

**Transcript of:**

021 Social Media: How to get your Customers raving about you on social with Dan Gingiss



**[00:00:01.600] - Chloe Thomas**

You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits. Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you have come to the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it is very, very cool to have you tuning in. So thanks for joining us. In today's episode. I'm talking to Dan Gingiss about how to get your customers raving about you on social media.

**[00:00:35.490] - Chloe Thomas**

Why? Well, because this month we're all about organic social media. And in this episode, you're going to learn about his five step "wise process", which makes how to get your customers talking about you, so much easier. It really does make something which feels very, very complex, really straightforward. I'm going to meet Dan in a moment.

**[00:00:56.280] - Chloe Thomas**

But before we do, please do check out the sponsors.

**[00:01:00.730] - Chloe Thomas**

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**[00:01:36.520] - Chloe Thomas**

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**[00:01:38.560] - Chloe Thomas**

Today, I'm chatting with organic social media expert Dan Gingiss, Dan is the author of the best selling book "Winning at Social Customer Care, How Top Brands Create Engaging Experiences on Social Media". And the co-host of the Experience, this show podcast. Hello, Dan.

**[00:01:56.680] - Dan Gingiss**

Well, hi, Chloe, thank you so much for having me on the show. I'm looking forward to talking with you.

**[00:01:59.920] - Chloe Thomas**

Oh, me too. The potential for socially something we're exploring this month that I'm really interested to get into the that different angle we'll be talking about with you. But before we get into that, how did you get into social media in the first place?

**[00:02:13.960] - Dan Gingiss**

Well, I kind of fell into it.

**[00:02:16.270] - Dan Gingiss**

I was a 20 year marketer in corporate America. I worked for companies like Discover, Humana, McDonald's. And my last role at Discover, which is a credit card company in the US, was the head of digital customer experience. I managed the website and the mobile app, and I was assigned my first social media team. Now, no joke. If you go look on Twitter at the dates that I signed up for Twitter, it was the date that I got that role.

**[00:02:43.420] - Dan Gingiss**

I discovered because I said, man, if I'm going to run a social media team, I better figure out this Twitter thing. And that became my favorite social media channels. I went on to lead social teams at Discover, Humana, McDonald's and others and really get a sense for the channel and for me as a marketer, because I had worked in almost every other marketing channel other than television. The first time I experienced social media as a marketer, I realized that the biggest thing that was different about it was that it was the only marketing channel where people could talk back to you.

**[00:03:20.530] - Dan Gingiss**

And I was immediately fascinated about that because it was the first time that we could communicate one on one with customers outside of the call center. And I thought that was a fantastic opportunity for marketers. And so I started focusing immediately in on more of the service piece of social because everybody was talking about the marketing piece at that time. People

thought it was this brand new free broadcast channel where we could just shout our message and play our TV commercials. And I looked at it as, nope, that sounds annoying.

**[00:03:53.350] - Dan Gingiss**

I actually think this is a channel where we can help customers and establish relationships with them. And so went down that path. And, you know, kind of the rest is history that got me into first social customer service and then ultimately customer experience.

**[00:04:07.570] - Chloe Thomas**

And that's what we're going to talk about today, kind of is the how you can make the customer experience so awesome. So wow that they want to talk about you on social. So that's something which a lot of people talk about. A lot of people desire to have happen. A lot of people have it happen to their business without really knowing why.

**[00:04:25.750] - Chloe Thomas**

But there's not many people who manage to create it. You know, it seems to be something which either works in the brand DNA or you get tumbleweed. So how can how can a retail brand, how can a business create a scenario where their customers are just wanting to talk about them?

**[00:04:43.960] - Dan Gingiss**

Well, I love that you ask that question, because that's actually the subject of my new book coming out in early 2021 called "The Experience Maker". But the short answer is I developed a five step methodology that I call WISER that really teaches companies how to create positive experiences that people want to share. And it's based on this concept that the research actually shows people are more willing to share positive experiences than negative experiences. The problem is, as consumers, we just don't have very many positive experiences.

**[00:05:19.570] - Dan Gingiss**

So when I do a keynote speech on stage and I ask the audience, how many of you remember the last time that a company completely wowed you in such a way that you couldn't wait to tell your friends and family and like four people in the audience, raise their hand. And then I say, how many of you remember the last time a brand disappointed you? And every hand goes up because that's what we experienced. We experienced disappointment. We experience missed expectations.

**[00:05:45.010] - Dan Gingiss**

Very rarely do we experience amazing, remarkable experiences. And I use the word remarkable intentionally because remarkable means worthy of remark, worthy of conversation. And if we can create positive experiences, people will talk about them. And as marketers, that's that word of mouth, holy grail that we've been looking for. So the five steps of WISER. W stands for being Witty,

which is not being humorous. It's about being clever at using language to your advantage to stand out from the crowd.

**[00:06:16.960] - Dan Gingiss**

I stands for Immersive, which is about creating experiences that people feel in their bones and that are consistent throughout the journey. S stands for Shareable which sounds obvious because we want people to share, but we have to give them a mechanism to share and we have to find the right spot in the journey where we know they're going to want to share. And that does take some strategic thought to create that moment. E stands for Extraordinary. And this is where I tend to get people who I can see in the crowd.

**[00:06:47.960] - Dan Gingiss**

They start to get a little nervous because extraordinary sounds like it should be expensive. It sounds like it's about shooting fireworks off for your customers. It's not. It's actually about being just a little bit better than ordinary, because as I said before, people share really positive experiences and really negative experiences. What they don't share is average experiences. So so men! Pick your word. Nobody says, let me tell you about this perfectly average restaurant I went to last night.

**[00:07:16.310] - Dan Gingiss**

Right. The average experiences is the ones we don't care about. So you have to be extraordinary. You have to be a little bit better than ordinary. And then the R in WISER is once you have used wise to create all these positive experiences, you have to be responsive. And that means being actively engaged in social media, not just using it as a broadcast tool, but having people monitor your account, respond to customer questions, complaints, compliments, any other comments to show the human side of your business.

**[00:07:47.240] - Chloe Thomas**

I love that five such clear steps and we will have to audience as soon as that new book is out, we will let you know. Make sure you are on our email list, and I'm sure Dan will give you a way to get on his email later as well, because it sounds like something we all need to say. Shall we explore each of, oh, I guess which do you think is the most important of the five?

**[00:08:06.950] - Dan Gingiss**

Well, interesting you should ask that. I mean, the best experiences have a combination of some of them. So it kind of set the responses apart because that is once you have gotten these positive experiences, that's what kind of what you do next. So really, it's about being wise and the best experiences have more than one of those letters covered. But I would say the one I always suggest you start with is witty. And the reason is that witty is so easy to do. Now, again, this is not about being humorous or telling jokes, because after all, humor in marketing can be dangerous, something I find funny you might find offensive or vice versa.

**[00:08:46.400] - Dan Gingiss**

So we've got to be careful with humor, but being clever, using more fun words and language, getting rid of industry jargon and acronyms, and difficult to read language that can play a huge role in improving your experience. So what I always suggest is take a look at every communication that you have with your customers. It could be a welcome letter that you send. It could be an invoice or a receipt. It could be any contract or legal disclaimers that you send them and look for an opportunity to make that language more accessible in the sense of easier to read and maybe even fun to read.

**[00:09:26.090] - Dan Gingiss**

There's a company out of Malaysia called iflix, which is an Asian Netflix competitor, and like many corporations, they have this disclaimer at the bottom of their corporate emails that says, you know, if you're the unintended recipient of this email, you need to delete it or shredded or whatever. We take your first born child. And what iflix did instead is and I like to imagine this is sort of sounds like a stand up comic show, a lawyer in a market or walk into a bar.

**[00:09:56.330] - Dan Gingiss**

And then what came out of it was the disclaimer that iflix's uses in their emails. It starts with three words in capital letters covering our butts. Now, when you see that Chloe at the bottom of an email, what are you likely to do? You're likely to read the disclaimer because that gets your attention. Interestingly, that's exactly what the lawyers want you to do, is read the disclaimer. And when you read this disclaimer from iflix, it does look like a lawyer and a marketer walked into a bar, had a couple of drinks and wrote a disclaimer.

**[00:10:28.610] - Dan Gingiss**

And it's fun to read. It gets across the legalities, but in a way that's readable and entertaining and it creates an experience out of something that literally people just normally pass over. And so it's a lost opportunity if you have a standard disclaimer, it's a lost opportunity to not create an experience where one doesn't exist. So be witty. Yeah. You got to find somebody that has a little bit of a sense of humor that's a little bit creative, but it really is fun.

**[00:11:00.860] - Dan Gingiss**

And if you think about how I'll give you an example, because I know your audience is an eCommerce site. So great B2B site that's called Plantable and, a Plantable has a sort of a typical B2B site where you scroll and scroll and scroll and every time you scroll down, you get some new information and there's graphics and all that. And finally you get to the bottom of the page and it literally says something like, well, now that you're finished scrolling, maybe we should take an action.

**[00:11:29.960] - Dan Gingiss**

And there's a button that says, you know, learn more or something like that. And it's just cute and it makes you smile. Does it make you belly laugh. Just makes you smile and it tells you this company has a personality, they're fine, and they're probably going to be good to do business with. And so that's where I would start because I think it's the easiest.

**[00:11:50.260] - Chloe Thomas**

I love the fact you've picked on witty, because I think a lot of the time, especially in eCommerce, we think about trying to get people who bought a product to talk about us on social media to share a picture of the product. But actually, with what you're saying about the focus on witty, it could be that they share some brilliant product copy that we've got on the page or a funky homepage or some cool marketing strategy we've done. So actually, the audience is not just those people who've actually bought from us.

**[00:12:19.330] - Chloe Thomas**

The audience is everyone who's visiting our website, which is a much bigger audience to potentially get someone doing something, sharing and getting excited about your brand on a social media channel.

**[00:12:29.410] - Dan Gingiss**

Absolutely. And not only will they share, but they're going to be more likely to purchase from you, because if you think about what we look for in companies that we do business with, mostly I mean, obviously we want companies that are honest. We want companies that are fairly priced, all that sort of thing. But really, at the end of the day, especially now, we just want some level of humanity. And so we want to know that there's a human connection with the companies that we do business with.

**[00:12:57.490] - Dan Gingiss**

And that's why social is so powerful, because that's where we connect with people and yeah, we connect with brands as well. But the brands that do it right and social aren't sitting in an ivory tower speaking on behalf of the brand. No, it's Suzy in the call center that's talking to me. And I know Suzy because the last time I tweeted, Suzy responded to me and I feel like Suzy knows me and I have a relationship with this company because of Suzy.

**[00:13:26.110] - Dan Gingiss**

One of the things I like to say is that I believe we've gotten to a point where competing on price is a losers game. If you think about the gas or petrol station down the street, you know, if they change the price by one cent, you know, and then the competitor copies, that eventually they're going to be giving away the gas for free. Competing on product has also become really difficult because everything's copyable today, even the most one of the most innovative companies in the world.

**[00:13:54.100] - Dan Gingiss**

Uber had its entire business copied by Lyft and others. Right. So what's left? We compete on customer experience. And the beauty about customer experience is that it is created by humans, your humans, the human beings that your company are unique. By definition, no one else has your human beings. And so your human beings can create an experience that is not copyable, because if you went to the competitor, you might find the same product and you might find the same price, but you're not going to find that same human experience.

**[00:14:25.720] - Dan Gingiss**

And so that's really the message that I would leave people with, is bring some humanity to your marketing and to your company so that people don't just know you as a logo, but they know you on a more personal level and they feel like you know them in the same way.

**[00:14:41.470] - Chloe Thomas**

The other one of the four in the why's that really has me thinking right now is shareable because my brain's going, OK. So someone scrolled and they scrolled and scrolled and scrolled and they've seen the message that says, hey, you reached the end of the scrolling, let's do something. I can't see them screen grabbing that off their own back and sharing it somewhere. But also be kind of weird if you had a tweet this button next to it. So how do we how do we make it shareable without it sounding like, hey, we wrote something really cool, put it on Twitter or Instagram or whatever else?

**[00:15:14.980] - Dan Gingiss**

The funniest thing about Shareable is that the number one thing you shouldn't do is tell people to share. A friend of mine once said, if you have to tell someone it's a selfie spot, it's probably not a selfie spot. Right. And so let me give you a great example of a company that I think takes a lot of wise, maybe all four things, maybe not the Witty, it's really the IS and E. But I'll tell you about the very moment where they make it shareable.

**[00:15:43.000] - Dan Gingiss**

So there's a company that's actually a British company, spirits company called Sipsmith. They make gin. And Sipsmith in the last year or two arrived in the United States. And what they decided to do is they took a look at the experience of most liquor companies do tastings, and that's how that's one of their biggest marketing efforts. But if you think about what a tasting usually looks like, you walk into a liquor store, you walk into a grocery store and they hand you a little plastic cup filled with liquid and you're just supposed to drink it.

**[00:16:15.460] - Dan Gingiss**

Now, those of us that have been out of college for a little while don't generally drink that way anymore. Right. We're not taking shots. So it's not a great way for me to experience a spirit for the

first time. There was a festival in Chicago where I live, and in at the festival there was a pop up tent from Sipsmith. You walk into the into the tent. The first thing you see is this impeccably dressed bartender, he's got the sipsmith apron on, he's all branded.

**[00:16:45.090] - Dan Gingiss**

The bar is beautiful, it has their bottles, it looks spectacular. I walk up and he says, good afternoon. First thing he says is what kind of tonic would you like now? Fun fact, Chloe. I actually was a bartender in my previous life. I had no idea there were different kinds of tonics, but he taught me that there's Mediteranean tonic and there's citrus tonic and there's Indian tonic and all of them have different flavor profiles. Fascinating.

**[00:17:14.160] - Dan Gingiss**

So I choose my tonic and he makes me a gin and tonic. He then sends me over to the garnish bar. Now, most people know that a gin and tonic is usually accompanied by a lime. At the garnish bar, they had 16 different garnishes that you could choose in any combination. There were lemons and limes and oranges, but there were dried strawberries and rose petals and black pepper balls and all sorts of things that you would never think of putting in a drink.

**[00:17:41.580] - Dan Gingiss**

OK, so now we've been really immersive and we've been extraordinary because we've stood out from other tastings. Here's the part where they made it shareable. As soon as I was done picking my garnishes, they took me to the third and final station. They gave me a little card where I could name my drink, and I wrote down the card. And then they gave me a little tiny clothespin where I could clip the card onto the little glass of gin and tonic that I had made.

**[00:18:12.130] - Dan Gingiss**

Now I have this moment where it becomes incredibly obvious without them saying anything that I'm going to take a picture of and shared on Instagram.

**[00:18:21.680] - Dan Gingiss**

And that's what everybody did. Right. And nowhere on there did it say, please share this on Instagram. But they added that moment in the experience it just became involving. If they didn't allow me to personalize my drink with the sign, it's probably other than I'm just taking a picture of a gin and tonic, which is not that exciting, but a gin and tonic that's got a handwritten sign with the name of my drink that I made on it. That is something that I want to share.

**[00:18:46.460] - Dan Gingiss**

And so it's that moment and you have to find that moment. When I worked at the credit card company, we found that customers were happiest with us the moment they redeemed their

rewards because they felt like they got free money. Right. Like they're happy then. So if you're going to put up that tweet this out, if you're going to put a button on there, do it at the moment that, you know, they're really happy. And that's what we did because we knew that's the moment that people want to share.

**[00:19:14.480] - Dan Gingiss**

It's not just about asking people to share it if you're not giving them something to share. Right. So the best thing you can do is create an experience that is so obviously shareable that we want to do it without you reminding me. The next best thing is find the moment that, you know, people are happiest and wants to share versus just putting a tweet this all over your site and kind of hoping that people find a spot.

**[00:19:42.800] - Chloe Thomas**

Yeah, and now there's something you said a couple of times. We've also been speaking about the whys of process, which is you're even praising brands. You've been mentioning the fact that it's not necessary to do WIS and E. And in that order or if you could do one of them, well, you'll succeed. So I just want to kind of explore that a bit. Is it that we should all aim eventually to be able to do all four plus the R, or is it that we should pick one and get great at it and that should work for us?

**[00:20:13.880] - Dan Gingiss**

I think that the experience is build on each other and you can start wherever it makes sense for you to start. The reason why the Sipsmith experience is so remarkable is because it is immersive, shareable and extraordinary. It's three out of the four. I wouldn't say it was particularly witty. I suppose if they really wanted to be witty, maybe they could have put some things in the garnish bar that were humorous. But that wasn't what they're that's not what their brand is about.

**[00:20:39.500] - Dan Gingiss**

And I don't think they needed to do it. But the fact that they have three of the four really made it a spectacular experience. When you look at my, when you read my book eventually, or if you listen to one of my speeches, often companies can create great experiences with just one of them. And because all four of them on their own make you stand out and remember, this is about being a little bit better than ordinary or standing out from everybody else.

**[00:21:09.830] - Dan Gingiss**

Most of the experiences that consumers have or what my millennial friends call 'mere', they're just there, they're not worthy of any remark. And so you don't, the bar is so low. First of all, that's the good news. And you don't have to high jump over the bar. You just have to step over it. You just have to be a little bit better than what's out there. And I think whichever of the letters you choose to start with, you can be very successful.

**[00:21:36.770] - Dan Gingiss**

And even if you're focusing on just one of them, because they each in and of themselves make you different from the competition, one of the things that I love to share on witty, I really dive deep into signage right. Now, you may say, oh, well, I'm an eCommerce company. I don't have any signs. Not true. There's actually lots of ways to have digital signage. Right. What is the splash page look like when you land on your home page?

**[00:22:04.730] - Dan Gingiss**

Is it fun in any way? Is it something that gets me that puts a smile on my face? So I share lots of examples of signs, both physical in the real world and digital signs that get customers to think about your company in a different way because you're using language that talks to them and that makes them smile. And that one little thing can have a big difference, a big effect on what they do next, which is obviously we want them to dive in and spend lots of time on our site and look around and making somebody smile or laugh is one of the best ways to do that.

**[00:22:42.740] - Dan Gingiss**

And what I also love about it is very intentionally the all four letters are meant to be three things, they're meant to be simple, practical and inexpensive, so you'll never hear me recommending to you that you shoot off fireworks or I very rarely talk about some amazing brands that do crazy, amazing experiences but that no other brand could do because they don't have an extra million dollars in the bank to go create an experience like that. I'm not suggesting that you ever do that.

**[00:23:14.350] - Dan Gingiss**

It's actually the small things to me that add up much more. And so even just looking at how you communicate in the signage of your either physical store, eCommerce store is absolutely huge. If people are going to have to wait in line at your physical store, at your restaurant or whatever it is, what kind of sign can you put in front of them that makes waiting in line a little bit more pleasurable? Right. Or that shows empathy for the fact that you're standing in line.

**[00:23:44.860] - Dan Gingiss**

Right. That says, hey, we know standing in line sucks and we really appreciate you. Don't worry, when it's your turn, we're going to treat you as if you're the number one customer of the day that gets people saying, OK, I don't mind waiting a few minutes to have my turn.

**[00:23:59.910] - Chloe Thomas**

Love it. Well, thank you, Dan. We're going to pause now for a mind of our sponsors, and then we're going to talk about the wider world of organic social media.

**[00:24:08.350] - Chloe Thomas**

It's safe to say that most of us have been doing more shopping online lately, and if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for.

**[00:24:21.670] - Chloe Thomas**

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**[00:24:50.980] - Chloe Thomas**

OK, Dan so far, we've gone deep into how to get your customers raving about you on social media. Now you get to wow us with your insight and knowledge about the whole of organic social media. So for the following questions, your answer can be anything to do with organic social media, which, of course, does include how to get your customers raving about you on social media. How many times can you say social media? In a couple of seconds.

**[00:25:13.330] - Chloe Thomas**

Dan, are you ready for this?

**[00:25:14.920] - Dan Gingiss**

I am ready. Can't wait.

**[00:25:16.910] - Chloe Thomas**

Excellent! Let's start with organic social media newbie advice. We've inspired someone to take that first step with social media. What do they need to know to give themselves the best chance of success?

**[00:25:27.810] - Dan Gingiss**

I'm going to give you the advice that I got from one of my mentors to borrow a signature phrase from Nike, "just do it". Get out there and start posting. So many people get on to social media and the first thing they do is lurk. They just read and they don't want to post. They don't want to put their own picture out there. They don't want to put themselves out there. And today that's what people are rewarded for, is being authentic and genuine and human.

**[00:25:53.500] - Dan Gingiss**

So go out there, start posting. That's what I did when I joined Twitter back in two thousand, whatever it was thirteen. And I started off with zero followers and not knowing what I was doing. And I learned how to use hashtags and I saw what worked and what didn't. And my following grew. My confidence grew and I got good at creating engagable content. It just takes practice. It's a muscle like anything else. And and so just get out there, do it.

**[00:26:23.410] - Chloe Thomas**

Excellent OK, once you've started, of course you've got to Keep Optimising. So what's your favorite way to improve organic social media performance?

**[00:26:31.930] - Dan Gingiss**

One of my favorite tools that I use is called Lately and there's a trylately.com. And what it does is it allows you to plug in a blog post, a podcast episode, a video, and it actually extracts it all, all of the words out and creates dozens, sometimes hundreds of posts for you to put out there using artificial intelligence. Now, yeah, you have to go in and edit them slightly, but generally they turn out really, really well.

**[00:27:02.800] - Dan Gingiss**

And so what I love about that is every piece of content that I put out there has a long shelf life. I can go make fifty posts about it and tell lately to post them out once a week for the next year. So I'm not spamming people, but I'm hitting people at different days and different times with the same piece of content. And if your content is evergreen enough that it's still going to be fresh, you might as well be talking about it for that long.

**[00:27:29.410] - Dan Gingiss**

The other great thing is that it allows me to automate a lot of my posting on a platform like Twitter, which then gives me time to go in and do the engaging in real life. So I automate the posting, but then I spend my time actually talking with people and responding and engaging with them, which of course makes them like engaging with me because they know that there's a human behind it.

**[00:27:57.820] - Chloe Thomas**

Now that's a top piece of advice. Okay, it's impossible to improve our marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming, especially when it comes to social media. So what for you is the number one organic social media KPI?

**[00:28:11.410] - Dan Gingiss**

That is an awesome question. And I'm going to be honest with you, it is not a social KPI. And one of the things that frustrated me about social media and again, running a bunch of different social teams

and corporate America is that. Most social media people. Think that social is somehow different from other marketing channels. That's why we've had this age-old debate of what we can't find the ROI of social, why? We found that we found the ROI of direct mail.

**[00:28:42.420] - Dan Gingiss**

We found the ROI of email. We found the ROI of television. We know the ROI of billboards, but we can't find the ROI of social that makes no sense to me. So the most important KPI is going to be for an eCommerce company should be CLICKS to your website. If it's not generating clicks to your website, which is ultimately what you need, to then make a sale, stop doing it. It's not about likes, it's not about followers.

**[00:29:05.570] - Dan Gingiss**

It's not about re tweets. That stuff is all fun. Those vanity metrics are nice to talk about, but no CEO is going to care about them and at the end of the day, it doesn't move your business forward. So think like a CEO. How is this making me money? And again, for an eCommerce, it's at a minimum bringing somebody to your website.

**[00:29:26.510] - Chloe Thomas**

Excellent. Right. Finally, crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for an organic social media?

**[00:29:36.270] - Dan Gingiss**

Oh, I think that more and more. People are moving to digital channels for customer service, they're frustrated with the phone, the pandemic has caused the phone to be even a worse channel than it was before because hold times are so much longer. So people are coming to digital channels and in particular, Social's a big one. So if you're not ready to handle the R in wiser, which is being responsive, then you're going to be in trouble in the next 6 to 12 months.

**[00:30:13.150] - Dan Gingiss**

Remember that when people reach out to you, they do so because they care. Even if they're complaining, the worst thing you can do or the worst thing that happens to businesses is people leave the company without even telling you what went wrong or why they're leaving the ones that are complaining to you or at least telling you, which means they're giving you a chance to rescue that piece of business, that customer. We have to take that opportunity, because if we don't, that customer is not only a lost customer for us, but it's a gained customer for our competitor.

**[00:30:47.620] - Dan Gingiss**

So I think in the next six to 12 months, if you are not already actively engaging and being responsive with your customers, you're going to lose out. And to me, that is as organic as it gets because it is talking with your customers on a human level.

**[00:31:01.870] - Chloe Thomas**

Good advice. Well, look Dan, you've shared so much with us and we're very nearly at the end of the show. So could you please let our listeners know where they can find you and your business on the Web and Social media please?

**[00:31:12.460] - Dan Gingiss**

Absolutely.

**[00:31:13.270] - Dan Gingiss**

Well, you can find me on my website at DanGingiss.com. That's D A N G I N G I S S.com. My company is called The Experience Maker. So if you want to go to theexperiencemaker.com, shockingly, it's going to bring you to DanGingiss.com so you can remember whichever one of those you want. I am on Twitter @DGingiss and also very active on LinkedIn and I practice what I preach. So if you reach out to me on any of those channels, I promise I will be responsive.

**[00:31:42.820] - Dan Gingiss**

I do put out a bi weekly newsletter filled with customer experience, tips and tricks and articles. I do it biweekly, which is every other week because I don't like spam in my inbox either. So I try to limit the number of emails I send out. And so hopefully each one is chock full of valuable information. .

**[00:32:03.940] - Chloe Thomas**

And presumably anyone is listening, is desperate to get their hands on that book that's coming out next year. If they go to your website and sign up, that would be the first place to hear about it?

**[00:32:11.530] - Dan Gingiss**

Yes. If you go to my website on the bottom of every page, you can sign up for the newsletter. And yes, that will be the first group that learns of when it is available. And maybe even you'll find a special offer in there as well for my newsletter subscribers.

**[00:32:25.900] - Chloe Thomas**

Oh, very exciting. OK, well, Dan thank you so much for being on the Keep Optimising podcast. You've been an excellent guest giving us lots of lots of good advice to go and think about. And probably several of our listeners are now craving a gin as well.

**[00:32:41.230] - Dan Gingiss**

I'm sorry to make you thirsty there.

**[00:32:43.750] - Chloe Thomas**

So thank you so much for coming on the show.

**[00:32:45.910] - Dan Gingiss**

Thank you Chloe, I really appreciate it.

**[00:32:49.190] - Chloe Thomas**

So there you have everyone how to get your customers, the visitors to your website to start talking about you on social media, and it's all about that WISER process that Dan was explaining there? So that's witty, immersive, shareable, extraordinary. Once you've got one or two of those working, then you've got to make sure you are 'R' responsive. So that was that five step process that he ran through will be in that new book coming out next year.

**[00:33:19.310] - Chloe Thomas**

For now, you can get his book on customer service, on social media. That looks like it's great. I've got a copy myself, and you can get links to everything that we discussed. The full transcript of this episode, important notes and more at [Keepoptimising.com](https://keepoptimising.com). That is with an S, not a Z. Don't forget. And if you've enjoyed this episode I strongly recommend, you check out the one we've done with Neal Schaffer, because in it he's talking about Influencer marketing and actually turning your fan customers into Influencer as a nano Influencer.

**[00:33:51.350] - Chloe Thomas**

In fact, I think it sits quite well with the objectives of this one, even though the strategy in the way you do it is completely different. Now, if you've got questions on anything from this episode, from my interview with Neal or anything to do with organic social media, really, you need to get signed up to our Q&A webinar at the end of the month. You can do that at [Keepoptimising.com](https://keepoptimising.com) or if it's already happened, you can watch the replay.

**Keep Optimising Podcast:** <https://keepoptimising.com>

**[00:34:17.180] - Chloe Thomas**

Thank you for tuning in to this episode of the Keep Optimising podcast. And please do spread the word to your fellow marketers about the show, because the whole point of me creating this is to help as many of you as possible to improve the performance of your marketing. So spreading the word would be an awesome thing to do. You'll help them and you'll help me. And you make yourself look awesome because you'll be telling them about something that's going to help them.

**[00:34:38.690] - Chloe Thomas**

Everybody wins now. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

**[00:34:48.680]**

Access everything Keep Optimising at [KeepOptimising.com](https://KeepOptimising.com), that's within S, not a Z.