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# Community Engagement Strategy

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# 1. Direct Communication

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People like to feel **valued**:

- **DMpro** allow you to send Mass Instagram DMs to all your followers with the click of a few buttons.
- **Amazon SES** (Simple Email Service) can also be used to automate mass emails to help build or rekindle a **personal connection** with old and new customers.



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## 2. Share Relevant News

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People like to have **access to information**:

- Share recent and relevant news from **credible sources** that are relevant to your industry.
- Share technology/software **updates**.
- Share information about upcoming **events**.



# 3. Ask Relevant Questions

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People like to be **involved**:

- Create engaging social media captions which encourage **conversation**.
- Ask **open-ended** questions can initiate interaction.





# 4. Incorporate Some Humor

People like to have **FUN**:

- Share posts that make our customers **laugh** - they will associate our brand with positive vibes and be more likely to engage/repost.
- Run fun **competitions** - user generated content can be used for Tiktok or Instagram reels.



# 5. Share Curated Content

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People appreciate a **variety of opinions**:

- sharing relevant curated content to keep your audience **intrigued**.
- Benefits - positions our brand as a **thought leader**, increases **organic traffic**, and helps to **connect** us with brands and influencers of our field.





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That was  
puuurrr-fect!

**Thank You**

