

GREAT CONVERSATION STARTERS *To Create* ENGAGEMENT

We all need customers but nobody is going to find us unless you get in front of them and engage with them to be noticed.

How do we accomplish this social media marketing goal without being obtrusive?

The answer is surprisingly simple: Create great conversation starter questions that are relevant and interesting that will help your target audience get interested in learning more about you and in time even becoming a fan of your products and loyal client.

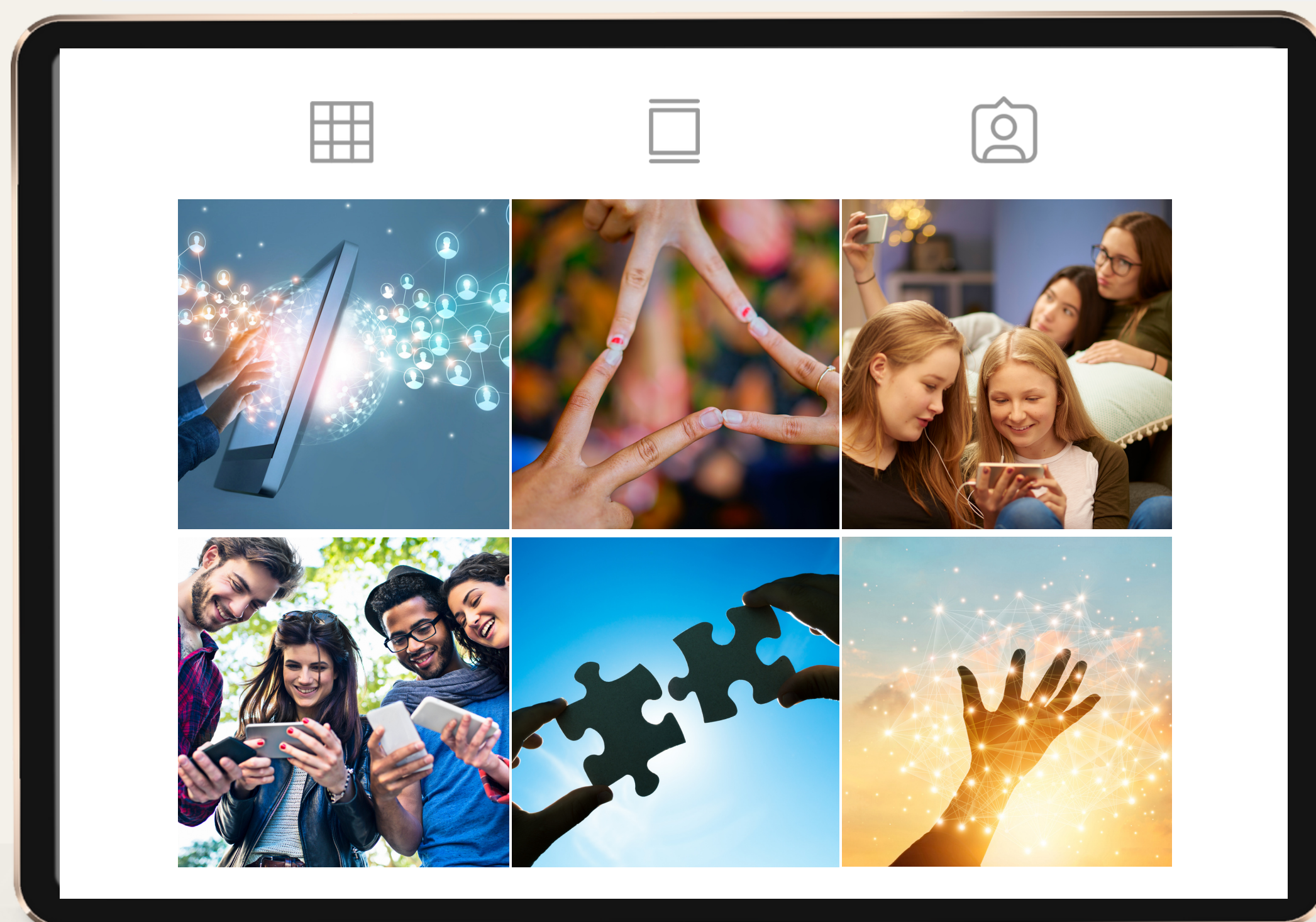


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THE IMPORTANCE *of Engagement*



DO YOU HAVE A SOCIAL MEDIA CHANNEL?

If so, how are you currently reaching out and connecting with your audience or potential new clients? And, how frequently do you engage with them? After all, what's the point of social media if you are not prepared to engage with people?

It helps them to get to know more about you and also lets you build relationships.

Now, the big question is how do you engage with your audience when everyone has seen it all before?

How do you create a new experience for them that they haven't had in the past?

About

80%

of Instagram's user base is outside the U.S.

More than

72%

of Instagram users have purchased something seen on the platform

There are more

1B+

active monthly Instagram users

CHANGE

The Way

Be the
change that
you wish to
see in the
world.

-Mahatma Gandhi

YOU

Change

MINDS



WHAT BETTER WAY TO CHANGE MINDS THAN TO ASK SOME GREAT QUESTIONS!

As you come across a response or an answer which is really good, be sure to include that in the comments section of this post so that everyone can learn from it.

This article isn't just about soap but is for any business that wishes to have its own social media presence.

Once again, our goal is engagement and not just a like or share, it's also about building relationships too.

Make THE Start!



written by Sarah Janes

If you are not using social media for business?

If you haven't yet got started with a social media channel, please take a minute to reconsider that decision as it is an invaluable marketing tool that will help any business with brand credibility and visibility online.

In other words, you can ask people from all walks of life-not just other soap makers!

You can also incorporate your different social media platforms by encouraging people to answer on each platform like Twitter, Facebook and Instagram-just make sure you do not ask the same question every day.



How often should I post?

Remember that in order to get a good number of responses, don't just post it once but multiple times over an extended period so as to reach out to different people.

When you post on social media, they only show your post to a small number of your followers.

That means that many will never see it the first time around, so you can post a variation on the same theme again in the future.

Try and think of a wide variety of questions and themes that fit with your brand, and they don't all have to be about your product or selling in any way!

Do One Thing

EVERYDAY

That

Scares You!

Eleanor Roosevelt

Here are just a few ideas to get you started.

- SARAH JANES



You can use these questions just as they are, rewrite them, or create new ones that you have been inspired to create by them.

1. What's the best advice you have ever been given?
2. What are some of your favourite things that you like to do in life?
3. Do you prefer soap or body lotion when it comes to having a clean, moisturized complexion or even both?
4. Have you been using any new soaps recently that are really worth mentioning?
5. What is your favourite sweet-smelling fragrance that you like to smell when using soaps or body lotions?
6. What first attracted you to (Your brand here)?
7. What is your favourite brand of soaps and body lotions?
8. What are some of the brands that you really don't like for one reason or another?
9. Do you shop for handmade soap online? What is it about that appeals to you more than shopping at a shopping centre or retail store?
10. Have you ever tried using (insert your option here) soap?

25 questions to start engaging with your customers

- SARAH JANES



11. What is the first thing that comes to your mind when you think of handmade soaps? Why does it come to mind for you?
12. Do you like a bath or shower?
13. Do you prefer the natural soaps fully wrapped and packaged or do you like to see them on display naked when you buy them?
14. How do you use your handmade soap? Do you like to lather and then rinse, leave it on for about 5 minutes before rinsing, or have another method that works fine for you?
15. What is your favourite shape or design of a bar of soap?
16. How do you feel when you use handmade soaps that are made from all-natural ingredients and preservative-free vs. the commercial ones with all the chemicals in them?
17. Do you prefer your soap to be in a round, square or rectangular bar shape?
18. What is the best way that you can describe (Your brand here) soap?
19. What do you feel is a fair price for a locally produced natural handmade bar
20. Do you actively look for vegan or vegetarian suitable soaps and cosmetics?

Can you think of some more questions that fit with your brand?



21. What is the most memorable soap that you have ever used, and why? Is it still being used by you today? If not, what happened to it?

22. What is the first thing that comes to your mind when you think of handmade soaps?

23. What are some of the things that you look for in a bar of soap that will help it stand out from others?

24. Do you prefer bars or cruelty-free, natural glycerine soaps? Why do you prefer one over the other?

25. Do you know anyone who makes and/or sells handmade soaps with natural ingredients? How did you find out about them? Did they tell you about themselves or how they started or were you given their details by someone?

We are always looking for creative ways to engage with our audience. If you're a soap maker, chances are that your social media outreach is already going well enough-but if it isn't, these 25 great questions and topics of conversation starters should help!

These will not only work on Instagram but also any other platform like Twitter or Facebook too.



Find
CREATIVE
ways to
Connect

Post frequently, be consistent & be persistent!

Simply post the questions more than once over an extended period to help reach as many people as possible.

Hopefully, these conversations will lead to increased sales by gaining customer engagement through content marketing efforts online.

Which one was your favourite? And what is the best soap you have ever used?

As always I would love to hear your thoughts on these questions.

Thanks again, have fun !

Sarah x