

Build relationships with your audience by using active listening, educating your audience about your products and services, and casually collecting information that helps grow your business with helpful and human conversations.

## STEPS TO DEVELOPING A CONVERSATIONAL GROWTH STRATEGY



**Know Your Audience**



**Choose Appropriate Channels**



**Listen and Engage**



**Collect Data**

## TIPS FOR SELECTING THE BEST CHANNEL FOR CONVERSATIONS BASED ON GENERATIONAL PREFERENCES:



**Baby Boomers** (those born 1946–1964) communicate more through email and 65% use Facebook.



**Gen X** (those born 1965–1980) uses a mix of email, text message, and social media.



**Millennials** (those born 1981–1996) prefer to communicate via text and social media.



**Gen Z** (those born 1997–2012) prioritizes social media that engages them in relevant conversations.