



How **SEO** and **Customer Engagement** Go Hand in Hand



Search Engine Optimization (SEO) is a crucial component that all online businesses must consider. Driving traffic to your website is integral – more eyes means more brand exposure! By optimizing your site to rank higher in search engines, you are increasing your base of potential customers. But what happens with the traffic after they have arrived at your site? In other words, they're here browsing on your site... but now what? SEO and customer engagement truly go hand in hand, and you must consider both when creating a digital marketing strategy. Visitors are turned into customers with an effective customer engagement strategy.

Here are 5 things you need to know when looking at your customer engagement strategy

1. SEO is what brings visitors to your website

SEO is search engine optimization. Basically, through effective optimization techniques (SEO) you will increase the quantity and quality of your website traffic organically. A search engine, whether it's Google, Yahoo! or Bing, all have website crawlers that gather information through internet content to answer your question to the best of its ability. For example, if you are searching "what is the capital of New York?" into Google, the search engine technology will crawl content on the Internet to find the most accurate, trustworthy information.

To get a bit more technical, search engines have a crawler that goes out and gathers information about all the content they can find on the internet. The crawlers bring all those 1s and 0s back to the search engine to build an index. That index the crawler has built, is then fed through an algorithm that strives to match the data to answer your search-bar question. Ultimately, by employing tactics to rank higher in the search rankings, you will have more visitors to your website.

2. Customer Engagement is a must if you want to keep visitors on your page

Customer engagement is about building lasting relationships. It's ultimately the emotional connection between the customer and your brand. Customer engagement is a conversation, an emotional connection, and it can look a lot like brand loyalty. By engaging a website visitor driven to your site through SEO, you can turn your organic traffic into loyal customers. They will spend more time on your site because they are interested and feel connected to the content.

3. Customer engagement helps convert visitors into paying customers

Driving traffic to your site through SEO is great, but if you aren't turning them into paying customers, is it really benefiting you? Something to think about! Customer engagement can take the traffic and turn them into loyal customers. Engaged customers will return again and again – they'll also tell their friends.

30% of consumers say they would rather buy from a website they have bought from previously

This stat is important because it shows the importance of keeping your customers engaged. Once you have turned a visitor to a customer, they are 30% more likely to buy from you again. Customer engagement makes the customer feel connected to your brand and when they feel connected, they are more likely to buy. It also helps them feel like your store understands them as a customer and can meet their needs.

4. There are amazing, automated tools that can help improve customer engagement

By now, you probably understand exactly why customer engagement is a key component to your digital marketing and SEO strategy. But you might be wondering, what is the best tool to improve customer engagement? AiTrillion is known to be the best customer engagement tool, and it truly is the best in the biz! Here's why:

Smart Analytics

AiTrillion teaches you everything you need to know about your customers and their journey. You will understand their timeline, and can better tweak your website to optimize engagement

AI Chat Bot

If you are looking to engage your customers, one of the best ways you can do this is through the AiTrillion chat bot feature. If your customers have a question but know they can receive help quickly, they are likely to stay on the page and ultimately, purchase something. In today's world, people like answers quickly!

Smart Pop-up and Newsletter subscription

Why not turn temporary visitors into engaged customers with a smart pop-up tool? Integrating the newsletter subscription pop-up is a great way to stay in touch and implement a solid email marketing strategy. This is a fundamental aspect of a long-lasting customer engagement strategy. User-friendly popups that do not require any coding, are easy to implement using AiTrillion.

AiTrillion is the safest option to implement customer engagement tools because it is trusted, reviewed, and built by professionals who have studied the industry inside out. There are numerous case studies available that can tell you the different ways AiTrillion can help your business. For example, Irish fashion store Port Fashion experienced incredible results using AiTrillion to improve customer engagement. More specifically, they experienced the following:

- **Successfully accomplished 175,201 engagement events which include Push Notifications, Email Marketing, Smart Popups, Announcement Bar, Chatbot, Loyalty Rewards, and Review Requests.**
- **93.01% of customers are engaged in the Engagement Meter.**
- **Tracked 110,844 website visitors and 9,950 customers' behavior across the website.**
- **Assigned 540,157 Loyalty Points to Port Fashion's customers.**
- **Sent 15,646 Push Notifications to Port Fashion's customers.**

These analytics helped the Port Fashion team understand their visitor journey, improve their engagement, and implement new automated engagement techniques turning visitors to customers.

5. Post-sales engagement strategy is a must-have for all eCommerce sites

Post-sales engagement will take your digital marketing strategy to the next level. Turning visitors (brought in by SEO) into customers is task number 1. Task number 2 is turning one-time buyers into life-long customers. How do you do that? Through post-sales engagement. AiTrillion has everything you need to engage your customers, even after they have already purchased something from your store. AiTrillion has an extensive loyalty program, that will entice customers to return time and time again. When they have endless options out there on who they can buy from, a loyalty program is the added incentive for them to purchase products through you. AiTrillion makes this incredibly easy to implement. Email marketing is an incredibly post-sales engagement technique that you can also implement using AiTrillion. A post-sales email can keep them engaged and looking forward to new products or promotions. With the newsletter subscription pop-up, implementing these strategies is efficient and effective.

Summing up

SEO is so important for any online business, but it really is only one piece of the pie. You have to continue to engage your visitors throughout the entire customer journey. By automating these steps and using effective tools to increase customer engagement, you will be well primed to increase conversions. SEO and customer engagement go hand in hand and using a tool like AiTrillion takes the guesswork out of this process.

Let's target the right people at the right time with the AiTrillion eCommerce marketing platform! For more details contact us at md@aitrillion.com

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