

Chick flick life lessons for customer relations

Strong customer relationships can be developed from a few chick flick life lessons. These dating stories teach how to engage your customers in an emotional and intriguing way.

A chick flick mindset can effectively win customers over. In a chick flick, someone catches someone's eye. They try to find out more about that person. They talk to the person get to know them. They become attached to each other and a mutual liking develops. They start dating. Given time and some effort, and the process can lead to an engagement.



These dating stories teach how to engage your customers in an emotional and intriguing way. (Source: youtube.com)

The same process happens with customers. A company can attract customers with how it presents its content. The exchange of content starts flowing conversation between company and customer. Eventually, meaningful experiences are created by sharing content with customers.

Customers will never know what you offer without ever noticing you. You must keep them engaged by creating content that is enticing and putting effort into the relationship. Here are a few simple ways that you can make your brand the one that your customers want to

take out and maybe even make a part of their life forever.

Shock and awe principles

In the movie Hitch, Albert Brennaman is a bumbling accountant who uses the “Shock and Awe” strategy he got from his dating coach Alex Hitchens. Albert wins the heart of his celebrity client, because he got her attention by using “shock and awe” principle.

Albert applies the shock and awe principle in this story by doing something dramatic to get her love interest. The same principle can be applied to your customers. Generate content that appeals to your customer's emotions so that they will remember you.

Generate content that highlights how your brand connects with them. Branding and how you present your content are two ways that you can apply the shock and awe principle. Once you have their attention, you can begin the process of winning you customers over. However, that process will never happen if they don't notice you first.

1-Branding

“Create a brand that your customers are attracted to and means a relationship more than a service or product,” said PR News in 2016. Branding is the way to get your customers to remember you. It does not matter what industry you are in; good branding goes a long way.



This little shop is unique because of the effort they put into branding from the store front to your plate (Source: classyladylopez Instagram)

For example, in downtown Salt Lake City there is a small European bakery called Eva's Bakery. This little shop is unique because of the effort it puts into branding, from the store front to your plate.

This bakery has a Pinterest perfect European bakery store front. People are always pausing to snap a picture as they enter or exit the bakery. Once entering, the aroma engulfs you, and the décor makes you feel like the Eiffel Tower is right down the street. The food is top quality.

This bakery has an attractive brand. Having an attractive brand is within your reach. You may have a website, a shop, or even a small blog, but you also have a brand you can develop. If you haven't taken the time, now is the time to figure

out your brand. Figure out what your company represents, and create messages focused on these values. Create messages based on what kind of branding messages you want to send.

2-Visually Appealing Content

Using the same ideas behind the shock and awe principle, in order to use visually appealing content. Customers are constantly bombarded with content. It is important to have content that draws them in and stands out to them. “Create content that is visually appealing for your customers to enjoy and relate to,” said PR News in 2016.

Content that is visually appealing is memorable to viewers. “Studies have found that colored visuals such as infographics increase people's willingness to read content by 80 percent...when people hear information, they're likely to remember only 10 percent



Visuals increase an audience's desire to read content by 80 percent (Source:code95.com)

of what is said, compared to a 65 percent retention rate if a relevant photo is included with the same information,” according to PR News.

PR Week generated the following suggestions on how to make your content visually appealing to get the retention you want. Create content that fits the design concept of your brand. Use a design style that is an extension of your brand. Try to stay away from text heavy graphics because, that’s like being on a date that only talks about themselves but never asks you how you are doing.

Flowing conversations

In relationships, it all comes down to the flow of conversation. These exchanges create great opportunities to build solid connections and form meaningful relationships. The same is true of the content that you produce. “Create content that is helpful, insightful and relatable to your customers that they will want to engage with,” said Crenshaw Communications.

As Viola said in the movie “She’s the Man” from 2006, “flow is flow.” Create content that “flows” with your customers that makes them want to comment, share, or reply.

As Crenshaw News puts it, there are ways for you to add the depth to your relationship by using different strategies to create a conversation with your customers. Storytelling for example gives the chance for your customers to relate to the human element of your organization. Give your audience the chance to go behind the scenes of your brand. Highlight your third party endorsements to give more depth to your conversations.



Finding common ground to build emotional connections will produce customer loyalty and engagement. (Source: Pixabay)

Search to find better ways of improving your relationships with your customers. Share the behind the scenes of your brand’s story. This creates emotional connections to build a relationship on. You can also discover parts of your customer’s personal stories that can help you better connect with them. Finding common ground to build emotional connections will produce customer loyalty and engagement.

Once you have a healthy conversation going with your customers, then the “flow” should come naturally. “Create content with the intent to influence customers in a way that will help them, intrigue them and support them,” says PR Daily. When your

conversations turn into a win for your customers, it becomes a win for you. This is because you can provide them with the information and services they need, and they are able to tell you what they need. That is when you begin to have them engaged.

Don't kill the "love fern"

In the movie "How to Lose a Guy in 10 Days," Andie Anderson pretends to be a high maintenance girlfriend who gives her boyfriend a fern plant to represent how their love will grow over time. You may not realize it, but you have a love fern with your clients, it's called engagement.

Andie throws a temper and threatens to break up with her boyfriend when she sees that he has killed their love fern. He never watered the plant. Have you been forgetting to water the plant?



Chick-fil-A Lee Vista
on Sunday



A few members of our awesome team decided to go into work on a Sunday and make some food for people waiting in line to donate blood. We love our city and love the people in our community. #prayfororlando



This is a shot from Chick-fil-A's Facebook about their breakfast service to Orlando blood donors. (Source: Snopes.com)

"Show your customers that your brand is something that they can depend on to be there for them," says PR-everything. Find out what are things that your customers look for in your relationship. How are you doing on feeding or watering those values? You may have killed some love ferns without realizing it.

If your love fern is already wilting, all is not lost. Sometimes you can't always satisfy everyone with your actions. However, you can put in effort expressing concern for your customers' interests.

Chik-Fil-A is a great example of this concept. After the Pulse nightclub shooting in Orlando,

survivors needed blood donations. Many Orlando residents responded by showing up in the early hours of the morning in huge lines to donate blood.

Chik-Fil-A has a rocky past with the LGBT community. However, Chik-Fil-A chose to fire up the stoves of local Orlando restaurants to feed the lines of blood donors. This was a great way of the company putting effort into a relationship that was struggling. Chik-Fil-A was able to show that they care and were willing to be a support for their customers. They watered their love fern for the LGBT community.

News outlets picked up on the story and shared it. Soon people became aware that Chick-Fil-A was there for the LGBT community in Orlando. They felt the support and the concern from the fast food chain.

Go get the watering can and start watering the areas that need to be nourished back to health in your customer relations strategies. Avoiding issues only makes things worse. Directly address problems solves relationships from failing. Increasing communication leads to opportunities of improvement. This will in turn eliminate misunderstandings and improve emotional connections.

The real-life chick flick

Half of the game in dating, relationships, and customer relations is waiting to get a response back from your significant other or customers. These few life lessons from chick flicks can help you immensely with getting an engaged customer base.



It is so important to make sure that you catch their eye, have a good flow with them, and

have meaningful experiences that show you care. Just don't forget, shock and awe, flow is flow, and don't kill the love fern. The lessons we learn from chick flicks have real principles that can be applied to communications strategies. You can learn from the movies. Be strategic on how you work with your customers to build life long lasting relationships.

Dating and your relationship with your customers have parallels that if prioritized, will help you immensely with getting an engaged customer base. (Source: Askmen.com)