

DAY 8: Customer Transformation

The Butterfly Project

8 Days Of Transformation
And Growth



Customer Transformation: Using Digital To Grow Revenue From Current Customers

A Session With Eric Keiles And
Julie Golden



@erickeiles

Session 5 Agenda

- Developing The Customers You Know
- How To Ensure Customer Satisfaction
- Creating Customer Advocates
- How To Drive Revenue From Those Engaged Customers

Part I: The Customers You Know

The Cost Of Not Developing The Relationships You Already Have

The Cost Of New Customer Acquisition

- It can cost 5x more to acquire a new customer than to retain an existing one.
- Increasing **customer retention rates** by 5% increases profits by 25% to 95%. (Source: Bain & Company)
- Retaining and nurturing existing clients has a far better ROI than onboarding new clients, since you already have a team focused on delivering success.
- Developing advocates and giving them a voice in your marketing makes your current customers feel more connected with you, reducing churn and fostering revenue growth.



“Increasing customer retention rates by 5% increases profits by 25% to 95%.”

Bain & Company

Building On Existing Relationships

- Focus on the people who already know you, already like you and already trust your company — your current customers.
- Identify your biggest advocates: One of the best ways to do this is to ask your client teams or your services organization to start identifying your happiest and most vocal clients.
- Reward them for using their voice and experience to lift your company.

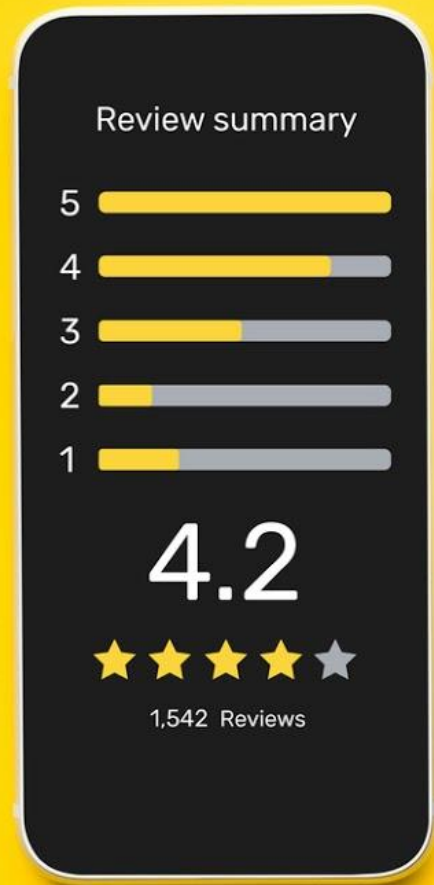
Part II: Customer Satisfaction

Ensuring An Excellent Customer Experience

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou, Poet and Activist





Customer Experience

- Customer experience will overtake price and product as the key brand differentiator.
- Only 8% (of customers) described their experience as “superior,” yet 80% of the companies surveyed believe that the experience they have been providing is indeed superior. (Source: Bain & Company)
- Your future customers browse company websites and check reviews and references so that they can make an informed decision.



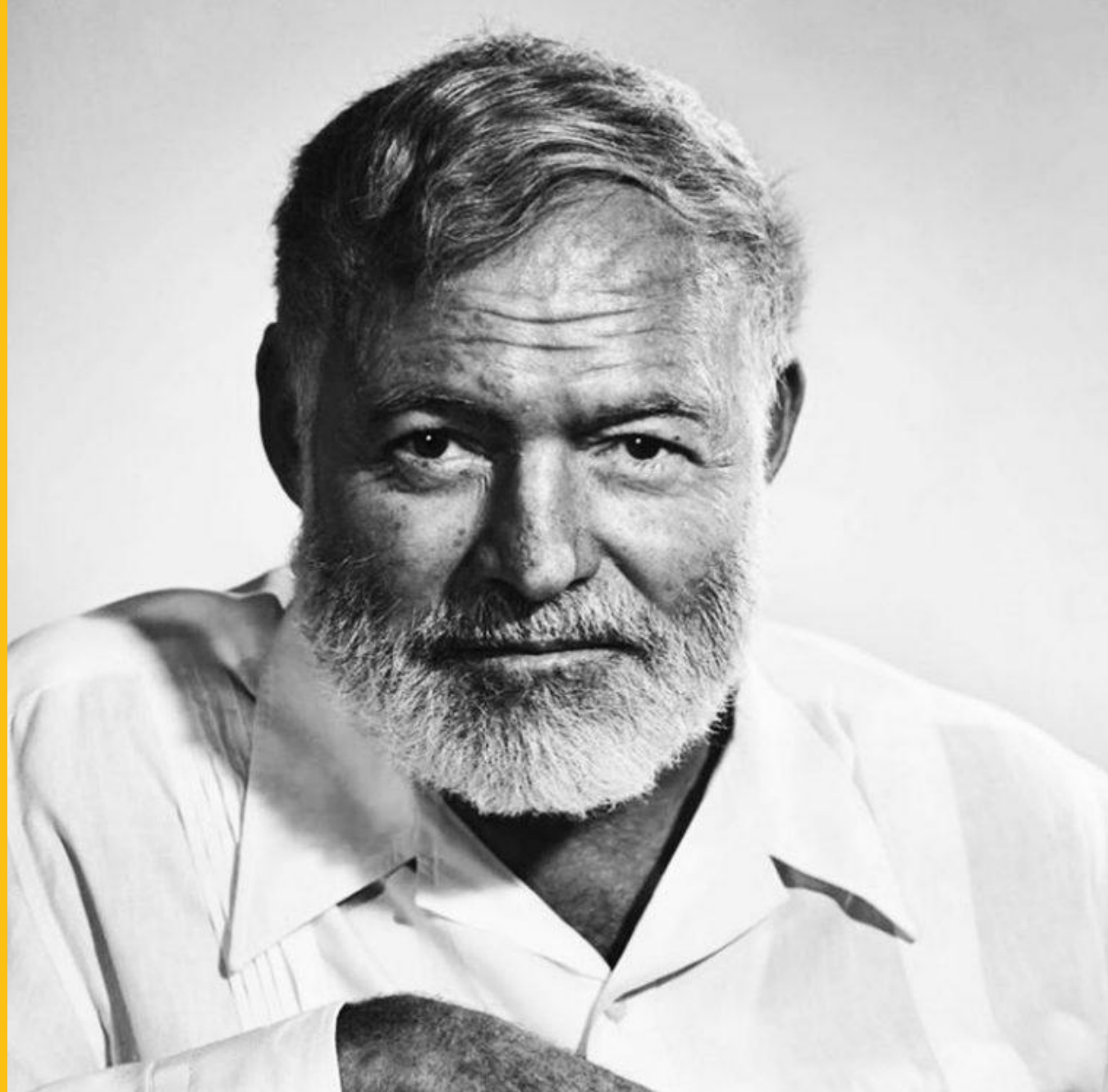
Why Worry About Customer Experience?

- Some companies aren't clear about why they should worry about customer experience and the impact it has on driving revenue.
- Some collect and quantify data on it but don't share it.
- Still others measure and distribute findings but fail to make anyone responsible for putting the information to use and implementing change.
- Measuring customer satisfaction does not mean you know how to achieve it.



“I like to listen. I have learned a great deal from listening carefully. Most people never listen.”

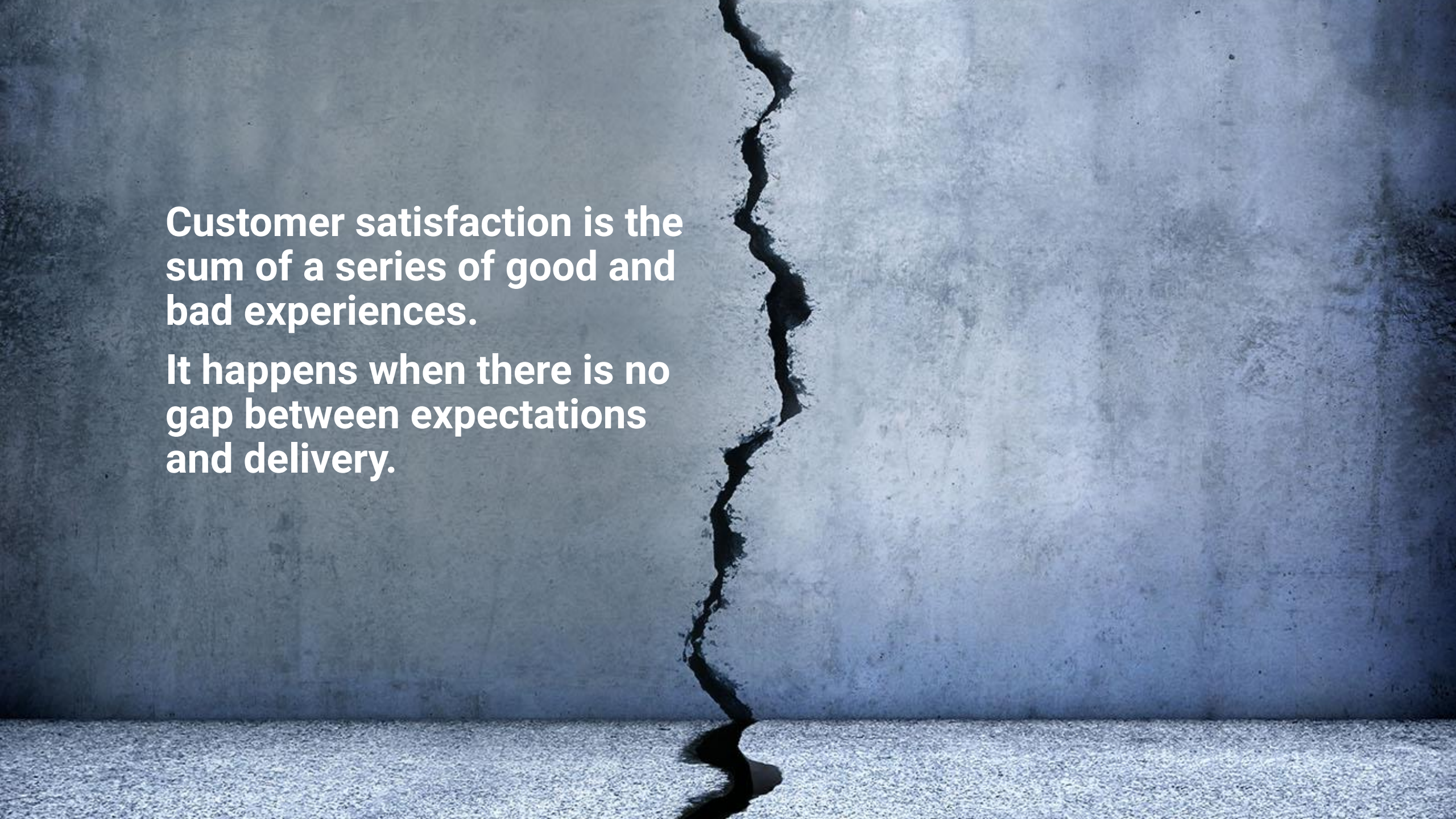
Ernest Hemingway, Author and Journalist



Setting Expectations: Communicate



- Trust in the sales process is key.
- Defining expectations on delivery establishes trust, grows the relationship and sets the client team up for success.
- Long, vague service agreements and unclear expectations are a path to ruin.
- Consumers have greater choice than ever before, but all of those choices can create confusion.
- An integrated, clear solution to their pain will build confidence.



**Customer satisfaction is the
sum of a series of good and
bad experiences.**

**It happens when there is no
gap between expectations
and delivery.**

Delivering On Expectations

- Deliver on your brand promise – the broader expectation.
- When clear expectations are set and documented, delivering on those expectations is a simpler process.
- Clarity, communication and a **closed-loop check-in process** can identify issues before they become irreversible problems:
 - Every function in the company should be concerned about and reporting on delivering a good experience to your customers.
 - This is an opportunity to identify and mobilize advocates of your business and build out a mutually beneficial advocate relationship.
- Experience is built at every touch point in your customer's experience with your company.



Part III: Customer Advocacy

What Is It And Why Should I Care?

“To earn the respect (and eventually love) of your customers, you first have to respect those customers. That is why Golden Rule behavior is embraced by most of the winning companies.”

Colleen Barrett, President Emeritus at Southwest Airlines



Advocacy: What Is It?

- Advocacy marketing is a strategy that incorporates the designed involvement of current customers in your sales and marketing programs, encouraging them to proactively talk about their positive experiences with prospects.
- The starting point is delivering a remarkable experience to your customers.
- Make sure your customers are getting true value from your company, are completely satisfied with all aspects of your delivery and are so happy they're willing to do something for you.



Advocacy: Why Do It?

- Today, 81% of buyers research online before buying, and they trust their peers more than they trust marketing messages.
- Integrating the voice of your customers into your brand is an increasingly important factor in new revenue generation.
- Advocacy also makes your current customers feel more connected with you, reducing churn and fostering revenue growth.

How To Create An Effective Advocacy Program

Building an advocacy marketing program requires creating a strategy with the designed involvement of your happy customers. To develop this program you need to:

- Delight customers – this is JOB ONE!
- Motivate them to participate
- Gamify participation:
 - Tools like CustomerAdvocacy.com, Advocately, Influitive and others can make management of the program easy
- Build process around participation:
 - Video testimonials, written testimonials and unsolicited emails to send to prospects in your current sales process
- Track and measure

Part IV: Driving Revenue

How To Drive New Revenue From Existing Clients

“You’re 60% to 70% likely to sell to an existing customer. If your company isn't cross-selling and upselling, you’re just leaving money on the table.”

Sophia Bernazzani, HubSpot Marketing Blog





Building On Existing Relationships

- CEOs project revenue goals with a strong emphasis on new customers.
- Customer experience will overtake price and product as the key brand differentiator.*

* Customers 2020: A Progress Report (Walker Information)

Driving Revenue: Customer Email Campaigns

The Strategy:

- Think beyond special promotions, discounts, special offers and other incentives like coupons.
- What stories do you want share?

The Tactics:

- Find the right cadence, similar to prospect email programs you are running.

The Analytics:

- Typical open rates on prospect emails are around 20% and click-through rates are around 3%. But customer email metrics should be higher.
- Open rates should be closer to 30% and your click-through rates should be closer to 10%.



“Only 30% of companies surveyed have a formalized referral program. Companies with formalized referral programs experience 86% more revenue growth over the past two years when compared to the rest.”

American Marketing Association



Driving Revenue: Referral Program

The Strategy:

- Incentivize your customers for the referral, not for the sale.
- Give them something every time they give you a referral, regardless of how qualified that prospect is.
- The goal of the incentive is to simply reward the customer for their extra effort.

The Tactics:

- Ask prospects: If they mention one of your customers, they get the incentive.
- In some cases, we've created online forms for customers to submit information more formally, but your program doesn't need to be this scripted.
- Once you get the referral, make sure you have a system to distribute your incentive.



Driving Revenue: Referral Program

The Analytics:

- The key metric for a referral program is the number of referrals.
- Increase goals month over month.
- You will have to promote the program to drive referrals.
- Other metrics are revenue from referrals and close rate on referred prospects.



Driving Revenue: Cross-Sell And Upsell Program

The Strategy:

- Map out 12 monthly stories to promote the cross-sell or upsell storyline.
- You might have multiple campaigns – for example, one for service and one for product add-ons.
- Focus on adding value.

The Tactics:

- Customer email programs: It's possible to promote several stories in each email. The more educational you make the email, the higher your open and click-through rates.
- The goal is to get people back to your website.



Driving Revenue: Cross-Sell And Upsell Program

The Analytics:

- Open and click-through rates are important.
- Track revenue attributed to these email campaigns by business unit.



★★★★★ Jun 12, 2020

A true partner in success

My company partnered with Square 2 in late April of 2020. Six weeks later, we lifted a new web business and customers better, and we have a clearer vision of the strategic marketing efforts to improve better service our customers. Square 2 was a true partner in this success every step of the way. They are able to offer best practices advice and apply it to our specific company needs, and the team isn't afraid to respectfully challenge the status quo if they believe it will lead to better things. I'm looking forward to the next phases of our relationship because I know I have a true partner.

G&H Orthodontics

★★★★★ Oct 28, 2020

Game changing, trusted advisors

The team at Square2 do what they love and love what they do. And they care. Together they have redefined the CX playing field. Their genuine approach and evidenced experience in building, operationalising and executing high value Cyclonic Buyer Journeys has delivered tangible, positive business results. In a short space of time Square2 have become our trusted advisors and we are looking forward to working together on our next project and building on the good work that has already been done.

Chantalle M., RPS Group Plc

Helpful (0) | Report

★★★★★ Aug 17, 2020

Great team

Square 2's engagement has been fantastic, we've made so much progress on key strategic marketing and tactical work. This helped us execute key initiatives and we couldn't have done it without them. I've worked with other agencies before and this team is really great.

Jason D., Lotame

Helpful (0) | Report

★★★★★ Oct 21, 2020

Great partner to set you up for success

The Square 2 team have delighted us from the start, going above and beyond to understand our business and help us achieve our goals. They have provided invaluable insights and recommendations that we know will take our marketing strategy to the next level and set us up for long term success. The team are excellent, very skilled in their own fields, and above all are great fun to work with!

Nicola Q., RPS

Helpful (0) | Report

★★★★★ Sep 4, 2020

LOOK NO FURTHER, YOU'VE FOUND THE BEST!

We are incredibly blessed to have found Square2. While trying to educate myself on how to hire the best marketing firm possible, I stumbled upon (or perhaps I should I say I was expertly baited and strategically led to) an education based article Square2 had written challenging the old buyer's journey sales/marketing funnel and was immediately impressed with their forward thinking. From the first meeting we had with Eric to the completion of our accelerator program, my entire team has been incredibly impressed with S2's approach, their process, their team of experts, the agility and speed with which they work (I've never seen anything like it!), and their dedication to OUR success. I knew I was looking for a marketing firm that could be a one stop shop for us, specializing in INBOUND lead generation, with a proven track record in helping professional service firms gain results that turn into actual dollars. Since our engagement started with S2 in July, they've delivered in every way we hoped they would and even more importantly, in ways we had no idea we needed. The team at Square2 are as strategic as they are tactical. Everything they do has a process behind it that each member of their team is well versed in...this creates an incredibly seamless experience, despite the complexity and size of the project we set out to complete in 30 days. Their execution is top-notch and we couldn't be prouder of the end result they produced for us. AND WE HAD FUN DURING THE PROCESS! The major question in my mind was always, will this actually work? Will our investment in S2's strategy produce inbound leads so our business is no longer dependent upon our existing Client base and whatever new business development efforts me and my partner are able to drum up? I received my answer exactly 30 days after we finished our accelerator program. We received our first ever inbound, sales qualified lead on August 28th!!! We are thrilled beyond words and more excited for our business's future than ever! Thank you so much to the entire team at S2 for their dedication, skill, patience, and passion! P.S. WE LOVE YOU FRANK!!!

Elyssa B., Thiel & Thiel, Inc.

Driving Revenue: Online Reviews

The Strategy:

- Prospects are looking for online reviews related to your business.
- Use industry review sites as well as Google and Facebook.
- Encourage your happy customers to write online reviews.

The Tactics:

- Sales and customer service people should also proactively ask customers to leave a review.
- Have a regular email campaign.
- Include a link in your signatures.
- Incentivize your customers for leaving reviews.
- Simplify the process with software tools like Endorsal.



Driving Revenue: Online Reviews

The Analytics:

- Look at the number of positive reviews this month vs. last month and this year-to-date vs. the same period last year.
- What gets measured, gets done. If you actively measure reviews you can observe and **act on** your changes in monthly performance.
- Understanding your customer's experience with your company is a key metric in driving ongoing revenue.

This is an important metric in turning customers into revenue.



Our Butterfly

Thiel & Team, Design And Procurement Services

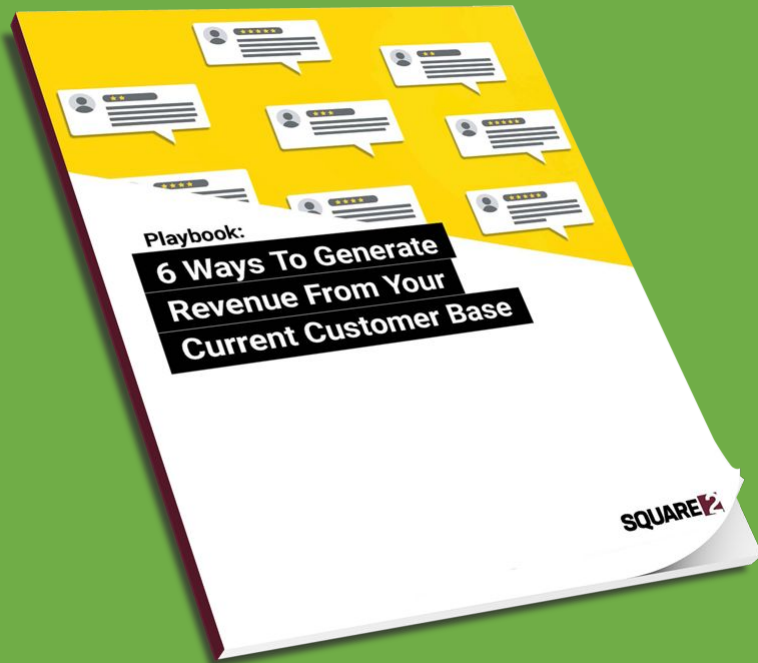
Before: No consistent or programmatic approach for cross-selling or upselling.

After: Planning for an email campaign focused on cross-selling procurement services to long-standing customers.

Before: While Thiel & Team builds strong relationships with their design clients, there is no formal referral program.

After: Planning for a more rhythmic and focused referral program with a defined reward program.






Exclusive Content

6 Ways To Generate Revenue From Your Current Customer Base

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Questions?

Thank you for attending!

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