


Customer Lifecycle Marketing
Navigating Your Customers to the Target

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Agenda

- Customer Lifecycle Marketing (CLM) defined.
- Why is this important?
- CLM milestones.
- Understanding churn management.
- Identifying your buyer today.
- Lifecycle marketing technique.
- Ask yourself.

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Poll Question

- What song is stuck in your head today?



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What is a Customer Lifecycle?

- A customer lifecycle is a term used to describe the milestones that occur during the sales process and the span of a customer's relationship with a brand.



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What does SALES mean to you?



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What does SALES mean to you?

- Communication
- Relationships

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Why is CLM important?

- Target market more effectively by communicating practical and pertinent information.
- Navigate your customer through the decision-making process.
- Increasing productivity results in a higher closing rates, increased client retention and building customer loyalty.
- Work Smarter Not Harder

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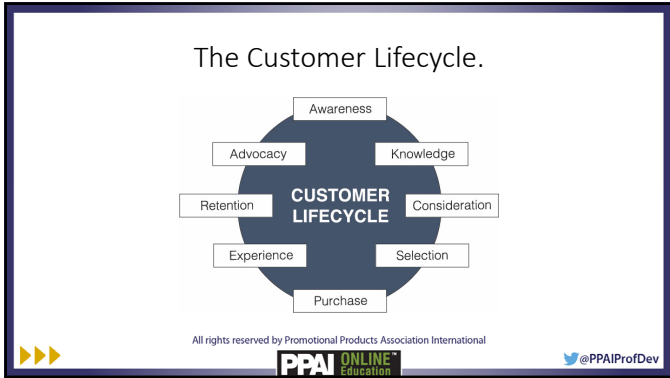
Basic Stages of the Buying Process



AWARENESS/DISCOVERY CONSIDERATION DECISION

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Awareness

Also referred to as "reach" is the stage in which a prospective client is made aware of your brand. This is your first impression on the prospective client.

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Knowledge

Often referred to as Engagement. Customer seeks more information and testimonials about the brand, product and service. This is often done through social media, registering for emails and researched reviews.

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Consideration



The evaluation stage is a good time to perform a needs assessment. Gain an understanding of what their obstacles are and what solutions you have to offer.
What does your sales latitude look like?

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Selection



The "gut check" happens just before a purchase is made. They are reviewing information and forming a decision to trust and move forward with your brand. Customer service and information support is critical in the early stages of the buying process.

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Purchase



Customer has made the decision to purchase. Congratulations!!! But you're not totally in the clear. Continued support will help avoid an abandoned purchase.

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Experience



Customer will evaluate the product and overall experience to gauge the potential for all future business.

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Retention



Create a bond with your customer will. Proactively engage with them to generate future purchase and experience opportunities. Here is your opportunity to cross-sell and upsell.

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Advocacy



Client feels positive about the experience and is advocating on your behalf. This strengthens brand loyalty while generating new business through testimonials and establishing social proofs.

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The Customer Lifecycle.

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Churn Management

- Churn management is a term used to describe the understanding of customers behavior to churn from a company and identifying steps to retain those customers.
- High churn rates describes a high loss of subscribers/customers each month.
 - Low churn rates mean that customer retention is high.

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Buyer Types

PROSPECT ONE OFF ACTIVE AT RISK LOST

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Stay vs Leave



Why do customers stay vs leave?

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Stay vs Leave



Why do customers stay vs leave?

76% of consumers view customer service as a testament to how much a company values them as a customer. 97% report that it's an important factor in deciding which brands they'll remain loyal to.

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Marketing Strategy & Technique

What's in your toolbox?

To actively engage your audience and develop strong relationships, build a contact strategy that integrates multiple communication channels.

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Marketing Strategy & Technique

What's in your toolbox?

To actively engage your audience and develop strong relationships, build a contact strategy that integrates multiple communication channels.


EMAIL


PHONE


VIDEO


IM


FACE-TO-FACE


BLOG


SOCIAL MEDIA


PRINT MEDIA


WEB MEDIA


BROADCAST MEDIA

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Marketing Strategy & Technique

Gain Insight

Knowledge is power. The more you know about your customers the more effective you are at communicating, marketing and selling to them.

Tailored Content Marketing

Tailor your marketing communication to the needs of that specific buyer for their specific stage and to the specific channel your using to communicate.

Customer Centric

Create a personalized experience aligning your marketing strategy with your sales goals. Many "marketing experts" will tell you're their channel specific program guarantees results. The results may optimize short-term metrics to spike sales but will not develop sustainable business.

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Ask Yourself

Who are your top 5 most loyal customers?

What have you done differently with those relationships to develop that bond?

How can you duplicate that experience and strategy with other accounts?

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Session Review

- Create sales tools and strategies for specific channels of communication.
- Get to know our customer. The more you know the more they'll grow.
- Tailor your marketing approach to be customer centric and mindful of the cycle stage they are in today.
- Deliver relevant and practical information as it pertains to their stage.
- Serve as a trusted advisor to your clients by navigating them through the decision-making process and gain influence on the outcome.

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