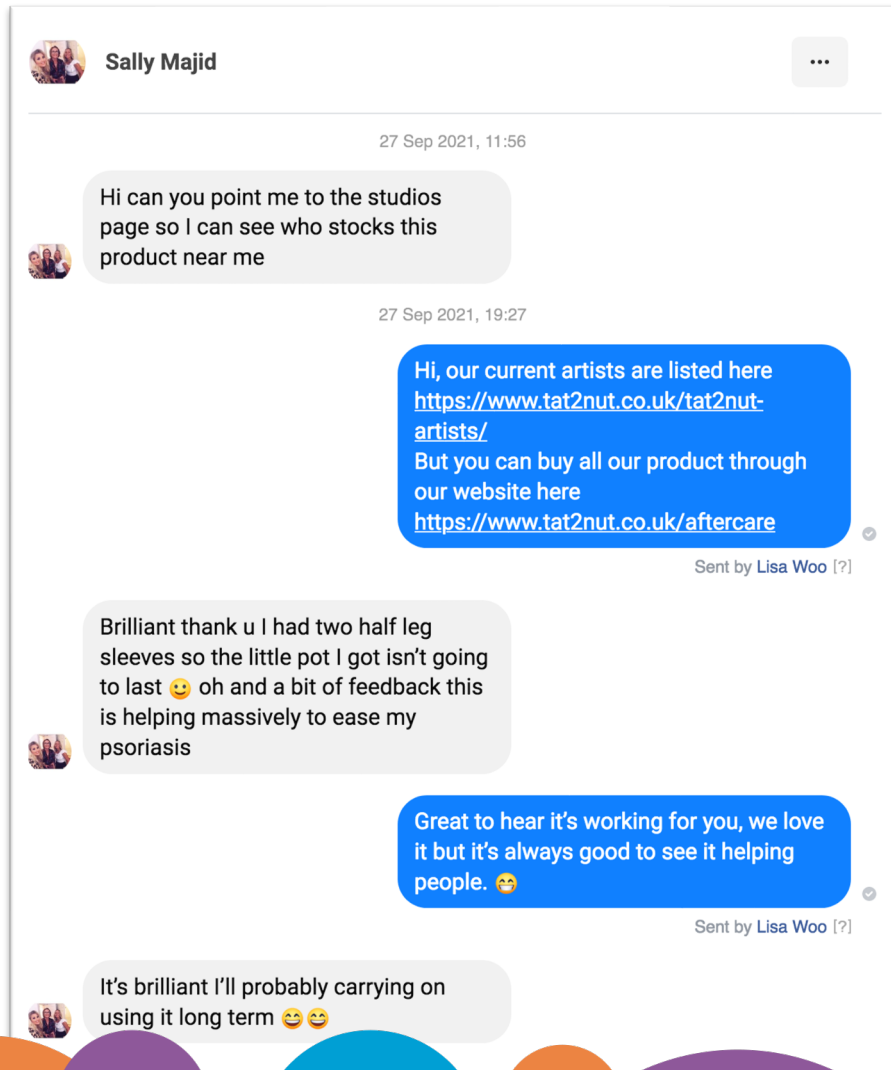


WhatsApp

WhatsApp is currently owned by Facebook. Created as a closed messaging app to compete with Messenger. WhatsApp remains the most popular social messaging app, way out in front of Facebook Messenger.

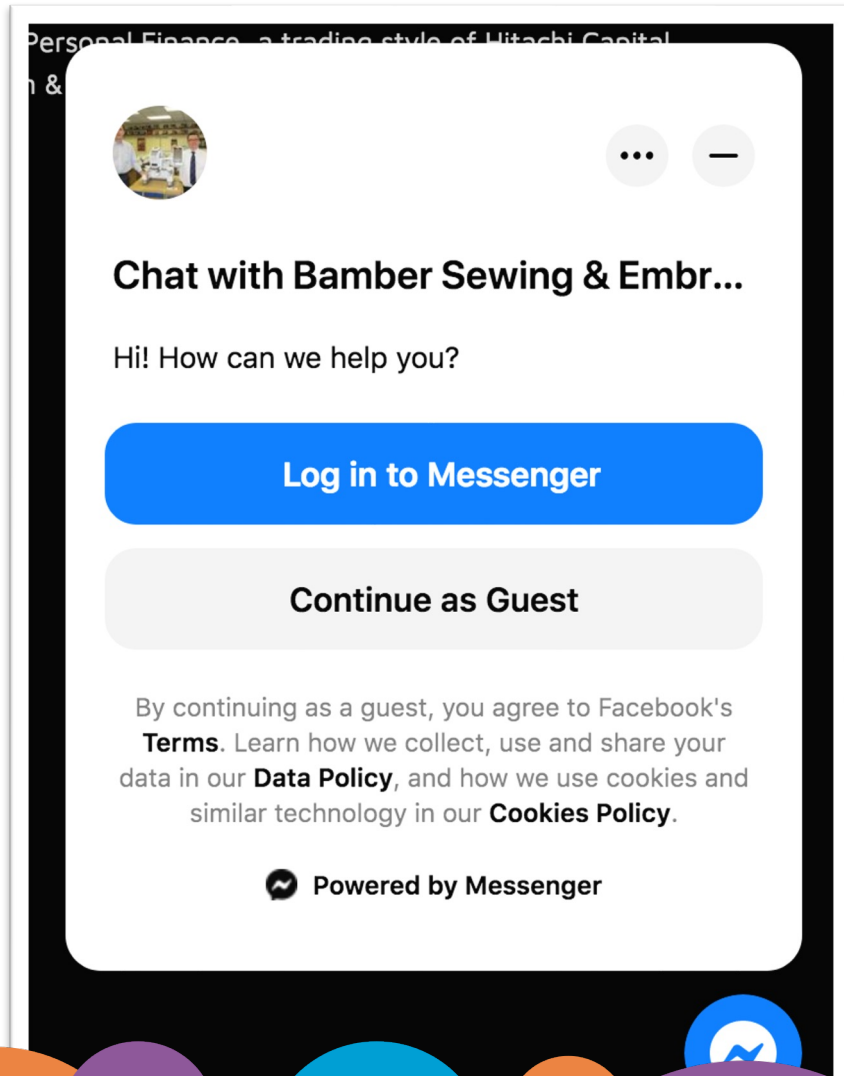


Social Media Messages



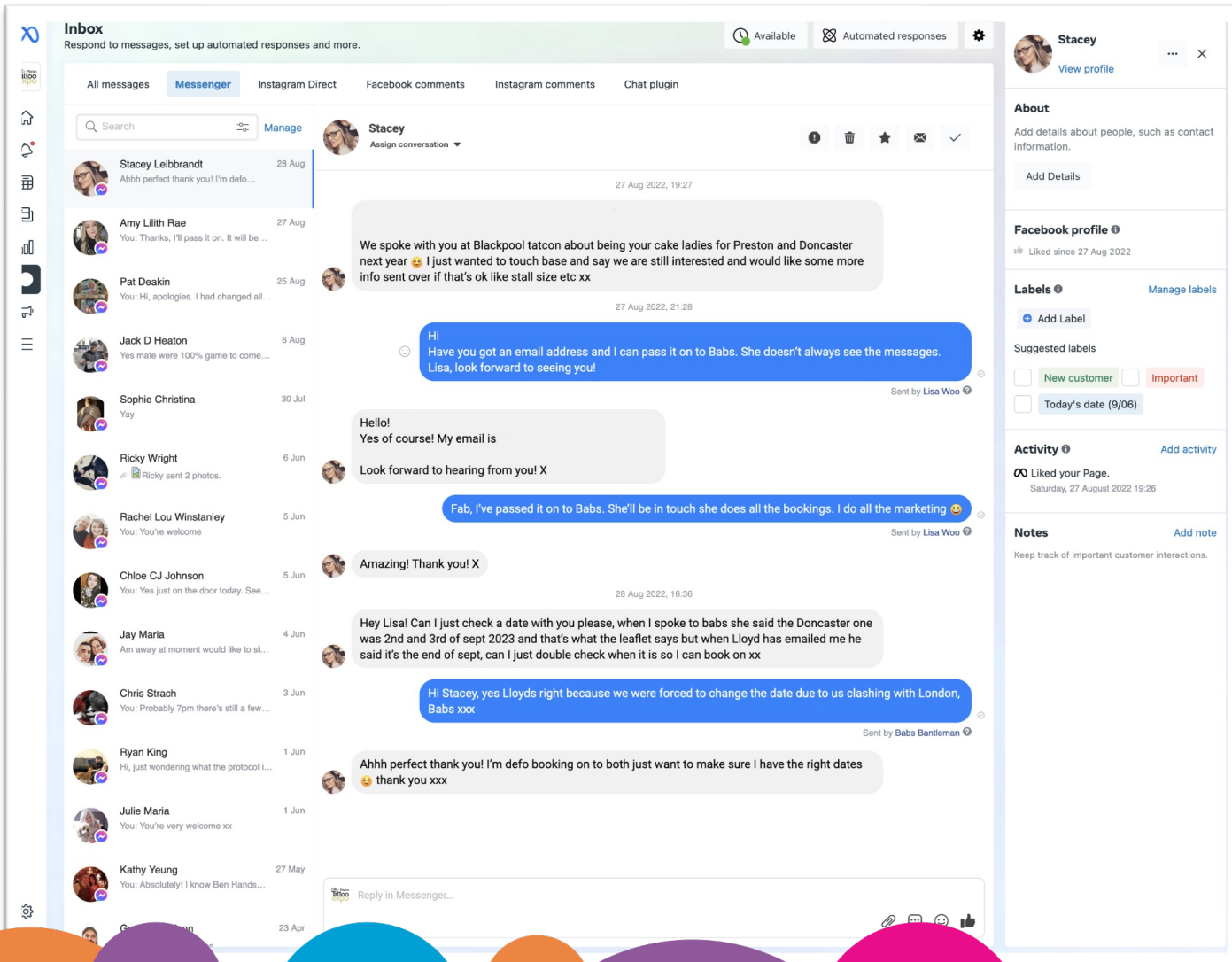
Messaging through social media has become a popular way of getting in touch especially if you are selling products through your page. People find it quick and easy to dash off a note, especially through Facebook.

Website Chat



A very popular tool, the online chat has become a staple for anyone selling or needing to support customers. The ability to ask a quick question either about a problem or a pre-sale has become an essential part of your customer service routine.

Messenger



The screenshot shows a Facebook Messenger interface. On the left is an 'Inbox' with a list of messages from various contacts. The main area displays a chat conversation with 'Stacey'. The chat history includes messages from Lisa Woo and Babs Bartleman. The right sidebar shows the profile for 'Stacey', including an 'About' section, a 'Facebook profile' section with a 'Liked since 27 Aug 2022' status, 'Labels' (Add Label, Manage labels), 'Suggested labels' (New customer, Important, Today's date (9/06)), 'Activity' (Add activity, Liked your Page), and 'Notes' (Add note, Keep track of important customer interactions).

Messenger chat has become a popular choice for any business that's not always sitting at their computer waiting to talk.

How Messenger can help develop your business

Example: A client uses Messenger chat, it's reduced returns by over 50% and increased sales and sales area. There is always someone around between the staff to pick up the messages. People are able to ask for recommendations and be sent to the right product so it cuts down on buying the wrong thing, therefore reducing returns.



Communicate well

There are lots of reasons why a customer would get in touch with you and there are lots of things you can do to reduce the amount of contacts. If you have to spend time answering endless messages it can get in the way of actually doing your job.



Communicate well

Providing more information, avoiding problems and mistakes and using some of the tools available in the platforms you can cut down on admin and help your business run more smoothly.



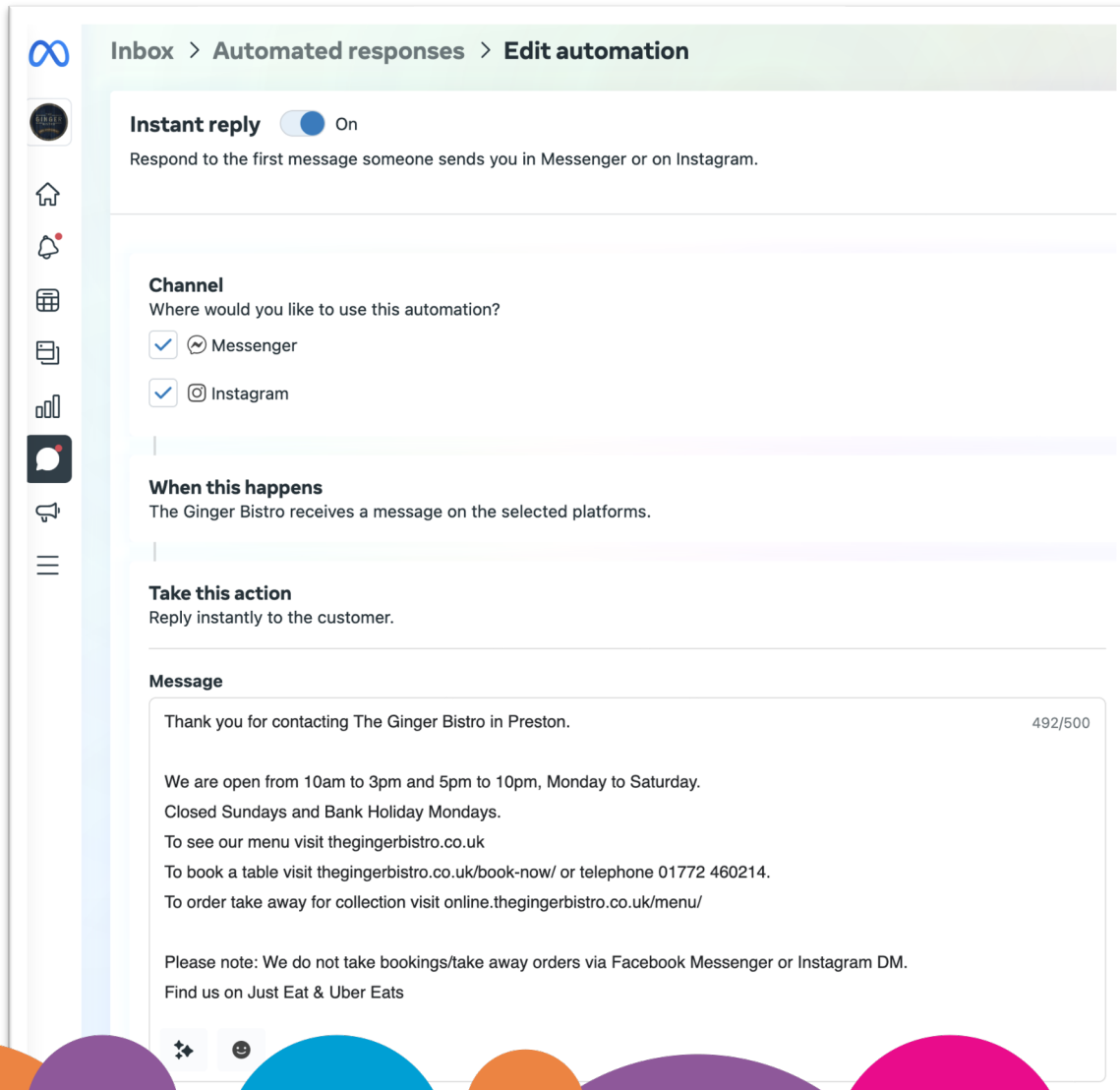
Workbooks out!

We are going to create a Contact Us page. It will include email and dialable phone links and we are going to install WPforms to generate a contact form.

Time for this activity: **45 mins**



Auto-responders



Inbox > Automated responses > Edit automation

Instant reply On
Respond to the first message someone sends you in Messenger or on Instagram.

Channel
Where would you like to use this automation?

- Messenger
- Instagram

When this happens
The Ginger Bistro receives a message on the selected platforms.

Take this action
Reply instantly to the customer.

Message

Thank you for contacting The Ginger Bistro in Preston. 492/500

We are open from 10am to 3pm and 5pm to 10pm, Monday to Saturday.
Closed Sundays and Bank Holiday Mondays.
To see our menu visit thegingerbistro.co.uk
To book a table visit thegingerbistro.co.uk/book-now/ or telephone 01772 460214.
To order take away for collection visit online.thegingerbistro.co.uk/menu/

Please note: We do not take bookings/take away orders via Facebook Messenger or Instagram DM.
Find us on Just Eat & Uber Eats

Using the autoresponders in the social media platforms you can give people FAQs like appropriate pages and direct replies to pre-set questions.

Signposting

Contact us to find out more

We'd love to hear from you, no matter what the request. Our team are on hand to help get you outside and enjoying the only way to travel... by scooter. So get in touch! Or alternatively you can [shop now](#) to get your ATOM Scooter today.

If you are enquiring about an Atom Scooter purchase from Argos please contact Argos or search Evo Atom. This is not our product. We do not supply Argos and we cannot replace this product or any parts from it.

Your Name (required)

Your Email (required)

Subject

Your Message

Send

‘Signposting’ is a good way to send people off to the areas where they can get the information they need without you having to spend time writing the same old replies.



Workbooks out!

Adding to our contact page let's incorporate some signposting and additional information.

Time for this activity: **45 mins**

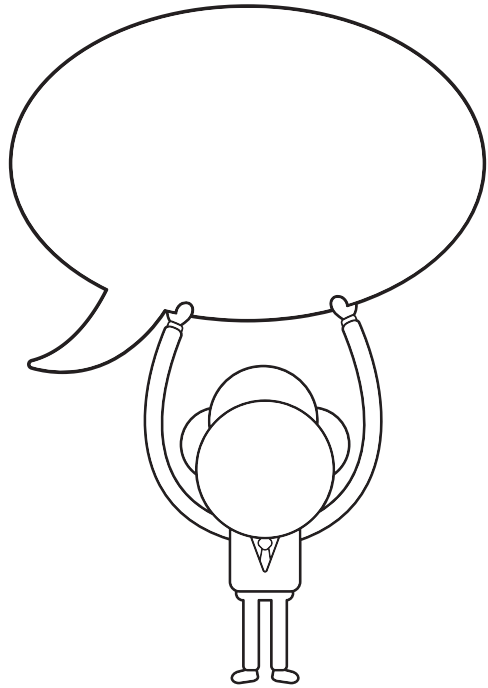




Any Questions?



Show and tell



Does anyone want to share their activities or experiences with us?



Up next...

See you next tomorrow for **GDPR and Data Collection**

