



Chapter 3 – Engaging the Anxious Buyer

How to test engagement

What is engagement? **A connection with someone about something.** Some people think they are engaging their buyers with an email newsletter, a post on LinkedIn, or a cold call, but these are communication channels, not engagement. The activity needs to be able to encourage a next step.

Engagement cannot happen without...

- *Clarity*
- *Credibility*
- *Curiosity*

Solving the engagement equation in times of high buyer anxiety

A customer cannot be created without engagement. People who want to take their demand generation from offline to online need to stop and think about tactics that create true engagement.

Dump the clutter and confusion. Volume isn't a good thing. There's always buyer anxiety, but since COVID-19, buyer anxiety is the highest it's been in your lifetime. What can you do right now to reduce buyer anxiety?

If social media made us lazy, then marketing automation made us repetitive. It's taken away personalization and levels of engagement.

These metrics are not measures of engagement

- *Open rate*
- *Views*
- *Traffic volume*

Engagement needs to lead to a next step. Look at your buyer personas to understand what they care about and what their next step is. Remember: your buyer persona consists of more than demographics: it includes priorities, success factors, barriers, criteria, and buyer journey.



Website Engagement

Your website is your #1 sales support tool. You have to have a good one right now.

The main problems with B2B websites

- *Lack clarity*
- *Lack credibility*
- *Lack curiosity*

The most over-used phrase on the web today: “Learn More”. The one-two engagement punch is as follows:

1. State the problem
2. Offer a solution

Worksheet #6

Does your website pass the clarity test?

Is it clear what you offer?

How will it make your customer's life better?

What do they need to do to buy it?



5 Things you need for engagement to occur

1. *A clear message about what you offer (and why it matters to your ideal customer)*
2. *A strong call to action*
3. *Tell me what will happen if I don't do this*
4. *Tell me what success looks like if I do*
5. *Give me three clear steps to buy/engage with your product*

Strong Call to Action
What do you offer? Strong value proposition Repeat the CTA
Tell me what would happen if I do not do this
Tell me what success looks like
Spell out a 3-step plan to engage with the product or service

You have to achieve this immediately —regardless of what you sell. Buyer anxiety is removed when clarity, credibility, and curiosity are created. This is how engagement happens.

You need to create a story that people can engage with. Redefine - Don't let a halt to face-to-face selling be the reason your lead generation stops.



Worksheet #7

Go back to your documented buyer personas...

List the problems you solve for your ideal customer.

Brainstorm themes that have nothing to your business and everything to do with them.

Figure out the One-Two Punch.

Outline a revised home page using the 5 steps.

Find your core theme that builds engagement and the required content to achieve a first step in engagement.



Resources to get you started

YOU CAN'T BE EVERYWHERE

A Common Sense Approach to Digital Marketing For Any Business

In the age of 24/7 internet, there are thousands of ways for businesses to talk to, sell to, and connect with their customers. But, just as the old adage says, less is more.

In *You Can't Be Everywhere*, Wiese offers her well-tested insight on how to become a savvy marketer. Through personal stories and no-nonsense advice, Wiese shows how any company can conquer the digital space and craft extraordinary strategies and customer connections. Available on Amazon or marketingcopilot.com



BUYER PERSONA WORKBOOK

Use buyer expectations to build content that helps buyers choose you.

[GET IT HERE](#)

CUSTOMER SCORECARD WORKBOOK

Start with your customer as the authority on your value.

[GET IT HERE](#)