



The Everything Guide to Customer Engagement: Connect with Customers to Build Trust, Foster Loyalty, and Grow a Successful Business (Everything®)

Linda Pophal

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Expert advice and strategies for winning--and keeping--customers!

Apple, L.L. Bean, Zappos.com, Nordstrom, Lego, Southwest Airlines. All of these extraordinarily successful businesses have one thing in common: They have famously loyal customers. These companies understand that customer engagement is just as important as quality products and services when it comes to customer loyalty and retention. With *The Everything Guide to Customer Engagement*, you can learn the highly successful strategies that have been working for business all over the world. Inside, you'll find essential information on how you can better:

- Reach customers in person and online
- Create a community
- Build your social media presence
- Bring in new business
- Grow your reputation

It doesn't matter if your business is large, medium, or small. With this guide, you'll learn the tips and techniques to make your customers and their priorities your number one focus, now and in the future.

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