

LIVELIKE

BOOSTING FAN ENGAGEMENT & FIRST- PARTY DATA

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We're in a day and age where fan engagement has to be constant in order to make a real impact on your platform and reach your users despite their fragmented time and cross-device content consumption. This can be an intimidating challenge, but it's also an opportunity for companies to build longstanding relationships with their users and learn more about them and their interests to keep them coming back.

Key considerations for boosting fan engagement through interactivity:

- **What interactive tools or features do you currently have in place? How do your users respond to these?**
- **How are your users currently engaging with your brand and how would you like to improve that experience?**
- **Where are they engaging the most? On mobile? In person?**
- **How are you tracking their engagement?**
- **What do you know about your users? For example, are they opening your monthly newsletter? Do they use your app daily? What is causing customer churn?**
- **What user data do you currently have access to? What is missing?**

Once you have answered these questions, you can start to outline areas of opportunity for boosting user engagement and decipher ways to keep users excited about your brand. Taking that deep dive into truly understanding your users and their current experience really opens the door to creating a more immersive and data-driven pathway forward.

So, How Do You Boost Fan Engagement?

1. Have a Hook

To capture your fans' attention you have to have a strong hook that they simply can't ignore. The hook is what is going to captivate users, keep them on your platform for longer, and get them coming back to your platform for more. Ways to do this might include having a quick trivia quiz or personalized poll that pops up upon entering your platform or offering a loyalty rewards program they can't say no to.

2. Be Consistent

When it comes to boosting fan engagement, consistency is key, and that goes for the quality, look, and feel of your content. Users come back to platforms that boast an easy user experience as well as a certain amount of uniformity that allows them to know what to expect each time they interact with the brand. With this step, it's important not to overthink things; if you're reading this manual, you're likely already wholly invested and familiar with your brand, meaning you know it better than anyone and know how to remain consistent with your tone and messaging.

3. Keep it Fun

All in all, your users want to have fun, and a great way to get there is through gamification. Create an environment where fans can have fun with quizzes, polls, emoji sliders and more, and enjoy their overall experience with your platform. Leave your users feeling happy and satisfied with their time interacting with your brand, on top of feeling served by your product or service.

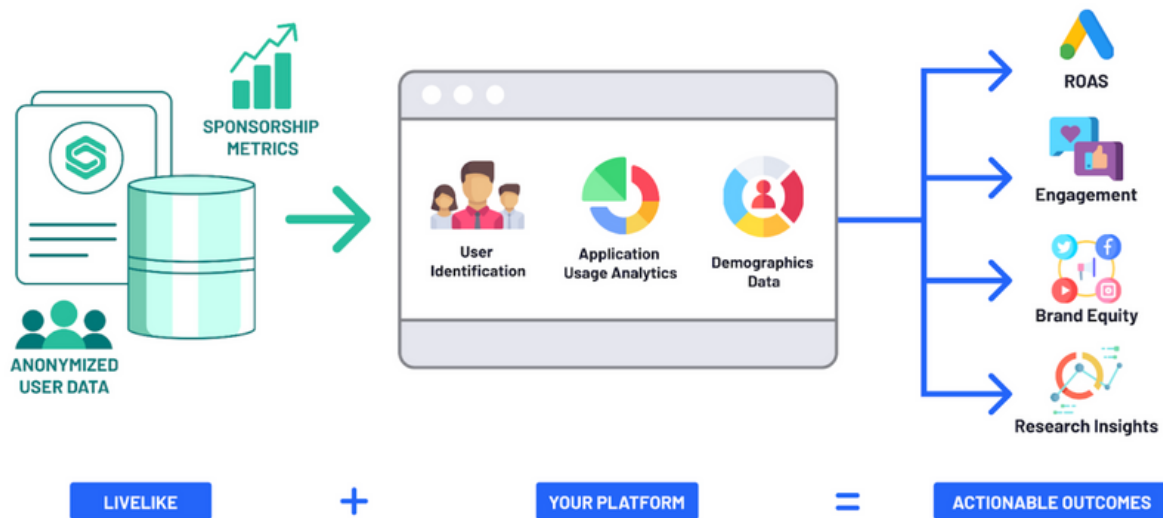
When we create an environment where users want to come back again and again, it's not only great for our engagement rates, it also gives us the chance to learn more about them. Every company wants to better understand their users, and through engagement we can learn so much more.

How Fan Engagement Improves First-Party Data

Acquiring first-party data continues to get harder as more and more regulations come into play, but it's still crucial information that can greatly impact your fan engagement and user retention rates.

Through our audience engagement suite, LiveLike can help your company to learn more about your customers without ever gaining access to that confidential first-party data.

We offer webhooks to connect engagement data to your CRM of choice, arming you with more valuable information about your users. Through this, you can start to understand what drives the most interaction, who is participating regularly, what keeps them coming back, and so much more.



About LiveLike

LiveLike is a technology company dedicated to empowering digital experiences that enable deeper fan engagement, increased retention rates, and new monetization opportunities.

Media companies from around the world and events like the Super Bowl, FIFA World Cup, NBA Playoffs, French Open turn to us to transform their platforms into communal and interactive experiences, bringing their fans closer to the action.

Our mission is to empower digital experiences and convert audiences into engaged fans!



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