



I just read about a study that showed only 13% of customers who have a bad experience with a company will offer another chance. Ouch. To help you avoid those negative experiences and keep customers coming back to you, not the competition, I'm sharing a few tactics for you to take customer satisfaction up a notch.

Have a good one, and go enthrall your customers.

- Scott Hill



ARTICLE

5 tried-and-true ways to improve customer satisfaction

Rethink how you're servicing customers with these modern, proactive, thoughtful, tactics (and tools).

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Countless people have traveled the entrepreneurial path you're on, stumbles and all. That's great news for you, because you can learn from their mistakes and avoid what's caused their great ideas to sputter and fail. See what the six most common missteps are in my latest blog.

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All the best this week,
Scott Hill

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See James Vitullo's insights on marketing struggles, finding passion in one's work and dealing with hiccups along the way.

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Sample of Newsletter Writing and Formatting

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9 ways to engage better on Instagram (and grow your brand) today

Your Instagram feed is loaded with potential. Especially with some of the unique, beefed-up features available now. They can really make your brand stand out and foster better engagement for your growing business. Which are you trying?

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How my business snowballed with Instagram

Shea Josuttis shares insights on customer engagement and creating a brand personality that's helped her hobby become a steady business.

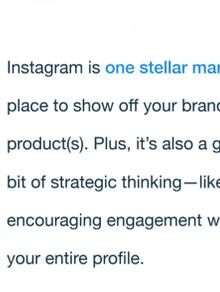
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9 inspired ways to boost your Instagram feed

Instagram is [one stellar marketing and selling tool](#), but it's also the perfect place to show off your brand's personality and the team behind the product(s). Plus, it's also a great place to interact with your base. With a little bit of strategic thinking—like taking full advantage of hashtags and encouraging engagement with story polls—you can weave creativity into your entire profile.

The result? Better, lasting engagement, improved brand awareness and new ways to get to know your customers. All of which will help your company grow.

9. Use all available content types— not just posts

Instagram has beefed up their content options since the good 'ole days of plain picture posts. Leverage them: Diversifying your content makes your brand more appealing to a wider range of people. Post videos to your main feed, get super-active with stories and go real-time with the live video option.

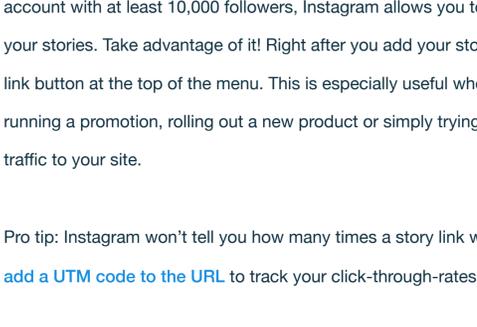
Videos across the web see higher engagement rates than plain images, including on Instagram. And stories are ultra-popular: over 250 million people use them every day.

8. Tag it!

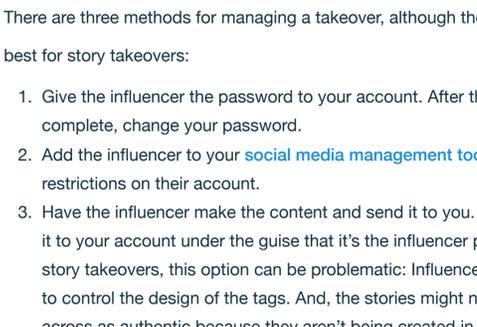
Instagram posts and stories with at least one hashtag see a 12% higher engagement rate than those without. And posts with hashtags and a location tag do even better; plus, they give you access to a large audience while simultaneously targeting a smaller one. Regular posts can have up to 30 hashtags, but statistically nine or less is the sweet spot. And, you can add them to stories as well. Just tap the sticker icon on your screen, choose or make your hashtag and add it right to your story.

Ready to really step up your hashtag game? Tools like [Display Purposes](#), [Hashtagify](#) or [All Hashtag](#) make finding solid, relevant tags for your posts and stories a breeze.

This brand made their own hashtag to show their product on real (adorable) customers:



Don't want your caption to contain a slew of hashtags? Just comment on the post with the hashtags right after posting, à la this Biz.me reader:



7. Link up those stories

If you have a verified account with any number of followers or a business account with at least 10,000 followers, Instagram allows you to add links to your stories. Take advantage of it! Right after you add your story, click on the link button at the top of the menu. This is especially helpful when you're running a promotion, rolling out a new product or simply trying to drive more traffic to your site.

Pro tip: Instagram won't tell you how many times a story link was clicked. So, [add a UTM code to the URL](#) to track your click-through-rates.

6. Story takeovers

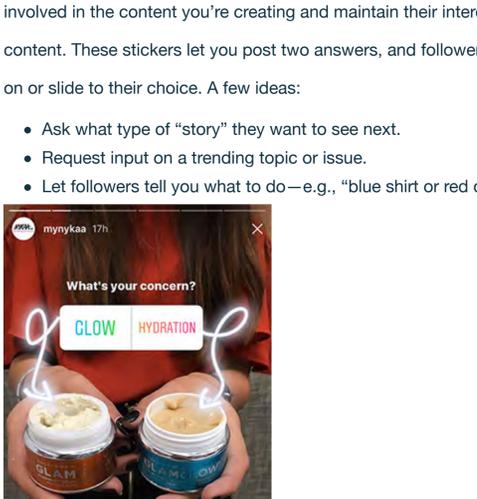
[Influencer marketing is booming](#), and Instagram is the go-to platform for the strategy. There are plenty of collaboration options, and one that's gaining loads of traction is story takeovers. Basically, you give an influencer access to your brand's Instagram stories (for a set period of time) and let them create and post content for you.

There are three methods for managing a takeover, although the first two are best for story takeovers:

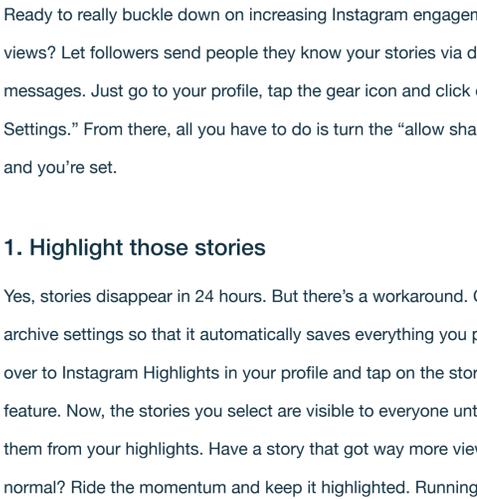
1. Give the influencer the password to your account. After the takeover is complete, change your password.
2. Add the influencer to your [social media management tool](#) and set restrictions on their account.
3. Have the influencer make the content and send it to you. Then, you post it to your account under the guise that it's the influencer posting. With story takeovers, this option can be problematic: Influencers might want to control the design of the tags. And, the stories might not come across as authentic because they aren't being created in real-time.

Extremely effective in driving traffic to your site, takeovers also give influencers the creative leeway to amplify your brand's voice and provide more diverse, robust content. And, it also allows the influencer to expand their own reach and bump up their follower counts—which is a pretty sweet incentive (especially for microinfluencers).

Check out this influencer showing off a new product on the brand's stories:



And don't forget to get your team involved as well. This brand had their employees post stories to their Instagram, complete with a set hashtag, to show off a new planner:



5. Bypass video length restrictions

Show off your brand's creativity—and get even more content out there—by creating longer videos and then splicing them into 15-second clips for stories. Apps like [Continual for Instagram](#), [Story Splitter Pro](#) and [Story Cutter](#) do most of the work for you, letting you upload a video and then automatically dividing it into 15-second clips. Just upload each clip in order, and you have a full video.

4. Interact by going live

Whether it's a live Q&A, product demo, giveaway announcement or having an influencer or expert join you for a chat, Instagram users love watching real-time action. Live videos, which can be up to an hour in length, appear right next to stories in your followers' feeds. After that, your followers can replay the video for the next 24 hours before it disappears into the internet's void. Because live videos are less scripted and stylized, they give followers a glimpse at the human behind the brand, making them a great way to build trust, rapport and engagement.

3. Host a poll

Poll stickers, available in stories, let you ask followers' questions, get them involved in the content you're creating and maintain their interest in your content. These stickers let you post two answers, and followers get to click on or slide to their choice. A few ideas:

- Ask what type of "story" they want to see next.
- Request input on a trending topic or issue.
- Let followers tell you what to do—e.g., "blue shirt or red dress?"

2. Sharing is caring

Ready to really buckle down on increasing Instagram engagement and story views? Let followers send people they know your stories via direct messages. Just go to your profile, tap the gear icon and click on "Story Settings." From there, all you have to do is turn the "allow sharing" option on and you're set.

1. Highlight those stories

Yes, stories disappear in 24 hours. But there's a workaround. Change your archive settings so that it automatically saves everything you post. Then, go over to Instagram Highlights in your profile and tap on the stories you want to feature. Now, the stories you select are visible to everyone until you remove them from your highlights. Have a story that got way more views than normal? Ride the momentum and keep it highlighted. Running a multiday promotion? Highlights keeps your story about it on display throughout the duration campaign.

This brand uses highlights to keep stories about new products up on their main profile indefinitely:

Instagram, and it's uses, will only continue to grow and evolve. Stay on top of current updates and trends, refine your brand's voice and treat Instagram like a new form of content marketing. Your mileage may vary as you navigate and play with the platform, but with these tips and loads of creativity, you'll be able to use Instagram to push your brand in the right direction.

[Customer Satisfaction](#)
[Customer Service](#)
[Customer Support](#)
[Multichannel Support](#)
[Crm Software](#)


5 tried-and-true ways to improve customer satisfaction

In an ideal world, you'd provide a quality product or service in a timely manner and customers would walk away happy.

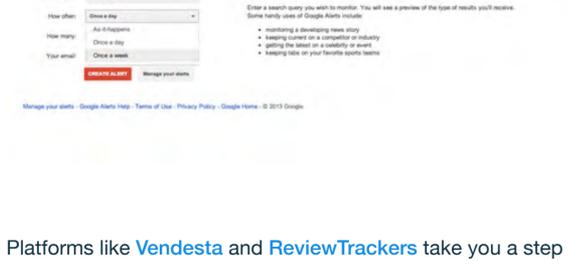
But, as you know, it just doesn't work that way. Today's consumers **always** have a choice in who they do business with, and they routinely choose companies that provide not just a good product or service, but a good experience. According to one study, 86% of people who have a good experience with a company will repurchase from that same company in the future; but if they have a bad one, only 13% will offer another chance.

Achieving consistent customer satisfaction doesn't mean that you have to operate by "the customer is always right" rule. But it does require that you rethink how you're servicing your base. From monitoring your online reputation to developing a support system that personalizes your interactions with customers, being proactive and thoughtful is essential to achieving a high satisfaction rate.

5. Stay on top of reviews

Reviews matter. Up to 70% of potential customers will turn elsewhere if they see more than four negative reviews of a company. And even one bad review causes up to 22% of people to choose a competitor.

Tracking your reviews, and dealing with any issues immediately, gives you control over your online reputation. Use [Google Alerts](#) and products like [SocialMention](#) so you're notified every time a new review of your company shows up or you're mentioned on social media.



Platforms like [Vendesta](#) and [ReviewTrackers](#) take you a step further, letting you track every review your customers leave on any site—all from one dashboard. Although these products add to your operating costs, they streamline online reputation management for small businesses that receive a lot of feedback and mentions online.

So, what do you do when you receive a bad review? [Use that negative feedback to your advantage.](#)

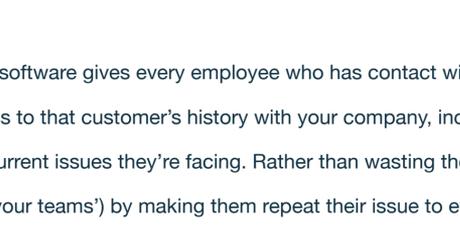
4. Revamp your customer support

Today's consumers have two universal requirements when they deal with a business:

1. They want a choice in how they contact you.
2. They don't want to repeat themselves to multiple people.

The solution? Multichannel customer support and customer relationship management (CRM) software.

Multichannel customer support is the new standard. If a customer can only contact you one way (say, via email), you're creating roadblocks that hinder service quality. In addition to providing a phone number and email address, use social media, chat programs and even the comments section of your blog to help customers when they need it.



CRM software gives every employee who has contact with a customer access to that customer's history with your company, including the details of any current issues they're facing. Rather than wasting the customer's time (and your teams') by making them repeat their issue to every person they talk to, CRM software gives your team a head start in coming up with solutions.

These two changes increase customer loyalty, improve efficiency for your support staff and afford you the ability to turn frustrated customers into satisfied ones. If you want to dig deeper into customer support, check out this article from Biz.me: [Elevate customer support with these tips.](#)

3. Track competitors' service

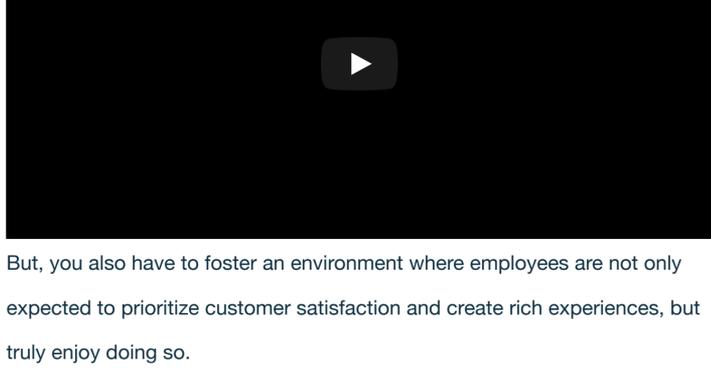
Researching how competitors handle different facets of customer service is more important than you might think—you won't know if your current methods suffice if you don't look at who your customers' other options are.

If most of your competitors have a live chat option on their websites, and you don't, you're a step behind in the game. If your top competitor sends a handwritten note or sample with every package and you're hastily bubble wrapping orders and tossing in an invoice, they're making a much better impression.

No, you shouldn't try to replicate how your competitors do business. But, maybe instead of adding a live chat option, you host weekly Facebook Live events to encourage conversation and answer questions. Or, instead of a handwritten note and sample with every order, you wrap the products in decorative paper before you grab the packaging material. Then, include a gift from another brand that complements the product you're shipping. For example, if you make pottery, send a packet of seeds with every planter you ship.

2. Foster a service-oriented work environment

Every person you hire has the potential to affect how satisfied your customers are, even if that person's position isn't customer facing. Finding and hiring solid employees is the first step.



But, you also have to foster an environment where employees are not only expected to prioritize customer satisfaction and create rich experiences, but truly enjoy doing so.

[And that all starts with how you treat the people who work for you.](#)

1. Treat every customer as an individual

Individualizing customer service has the biggest impact on customer satisfaction. CRM software gives you a huge leg up here, letting you track notes and share data with other team members so you can personalize every interaction.

But individualizing customer service goes well beyond making sure your support team knows that Jeffrey Smith Junior goes by JJ or that Sasha Clark recently bought a beach blanket from your store. It means that you, and anyone who works with you, needs to be able to look at each individual customer as a unique person.

This mental shift from viewing customers as a number allows you to better help everyone who walks through your door (or proverbial door). You know exactly when a company you're dealing with just views you as another task to cross off their list.

And so do your customers.

Customer service, and customer satisfaction, becomes less and less cut and dry as consumer desires and habits evolve. Staying on your toes, thinking creatively and putting yourself in your customers' shoes goes a long way toward ensuring that customers not only view your business positively, but they're so enthralled with their experience that they routinely come back again and again.

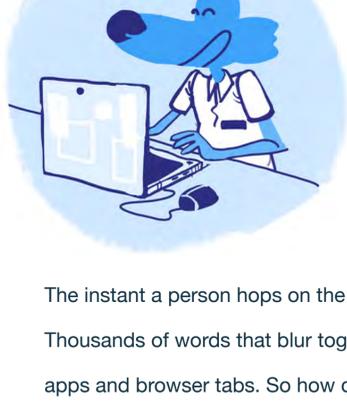
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Content Writing Marketing Conversion

Email Ppc Ads

9 tips to make every word count

The instant a person hops on the internet, they're surrounded by words.

Thousands of words that blur together in a haze of inboxes, social media apps and browser tabs. So how do you make your words come into focus and stand out amid that fuzzy crowd? And once you get them to open that email or click that link, how do you keep them interested?

With these nine tried-and-true writing tips.

9. Outline your goal.

Every word you write, from the content on your home page to the closing of a marketing email, should lead the reader to a specific action of your choosing. Knowing the goal before you start typing lets you to create laser-focused copy that produces results.

8. Avoid spam filter triggers.

Email service providers use complex algorithms to filter spam, and specific words and phrases trigger these filters to take a closer look at your message.

The words alone won't get marketing emails sent straight to the junk folder.

However, use too many or the wrong combination and the message will get marked as spam. Stay up to date on best email marketing practices and watch for deliverability issues.

COMMON WORDS/PHRASES THAT TRIGGER SPAM FILTERS	
#1 4U ACT NOW! DON'T HESITATE! ALL NATURAL AMAZING AS SEEN ON BE AMAZED BEING A MEMBER	BULK EMAIL BUY DIRECT CALL FREE CALL NOW CAN'T LIVE WITHOUT CANCEL AT ANY TIME CENTS ON THE DOLLAR CHECK OR MONEY ORDER
CLICK BELOW COMPARE RATES CONGRATULATIONS CURES BALDNESS DEAR FRIEND DIRECT EMAIL DIRECT MARKETING DO IT TODAY	DON'T DELETE DRASTICALLY REDUCED EASY TERMS EMAIL MARKETING FANTASTIC DEAL FOR FREE FOR INSTANT ACCESS FREE CONSULTATION
FREE MEMBERSHIP FREE MONEY FREE OFFER FREE TRIAL FULL REFUND GET IT NOW GET STARTED NOW GREAT OFFER	GUARANTEE IF ONLY IT WERE THAT EASY INCREASE SALES IT'S EFFECTIVE JOIN MILLIONS OF AMERICANS LIMITED TIME ONLY LOWEST PRICE MARKETING SOLUTIONS
MONEY BACK NO COST NO DISAPPOINTMENT NO EXPERIENCE NO FEES NO GIMMICK NO OBLIGATION NO STRINGS ATTACHED	OFFER EXPIRES ONCE IN A LIFETIME ONLINE BIZ OPPORTUNITY ONLY \$ OPPORTUNITY OPT IN ORDER NOW ORDER STATUS
OUTSTANDING VALUES PENNIES A DAY PLEASE READ PROMISE YOU REAL THING RESERVES THE RIGHT RISK FREE ROUND THE WORLD	SAVE \$ SAVE BIG MONEY SAVE UP TO SEE FOR YOURSELF SENT IN COMPLIANCE SHOPPING SPREE SIGN UP FREE TODAY SPECIAL PROMOTION
STRONG BUY STUFF ON SALE SUPPLIES ARE LIMITED TAKE ACTION NOW THE BEST RATES THE FOLLOWING FORM THIS ISN'T JUNK THIS ISN'T SPAM	UNLIMITED URGENT US DOLLARS WE HATE SPAM WHAT ARE YOU WAITING FOR? WHY PAY MORE? WILL NOT BELIEVE YOUR EYES WINNER / WINNING

7. Get to the point quickly.

Consumers have short attention spans—they aren't going to wade through multiple paragraphs, or even a few sentences, unless you give them a reason. The first one to three sentences should tell the reader what they get if they keep reading. The shorter the content, the snappier and more direct the first few sentences need to be.

6. Keep sentences (and paragraphs) short.

Run-on sentences and 20-line paragraphs cause eyes to glaze over and readers to bounce. Avoid sentences longer than 15 words and keep paragraphs between two to five lines.

5. Stick to active voice (most of the time).

The goal of writing for conversion is to get people to act. Active voice sets the stage, creating a rhythm that pushes readers to your call-to-action and gets them to complete it. It also allows for shorter, clearer sentences.

Active: *See the results!*

Passive: *The results can be seen here!*

Writers argue active versus passive voice nearly as vehemently as they do the Oxford comma. For marketing, active voice works best most of the time, but a few passive sentences in longer content (like blog posts) creates a more relaxed flow.

4. Grammar is negotiable.

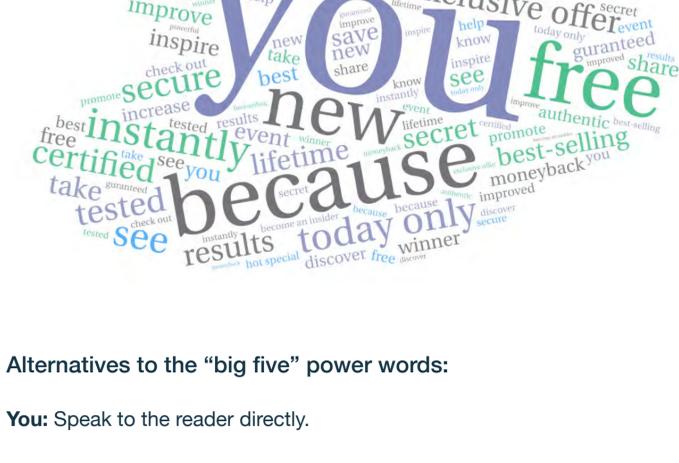
Misusing “you” and “you're” or “to” and “too” reduces readers' trust in you, but bending some grammar rules keeps copy approachable. Don't be afraid to use a broken sentence for emphasis, split an infinitive for impact or incorporate common slang. And starting sentences with “and” or “but” keeps copy casual yet tight.

3. Break it up with headers.

Over three-quarters of readers skim blog posts rather than read every word. Break up longer content with snappy headers that tell readers exactly what each section covers.

2. Know, and use, conversion-focused words and phrases.

Statistically, certain words and phrases increase conversion rates. You'll see “you, new, free, because and instantly” on marketers' lists of the most persuasive words. But overusing these words can trigger spam filters and cause readers to overlook your subject line, post, call-to-action or ad. Think of these five words as ideas instead of specific words to incorporate.



Alternatives to the “big five” power words:

You: Speak to the reader directly.

- your
- you're
- email recipient's name

New: Capitalize on peoples' craving for excitement.

- announcing
- introducing
- improvement

Free: Highlight values, discounts and sales.

- ##% discount
- \$## off
- offer

Because: Give people a reason to complete your call to action.

- therefore
- as a result
- due to

Instantly: Play on the need for instant gratification.

- now
- immediately
- today

1. Edit ruthlessly.

Eliminate every unnecessary word, tidbits that don't fit the goal of the content and purposeless adjectives. Lengthy, creative descriptions and rambling prose belong in novels and think pieces, not marketing content. *Fun fact: This post lost about 500 words before it went live.*

Writing to convert is an exercise in psychology and attention to detail. If you find yourself staring at a blank screen and a blinking cursor, just start typing—there's a reason first drafts rarely see the light of day. When you're done, use the above tips to mold that draft into focused, action-encouraging content.



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