

10+ Ways to Turn Your Customers Into Brand Advocates

*This is an extra resource to go along with the original article:
[How to Create a Social Media Engagement Funnel](#)*

- 1. Polish your brand voice.** You'll be able to win over more customers by being authentic and consistent.
- 2. Personalize your interactions.** Be friendly, use your customer's name, and avoid the generic copy and paste type of answers.
- 3. Understand what your customers want from you on social media.** What type of content do they interact with the most? Continue delivering that content.
- 4. Invite engagement.** Ask your audience weekly questions, respond to their comments, and encourage them to share your posts with others.
- 5. Run user-generated contests.** Ask your customers to create social media content that shows them using your product/service. Make sure that they tag you so that others in their social circles will be exposed to your brand.
- 6. Reward them for being engaged.** Give them a reason to advocate for your brand. Send surprise swag gifts, offer discounts, and highlight customers who are particularly engaged on your social media page(s).

7. Ask your best customers to become the subject of case studies or share their reviews over video. Not only will most customers want to help, but they'll also feel more connected to your brand.

8. Seek feedback. Poll your customers periodically on social media to find out what they think of your brand, your product, or your social media content.

9. Take action on any feedback (both direct and indirect) that you receive from social media. It's your job to listen for your brand mentions on social media and spring into action. Don't be afraid to tackle negative posts with a proactive and concerned response.

10. Encourage your customers to buy more. Run targeted ads that only your customers (not your prospects) will see. Drive them back to your website to make repeat purchases or upgrades. Spice it up with discounts or other incentives.

★ **11. Ask your customers to refer you to others.** This strategy is dead-simple but often overlooked. Customers may not know that you want them to advocate unless you tell them.