

Engagement strategy for better outreach- Bohniman Website

1. WordPress, Bootstrap, or React.js should be used to develop UI.
2. Content can be showcased using animations. Take an example from the apple website.
3. Botpress framework can be used to develop chatbots.
4. A chatbot can be used to provide 24 hours' customer support.
5. Upcoming Projects should also be posted.
6. Navigation tabs should redirect to a different page to analyze consumer behavior.
7. Contents on the website should be checked thoroughly.
8. Data on consumer behavior should be collected in form of a .xlsx or .csv file to analyze it.
9. The cloud-based solution should be used to host a website to maintain a huge amount of traffic like AWS, AZURE, or GOOGLE CLOUD.
10. SaaS-based solutions should be provided.
11. Reviews should be increased to increase the organic search.
12. Our services content should be displayed in card format and that card should appear in animated form when scrolling down.
13. About team section should be added to gain more trust from new customers. Especially helps to gain attention from organic customers.
14. Change the cover photo in the about section. Should not be looking like a computer repair shop.
15. Should be compared with other companies to order to show how we are different. Fusion of novel models and comparison should be used.
16. The company ads can be shown using Google MyBusiness.

Engagement strategy for better outreach- Bohnanman's LinkedIn Profile

1. Emphasis should also be given to technical content. The First 2 lines should start with technical content only.
2. Only popular hashtags should be used means those hashtags which are mostly followed. Eg: #LinkedIn marketing.
3. Only 3 hashtags should be used per post.
4. Banner (1536px width and 768px high) should be used such that it contains all the topics in which the company has worked till now.
5. Each LinkedIn post should consist of a maximum of 100-150 words.
6. Further blogs can be attached with LinkedIn posts. Only LinkedIn blogs. Should not be directed to a blog post on another website.
7. Stress should be laid on showing the difference in performance and number + level of achievements to gain the maximum number of followers.
8. Not just followers, stress should be laid on the number of views as well.
9. Customers should be requested to give feedback on LinkedIn profile.
10. Recent posts should be personally shared with customers (not followers).
11. Most followed followers of the company can be picked to share the posts, blog, ppts, or videos.
12. If the company is currently working on healthcare-based products, then more emphasis can be given to this domain because according to Google, healthcare and finance are the highest quality content.
13. Robust results have been found which states that the best days to posts content on LinkedIn are Tuesday, Wednesday, and Thursday at the recommended time of 12 PM and 5-6 PM. Therefore, the post can be published 30 minutes before this time.
14. The worst time is considered to be Monday and Friday. Saturday and Sunday are usually considered a holiday in most cases. Further, 1 post per day is recommended.
15. After doing some research, it was found that targeting customers through the LinkedIn post is one of the worst strategies. Therefore, the previous point [11] should be taken into account as it has according to a source (Rand Fishkin – one of the topmost leaders in the field of SEO tool) has the highest reach.
16. Posts of Wishing festivals should also be considered to increase the company presence.
17. Further, company updates can also be posted.