

C2: Conversational and Contextual Framework

A conversational and contextual (C2) framework not only aims to have a back-and-forth dialog with customers (the conversational aspect) but also works to understand as much as possible about the customer's situation (the contextual aspect). The goal is to drive strong customer relationships.

Conversational



Consumers expect natural interactions where they feel like the business acknowledges their concerns. Provide customers with easy ways to share their experiences (review platforms and social media are easy ways) and respond to their feedback. Active engagement shows you value your customers.

Contextual



Your audience has different segments with different needs and interests. Research and reference your buyer personas to tailor your messaging accordingly. For prospects, explain what's unique about your company and how it can benefit them. For customers, focus on creating a personalized experience that builds trust and loyalty. This advice applies to traits like age, gender, socio-economic status, etc.

Benefits

Increased Engagement



C2 strategies that directly address customer issues and have strong Calls-To-Actions (CTAs) will help you increase engagement with your prospects. Therefore, more leads are likely to move through the buyer's journey to become customers.

Community Growth



The C2 strategy creates the perfect environment for customer advocates who also promote you independently. Since customers are more likely to listen to customers, advocates can attract even new customers through positive word-of-mouth.