



Beyond the Like: How to Build Real Engagement Online

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I started using social media as a marketing tool
when social media was just a fad.

I prove every day that authentic engagement works in
every industry—not just big, trendy brands.

I've built a career helping brands move “beyond the like”
long before engagement/content marketing
became buzzwords.

I've seen social media evolve from basic Facebook business
pages to AI-powered content marketing—
and still believe human connection matters most.



The problem with chasing vanity metrics

Likes \neq loyalty

Followers \neq customers

Views \neq trust



The Shift



From Attention to Connection

Define Real Engagement

■ “Real Engagement”

Conversations

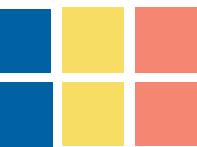
Shares

Saves

DMs

Comments with meaning

*Social media is no longer about broadcasting.
It's about building relationships at scale.*



What's Changed?

Algorithms changed audience behavior

The Old Social Media Era

Social media used to work mostly in chronological order:

- People saw posts in the order they were published
- More posting often meant more visibility
- Success was largely about frequency and follower count



People are craving authenticity

Brands focused on:

- Posting constantly
- Growing followers fast
- Broadcasting messages to as many people as possible



THE ALGORITHM ERA



Algorithms prioritize content that keeps users:

- Watching
- Commenting
- Sharing
- Saving
- Messaging
- Staying on the platform longer

This changed audience behavior dramatically.

FASTER SCROLLING

- Attention spans are shorter
- Users decide within seconds whether content matters
- Hooks matter more than ever

PERSONALIZATION

People expect content to feel:

- Relevant
- Relatable
- Tailored to them

People engage with content:

- Human
- Specific
- Authentic

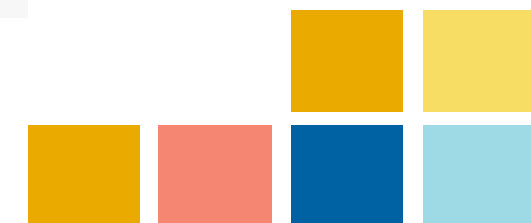
PASSIVE CONSUMPTION

Many users consume content without interacting publicly.

- Watch every video
- Read every caption
- Never hit “like”

This means:

- Engagement is deeper than visible metrics
- Silent followers can still become loyal customers





Understanding Your Audience Beyond Demographics

- ✓ Pain Points
- ✓ Motivations
- ✓ Identity
- ✓ Emotional Connection
- ✓ What they value

Ask Yourself These Questions



Generic Post

"Check out our new product! Available now."

Audience-Centered Post

"Tired of wasting time meal prepping after work? Our new ready-to-cook kits help busy families get dinner on the table in 15 minutes."

Key Shift

Generic content asks:

"What do we want to post?"

Audience-centered content asks:

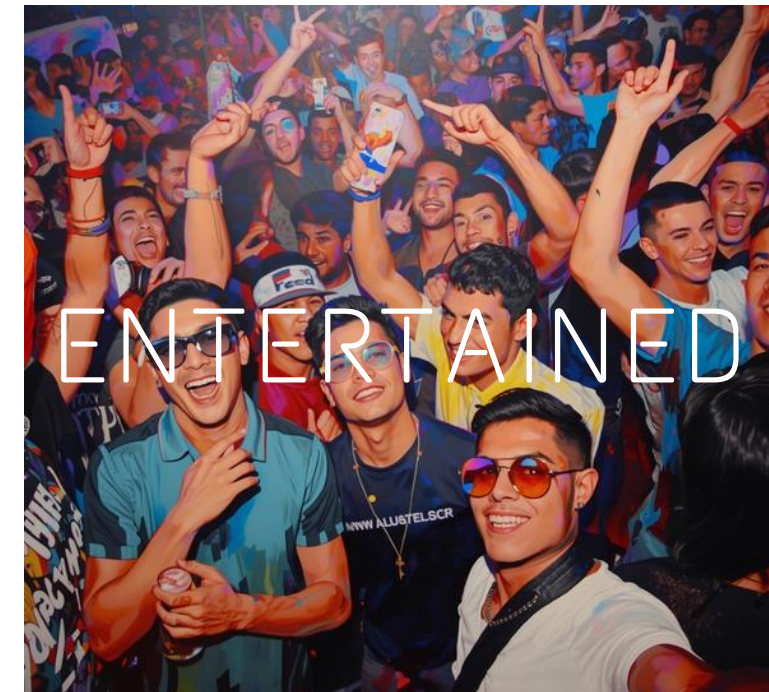
"What does our audience care about, struggle with, or need help with?"

- What does my audience struggle with?
- What do they want to feel?
- What transformation are they looking for?
- Why should they trust me?



What We Know

People engage with content
that makes them feel:



CONTENT THAT CREATES REAL ENGAGEMENT



Educational

Teach something quickly

Tips, tutorials, FAQs

Short form Videos

01



Relatable

Behind the scenes

Day-in-the-life

Honest moments

Stories/Posts

02



Conversational

Ask questions

Polls

“Unpopular opinion”

Fill-in-the-blank captions

Stories/Posts

03



Community-Based

User-generated content

Testimonials

Spotlighting customers/supporters

Resharing/Stories

04



Storytelling

Personal stories

Before/After Hours

Transformation stories

Shortform Videos/Carousels

05





Engagement Strategies That Actually Work

Use CTAs that encourage responses

Bad:

- “Thoughts?”

Better:

- “Which one do you struggle with most?”



- Hook people in the first 3 seconds
- Write captions like conversations



- Reply to comments intentionally
- Create content people save/share



Common Mistakes

- Posting only promotional content
- Trying to go viral constantly
- Over-polished content
- Inconsistent branding/message
- Ignoring comments and DMs



Work Smarter, Not Harder

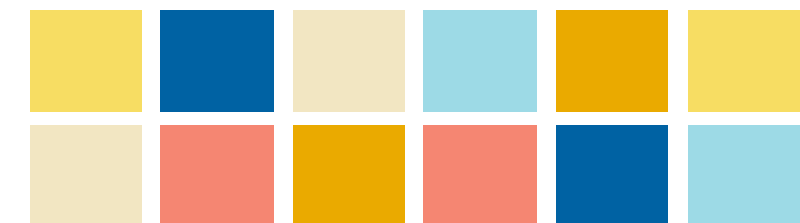
Time-Saving Tools & Systems

Sustainable Content Workflow:

The "Create Once, Repurpose Everywhere" Method

1 video →

- Reel
- Story
- Carousel Ad
- Quote graphic/A Link Back Post
- Blog/Website Content
- Email/Text
- LinkedIn/Facebook/Instagram post



Time-Saving Tools & Systems

Planning & Organization

- Trello
- Notion
- Google Drive

Design

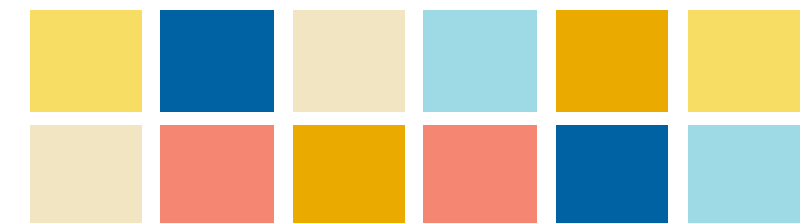
- Canva

Scheduling

- Meta Business Suite
- Canva
- Hootsuite

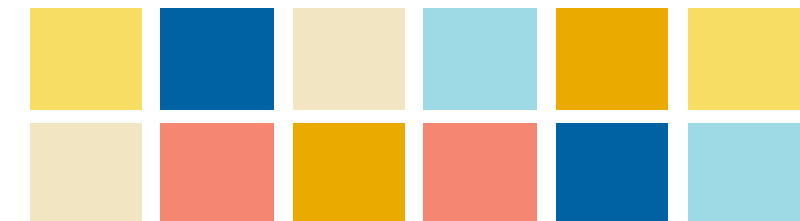
AI & Content Support

- Chat GPT
- Canva
- SmartNoter
- AI for:
 - captions
 - brainstorming
 - repurposing
 - outlining
 - editing



Time-Saving Content Formula

- Batch content creation
- Create monthly themes
- Use repeatable content pillars
- Create your own stock photos



What Does this Look Like Long Term?

Focus on Consistency Over Perfection
The Long-Term Benefits of Real Engagement

Brand loyalty
Trust
Better conversions

Stronger community
Word-of-mouth
marketing
Sustainable growth



Final Take Aways



- Stop chasing vanity metrics
- Start building relationships
- Engagement is earned through value and trust
- Consistency beats perfection
- Purposeful content, but also repurpose your content

Homework

- Look at your last 5 posts
- Identify which created real conversation
- Create one piece of content next week designed for connection—not clicks



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Thank You

Time For Questions

