Personal = Profitable™ : Strategy FOUR

Together We Rise

Forget being just a company. Become a community, a tribe bound by shared values and experiences. Foster emotional connections through local events, volunteer initiatives, and personalized interactions. Your customers will become brand ambassadors, organically spreading the word and strengthening your community.

ACTION 1:
Recognize Achievements
Share customer and employee success stories on social media or in your newsletter, highlighting how your product or service contributed to their goals.

EXERCISE:
Brainstorm ways to spotlight your customers and employees on your social media.

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ACTION 2:
Social Media Challenges
Encourage community participation through shared experiences or photo contests aligned with a common cause and your brand message.

EXERCISE:
List three causes that align with your brand and need public support and how you can collaborate with them.

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ACTION 3:
Learn Together
Organize workshops, seminars, or social gatherings focused on shared interests or knowledge. Partner with local entities to broaden your reach and impact.

EXERCISE:
List three topics where you could help your customers learn.

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SEAN TRACEY
ASSOCIATES

ACTION 4:
Rapid Response
Encourage and address customer concerns quickly through social media, online reviews, or dedicated communication channels. Transparency builds trust and strengthens relationships.

EXERCISE:
List three channels to best respond to customer concerns in a timely manner.

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ACTION 5:
Celebrate Local Talent
Showcase local artists, musicians, or entrepreneurs through your marketing channels, highlighting your commitment to the community's creative spirit.

EXERCISE:
List ways to promote local talent and the community.

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ACTION 6:
Share Stories
Publish compelling public interest stories on your social media or company blog. Success stories and random acts of kindness bring us together.

EXERCISE:
Write ideas for human interest stories your company can publish.

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