PR FIRM TIPS ON SOCIAL MEDIA STRATEGIES FOR TECH BRANDS

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Strategizing to gain effective consumer engagement is not only necessary for a productive branding campaign, but is morphed by technology and the rise of the savvy consumer who knows everything with the click of a button- or tap on a phone screen. This trend is only steepening, and tech companies need to work to stay ahead to ensure their brand presentations are on point.

The first thing to realize is that a consumer’s sense of choice has been radically enhanced in recent decades, with the internet providing a wealth of information that allows consumers make comparisons in a split second. The yes and no decisions they make regarding the interaction with your brand are far beyond the limited options you present to them: they can play the field, and they know it.

Putting all your advertisement or branding eggs into an open Sunday night football basket is no longer as effective as it once was. Modern consumers are far more intimate with their electronic devices than they are with their favorite sports team, and live streaming enables users to skip commercials without thinking twice. Furthermore, the news people receive from their peers is increasingly more effective than the comments made by professionals actually qualified to speak on a matter. It’s a cynic’s world, and genuine engagement is everything.

The key problem faced by tech companies when strategizing engagement for consumers is appearing as a friend. Remember, if you don’t, users are confident of having other places to go where they can be themselves. They’ll be back on Google before you can bat an eyelid, and you won’t be hearing any goodbyes either.

These new challenges being described do not make responsive engagement impossible. But it does require a different mindset, a different approach and a different application of resources to actively obtain the consumer’s focus on your brand.

Let’s now take away the sense of ambiguity clouding the effort needed to connect with consumers and get them to interact with your brand in this new world. Engagement today possesses the abilities we recognize as posting, sharing, following, liking and tweeting alike.

Technology for engagement relates to how easy your message can be viewed on mobile and digital platforms, and how much attention your message gains. There’s no other way around it. Because of these, here’s a complete checklist of effective solutions for engaging consumers with your tech brand.
OFFER LIVE SOLUTIONS TO CREATE ENGAGING EXPERIENCES

When consumers log into their accounts or browse online, nothing captures their attention better than live information. Most users are actually seeking on-time data, and here is where engagement reaches its most optimal peak. No one talks about or shares what happened a year ago unless it is an ongoing process that leaks into today.

If you’re not an internet buff, then you’ll want to acclimate yourself with the concept of relevance. Notice that this is not relativity. What you provide in real life circumstances differs from what you provide in your own created scenarios. For example, an offer that your consumers are giving that relates to situations that can occur is not as optimal as those offers you give as things are occurring. Look into what’s going on and feed from it.

Think about the technology of a DSLR camera as an example.

What if that camera could constantly locate the nearest camera supply and repair shop within the closet 50-mile radius? Consumers using such a device would receive real-time data that they can use at a moment’s notice, and this will also convey to them your intent in a larger relationship between seller and buyer. You’re helping them when they need that help most, and they are likely to appreciate it in times of need.

Available metrics and analytics offered for monitoring goals, outcomes and consumer behaviors each record the most profound responses that consumers have during realtime situations and not last year’s datum.

The here and now is where people are seeking to be online and attempt to search it out regularly. When users search for a concept in a search engine, that engine will use a database of the most recent uploads made to present to the user. This means that a great article made five years ago won’t beat out an average post made just yesterday or today for that matter.

There is a magic of some sort that our specialists can’t even describe about live data. When the world is, at large, connected to such a flowing data stream, real time info transforms bland metrics into booming analytics with amazing activities and peaks. This is the reasoning behind why your tech concepts should apply relevancy for enhancing consumer engagement.

According to a study by Forbes, the most profound way to provide this real-time experience, is through the development of an app. And you’ll be surprised.

We’re not telling you to go and compete with the most successful developments out there. That would be nonsense. What you need to do is provide diversity in your consumers’ engagement, and those small but useful functions go a long way to ensuring the integral pact amongst you and your clientele.

Just consider our prior example of providing location services with the hypothetical digital camera. Place that same ability into an app on a tablet or smartphone, and your consumer will receive ready updates along their monitor’s edge that informs them of the closest locations for repairing their camera or getting new supplies. It’s that easy for anyone.
The method being described is only an example, but it's unobtrusive, helpful and requires very little effort by this hypothetical app and by the actual consumer's participation.

Integration like this can be developed in numerous ways, and the engagement of your consumer increases at very little cost to you or them. Offering further incentives to, say, download the app allows you to obtain information by way of a questionnaire needed to obtain that helpful operation on their mobile devices.

You have to understand that they're already glancing at the monitors of their devices even when no notification has signaled for their immediate attention. They want something to happen and for that thing to happen now. More than three out of five consumers have used their mobile devices to make purchases in the last six months, and the enticing quality that grabs their focus is in having an open marketplace constantly at the reach of their fingertips.

You can be sure that this anticipation consumers have that glue them to interacting digitally is not evading the scene any time soon, so smarten up and take advantage of it in creative ways.

Just don’t get too committed to the idea of being social when you sense the need for better engagement. Social interactions are great, but they only cover one aspect of the accessibility that your consumers have.

The design of your actual technological devices can also integrate engagement prospects designed to journey your consumers elsewhere. With real-time engagement, for example, your consumers will also obtain the most use from information or an available product. The approach will also integrate your tech brand into their lives without being pushy or nagging. As a modern tech company, some of your services or products must integrate live information to tap into a mindset and engagement consumers are already practicing.

Remember, they're seeking it out already, so meet them where their needs and interests are. They want to know what's going on, be a part of it and have the ability to tell.
TAKE SOCIAL LITERALLY: NOT AS YOUR EXCUSE TO PROMOTE

As a tech company, you won’t necessarily have the same social platform that a comedian has with her or his following. The offering of a comedian to an audience is innately social, and jokes told will be received as exactly that: social entertainment. But you, however, provide products or services, and today’s savvy consumer will reserve applause until you really impress them.

You can actually be glad about this particular stumbling block. It creates a greater necessity for displaying your tech brand with a social flare when approaching the communal scene. This positions you to now have the necessary drive to apply creativity in a way your competitors have not considered, and it is from this very drive that some of the best social campaigns are developed and enacted.

Though there are fair and usable methods that can be applied in a viable campaign strategy, your greatest advantage will be to seek out creativity where it may be laid when there’s a void. Only the knowledge of your particular industry can enhance that perspective for you.

But nothing shows a lack of sincerity more than having a routine that is followed promptly and on specific days. Too many calls of actions are also to be avoided socially. You’re not to operate as a business in this particular digital arena. It will be annoyingly obvious when you do.

Tech brands truly need to be social in the literal sense of what we know to be social. That is being friendly, polite and caring. This is one of those, “If you build it, they will come,” sort of things, and that means relying on a more organic method to attract consumers that are engaged and ready to take the next step with you. Getting to the bottom-line with your objectives is something you must reserve for your site or profile data.

Your first objective socially is to always be a part of your targeted audience; again, be a part of your targeted audience, and do so sincerely. This means that the promotional aspects of your business method come later or at a different digital venue altogether. The integrity of socializing requires your tech brand to spend time with the consumer for the sake of spending time with them and nothing else.

In that process, they’ll recognize who you are, and this justifies our request that you relax along with your consumer when processing a social campaign of any sort. Not believing in the, “If you build it, they will come,” strategy is only an under-evaluation of human beings using social platforms. They’re aware of what’s going on and by whom.

They’ll know you’re there once you have met them on the social level we all interact at. But though they will inevitably recognize sincerity from you, they truly just want to laugh, learn and enjoy themselves without being judged or forced to engage in some act.

These types of campaigns are about building an audience you can later target directly. All things on social platforms should be voluntary, and you’ll be surprised how eager consumers will volunteer their engagement with your tech brand should it portray a respect for their freedom.
Here, we have inevitably laid out the reasons we interact with anyone. We enjoy their company, we enjoy learning more about them and to try developing our social behaviors with them by practicing communication within a living community. Notice that the social methods on offer not timetables, or overly developed technical approaches for being real?

Instead, be creative. No one understands your brand and its character better than you. Take the same sincerity you have with family and respect your online social community even though you’re a tech brand. Bringing out this mortality will allow your consumer brand to develop a sense of humanity and, therefore, a clear personification of your goals: that would be the satisfaction of those you serve.

One of the greatest obstacles we see with businesses approaching the social aspect of digital marketing is that they do nothing but talk about themselves, ask users to learn more about them and compare themselves openly to competitors. This wouldn’t be done among honest friends, so we have to eliminate such behaviors to reasonable degrees as businesses.

The best method of making calls for action are done by making one every now and again. Only truly engaging firms that insist on walking alongside their customers will find that their followers are genuinely, exactly that.