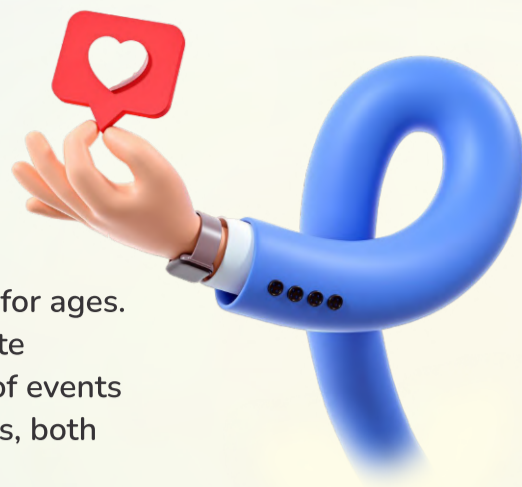


# Elevate Customer Engagement with Confetti

## How to Drive Advocacy and Retention with Memorable Virtual Experiences

Events as a tool to gain customer interest have been around for ages. From super large elaborate user conferences to small intimate gatherings, innovative companies are leveraging the power of events to strengthen the relationship they have with their customers, both prospective and acquired.



### There are different ways you can leverage virtual experiences to create deeper customer bonds and drive customer advocacy:

1. Build a stronger sense of community among your customers through unique networking experiences.
2. Using experiences with kits like a wine tasting or cooking class, makes the customer feel like they're being gifted something. That gift in exchange often gives them this sense of commitment to your business.
3. Gather a group of like-minded individuals for some good old fashioned networking. Experiences like Water Cooler can help you get started by breaking the ice!
4. Provide your customers with professional development opportunities to help strengthen their own business and learn something new.
5. If you're in certain industries like HR, it might be worthwhile to gift an experience to your customer to enjoy with their team intimately. This shows you're invested in improving their culture as well.
6. Consider encouraging customers to invite colleagues from their network to attract new potential clients.
7. To provide variety and more opportunities to connect, consider tagging the experience onto a larger conference or webinar series.
8. Consider offering a virtual solution to those who cannot attend an in person conference.

Solutions like Sendoso and Postal are integrated within your CRM, but come with a hefty onboarding fee in the tens of thousands of dollars. Confetti is a free platform alternative, where all you have to do is pay for the experience/booking itself.

## Bond, Laugh, and Get to Know Each Other

Confetti is awesome! The hosts are always so fun and festive, keep our team engaged and I get great feedback about the team having time to bond, laugh and get to know each other.



**Hallie Griffin**  
Culture & Workplace Specialist



### Tips for client engagement:

- **Focus on networking**, personal relationships and ensuring these are valuable to your customers. Don't be super sales heavy. Leave that for before or after the call.
- **Consider doing the sales portion at the beginning or end of the call** (both have their pros and cons) and keeping it very short. You always have the ability to follow up.
- Some customers swear by not having any sales pitch at all. Consider **inviting a few customer** advocates to participate and **let them sell for you!** Experiment with various options.
- **Create a mix with both prospective customers**, new clients and happy customers so they can influence one another in their settings.
- If breakout rooms are being utilized, consider allocating **one sales person per breakout room**.



Customer events foster long-term connections that benefit the success of your business. When customers feel valued and appreciated, they are more likely to stick with your brand. Consider using these resources and engagement calendars for your Success & Sales teams, and increase customer engagement and retention using Confetti's virtual events.