



**the gear that nurtures prospects and customers and cultivates long term loyalty**

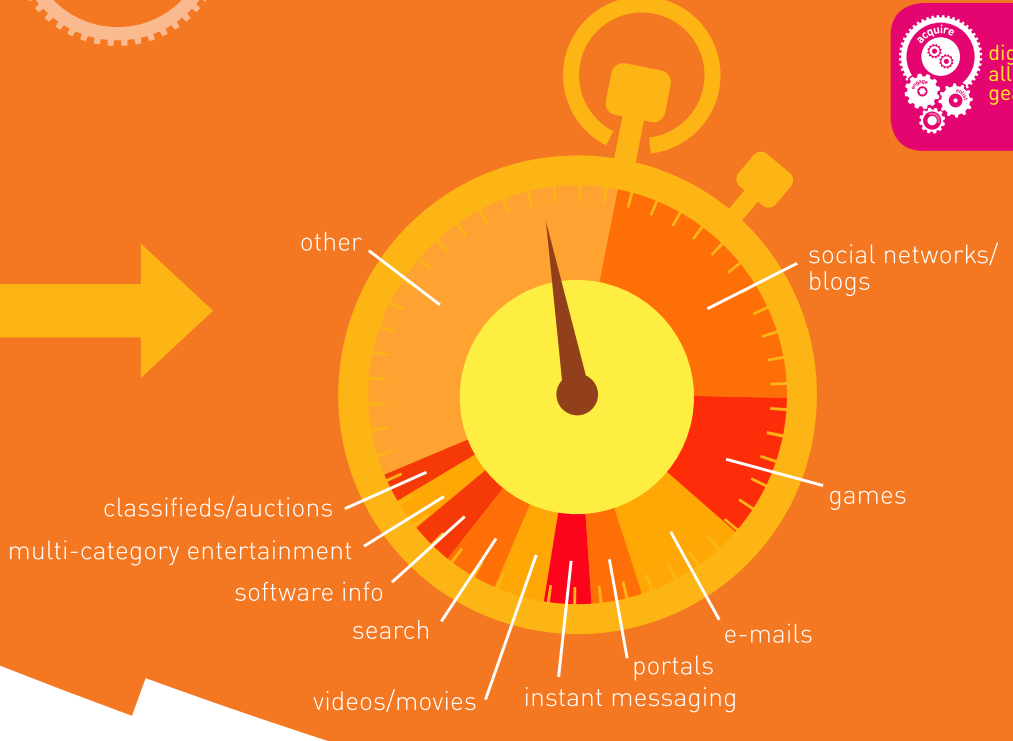
**key challenge:** sustaining interest and attention in a crowded, noisy, competitive social marketplace

**is your engagement gear spinning?**

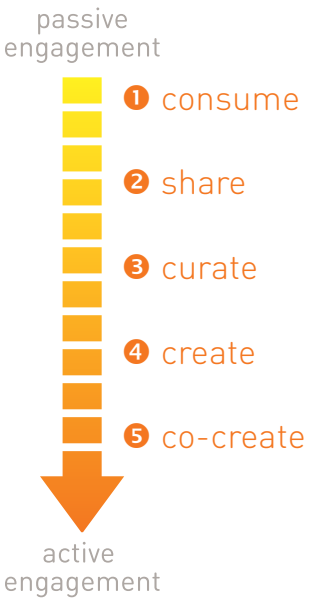
- Where are you having conversations with your customers?
- Do you actively bring your customers from off-domain social channels to your on-domain community?
- Are your customers coming back, helping you share, curate, create and co-create?
- Can your customers interact with each other?
- What are your strategies for strengthening customer relationships?



there are only 24 hours in a day



**the trick is to move customers from passive to active engagement**

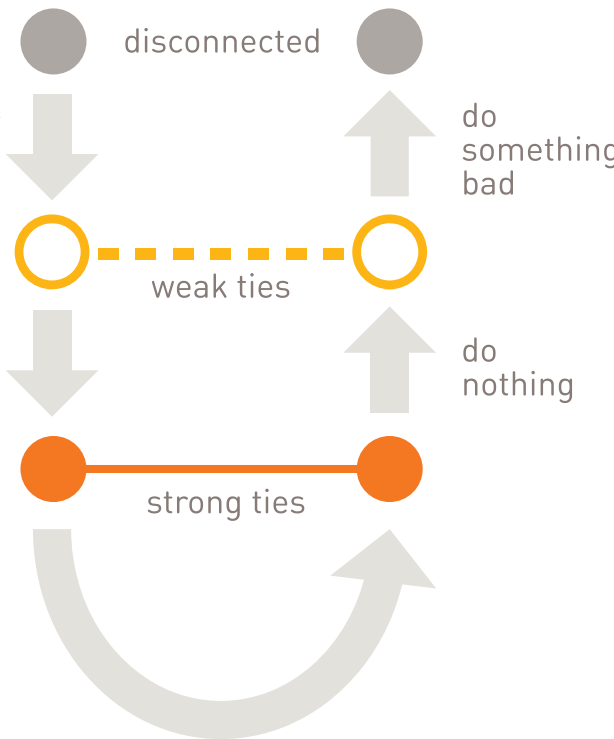


**1 creating a weak tie**  
easy! all it takes is a "hello"

**2 building tie strength**

**3 maintaining relationship**

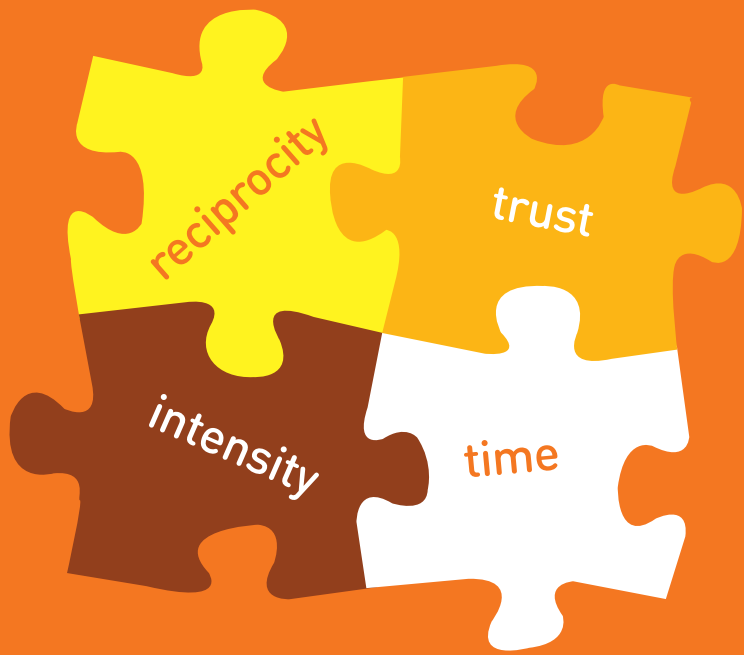
**sustained engagement requires strong relationships**



**but acquisition channels aren't good for sustained engagement**



**Facebook irony:** in the presence of strong ties (friends and families) weak ties (customer relationships) are harder to develop into strong ones



**strong relationships are built on 4 pillars**

- time:** amount of time spent together
- intensity:** emotional intensity and sense of closeness
- trust:** intimacy or mutual confiding (transparency)
- reciprocity:** amount of reciprocal services

**strong customer relationships increase loyalty and enable repeat monetization**

dig into social monetization →

Lithium social software helps the world's most iconic brands increase loyalty, reduce support costs, drive word-of-mouth marketing and accelerate innovation. The leader in social customer experience, our SaaS platform turns social customer knowledge into support at scale and customer passion into competitive edge.

