FOR BUSINESSES · GUIDE

Customer Engagement Campaign Guide

How a business can use Conversations That Count to reach a specific audience, and what a campaign involves.

Who this is for

Marketing, sales, business-development and corporate-affairs leaders who already know which audience matters to their growth, and who want a more relevant, accountable way to build relationships with it than cold outreach or conventional event sponsorship.

The commercial sequence

Stage	What it means
Target audience	The specific people you want to do business with.
Genuine problem	A pressure or goal that already occupies their attention.
Trusted invitation	A respected host invites them, so the invitation is welcome.
Valuable conversation	Qualified experts help them understand and prepare.
Relevant solutions	Practical resources, including any legitimate offering you have.
Voluntary engagement	People who want to talk further ask to. Nobody else is contacted.
Measured outcomes	Agreed activity, engagement and relationship results are reported.

Designing a campaign: six steps

1. **Define your business objective.** Which audience matters to your growth, and what would progress look like: new relationships, a market entry, stronger preference or deeper client loyalty?
2. **Understand the audience and its pressures.** We map what is occupying that audience's attention: the recurring risks, decisions and difficult moments where useful help would be welcome.
3. **Match the audience with hosts and experts.** We identify Key People of Influence whose invitation the audience trusts, and qualified contributors who can genuinely help.
4. **Design and deliver valuable conversations.** Small, well-facilitated sessions on a problem participants recognise. Your support is acknowledged openly. Nobody gives a sales pitch.
5. **Provide voluntary routes to relevant solutions.** Participants can request resources, further support or an introduction to your business. Each choice is separate and optional.
6. **Measure engagement and agreed outcomes.** We report against the measures agreed at the start, from participation to requested introductions, without exposing anyone's private information.

What we will ask you at discovery

- Which audience you want to build relationships with, and why it matters commercially
- What you offer that could legitimately help that audience with a problem they recognise
- What progress would look like: new relationships, market entry, preference or loyalty
- How you currently follow up opportunities, and whether you want to track commercial outcomes
- Timing, geography and an indicative budget range

Deliverables

Included in a typical campaign

Deliverable	What it is
Business-objective discovery	A structured working session to define the audience, commercial objective and what success should look like.
Target-audience mapping	A clear description of who the campaign is for, where they gather and who influences them.
Audience risk and opportunity analysis	A Risk-to-Resilience inventory of the pressures, decisions and difficult moments the audience faces.
Host identification and coordination	Finding, briefing and supporting Key People of Influence whose invitation the audience accepts.
Conversation-theme development	Topics and discussion guides built around the audience's real problems and your legitimate area of contribution.
Qualified expert support	Facilitators and contributors from the WE Alliance and other suitably qualified partners.
Invitation and engagement materials	Host invitations, registration pages, reminders and participant information.
Event or session coordination	Scheduling, venues or online set-up, logistics and on-the-day management.
Practical participant resources	Take-home guides, checklists and signposting to appropriate support.
Agreed brand recognition	Open, proportionate acknowledgement of your organisation as the supporting business.
Consent-controlled follow-up	A separate, explicit way for participants to request contact with your business.
Campaign reporting and review	Reports against agreed measures, plus a review of what to refine next.

Optional, scoped and quoted

Deliverable	What it is
Additional sessions, locations or online formats	Extra conversations, regions or virtual formats beyond the agreed scope.
Premium venues, catering or production	Upgraded hospitality, filmed content or written articles, with participant and host consent.
Deeper research or audience insight	Additional anonymous surveys or structured feedback, designed to protect privacy.

Deliverable	What it is
Risk-to-Resilience Map as a published resource	Developing the audience map into a reviewed guide that can be shared more widely.

Requires separate approval or agreement

Item	What it is
Sales-pipeline (CRM) integration	Connecting authorised introductions to your own systems so opportunities can be tracked.
Category exclusivity	Agreement that competing businesses will not support the same series.
Media, publicity and use of names or images	Any public use of participants' or hosts' names, quotes or photographs.
Co-branding with a host or association	Joint branding of the programme.

Formats

Format	Best suited to	Typical shape
Five-conversation pilot	Best suited to testing a defined audience, refining the engagement model and learning which conversation approaches generate useful participation.	One clearly defined audience; One or two closely related themes; Usually one or two hosts; A review at the end to decide what to scale
Ten-conversation development programme	Best suited to repeated engagement with a defined market or related groups, with opportunities to refine topics, resources and follow-up.	One market or several related groups; Themes refined between sessions; Several hosts or locations; Mid-point and final reviews
Fifteen-conversation market-development series	Best suited to larger campaigns involving connected audiences, multiple themes and sustained activity.	Connected audiences or regions; Multiple themes in a planned sequence; A network of hosts and experts; Consolidated reporting across the series

Every campaign is scoped and quoted individually. We do not publish fixed prices, promise conversion rates or include commercial exclusivity by default.

Measurement

Category	What is measured	Note
Activity	Sessions delivered, invitations issued, registrations and participation.	Reported by Pamumvuri.
Engagement	Attendance, resource requests and use, and voluntary anonymous feedback.	Reported in aggregate. Small groups are combined so that nobody can be identified.
Relationship	Introductions participants have explicitly requested, and authorised follow-up completed.	Only counts people who chose to engage.

Category	What is measured	Note
Commercial	Opportunities, proposals and sales that result from authorised introductions.	Only where your business shares and verifies the results. Depends on your product, fit, follow-up and sales process.
Social value	Participant feedback on usefulness, resource uptake and other agreed programme indicators.	Shows whether the people engaged actually benefited.

Timeline around a conversation

When	What happens
4–6 weeks before	Agree audience, need, objective, host, contributors, safeguarding and venue
2–3 weeks before	Host invitations; registration opens; discussion guide confirmed
On the day	Host welcome, expert-led discussion, practical takeaways, brief acknowledgement of the business
Within a week	Resources sent; requested introductions made; aggregate reporting shared

Your role during the campaign

- Be openly identified as the supporting business, with agreed, proportionate recognition
- Do not pitch during conversations; attend only as agreed in advance
- Follow up promptly and respectfully with participants who request an introduction
- Share verified commercial outcomes if you want them included in reporting

Level	What the participant does	What the business receives
Level 1: Exposure	A person attends a conversation.	The participating business receives no personal information. Attendance never authorises the transfer of contact details.
Level 2: Engagement	A person chooses to request resources, give feedback or engage further with the programme.	The business sees only aggregate, anonymised information. In small groups, figures are combined or withheld so that nobody can be identified.
Level 3: Introduction	A person separately and specifically asks to be contacted by an identified business or provider.	Only the information needed for that introduction is shared, and only for the purpose the person requested.

Conversations That Count does not guarantee leads, sales, return on investment, trust transfer or access to particular decision-makers. Commercial results depend on many factors, including the participating business's offering, suitability, follow-up and sales processes.

Next step

Tell us the audience you want to reach and the objective behind it. It takes about two minutes and commits you to nothing.

> **Build My Customer Engagement Campaign:** www.conversationsthatcount.org/businesses/#plan

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