

CUSTOMER SUCCESS LEADERSHIP BOOTCAMP

Customer Marketing: Programs to Nurture Your Customers and Develop Advocates

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VP of Customer Success
ClientSuccess

brought to you by

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Customer marketing refers to **any marketing activity or marketing campaign that's specifically targeting your current customers.**

Companies invest heavily in their customer marketing efforts to improve retention, reduce churn, and increase customer loyalty, brand advocacy, and strengthen relationships.

WHERE DOES CUSTOMER MARKETING LIVE?

CS



MARKETING

**KNOWS THE
CUSTOMER**



**PROGRAM
ALIGNMENT**



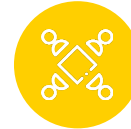
**INCREASED
VISIBILITY**



**MARKETING
COLLABORATION**



**INCREASED
RESOURCES**



**LARGER
BUDGETS**



CUSTOMER MARKETING IMPACT

INCREASED RETENTION



INCREASED LOYALTY



PRODUCT ADOPTION



STRENGTHENS RELATIONSHIPS



CUSTOMER ADVOCACY



CUSTOMER MARKETING PROGRAMS

1.

ADVISORY BOARD

Group of selected customers who will collaborate on product, messaging and brand.

2.

COMMUNITY

Build and facilitate a community for customers to share and collaborate.

3.

CASE STUDIES

Celebrate and highlight the success of your customers as a result of the partnership.

4.

BETA PROGRAMS AND PRODUCT RELEASES

Customers who are willing to participate in product testing and messaging around releases.

5.

CUSTOMER AWARDS

Customer recognition and celebration for unique and impactful product use cases.

6.

CUSTOMER CONFERENCE

Annual customer conference leverage to facilitate learning, networking and relationships.

7.

WEBINAR PROGRAM

Ongoing learning and sharing program to assist with upleveling the community.

8.

VOICE OF CUSTOMER

Strategic program to orchestrate the collection of customer feedback.

9.

REFERENCE PROGRAM

Keep track of customers who are willing and able to serve as a positive reference.

CUSTOMER MARKETING PROGRAMS

Advisory Board

Level of Impact - **High**

Level of Effort - **High**

- Brings together brand ambassadors to facilitate product innovation strategies and marketing messaging
- Builds strategic relationships with key stakeholders
- Increased brand advocates
- Increased product adoption and customer retention

CUSTOMER MARKETING PROGRAMS

Community

Level of Impact - **Medium**

Level of Effort - **High**

- Brings together customers and industry thought leaders to engage in discussions
- Increases industry and product knowledge in a shared environment
- Gain visibility into customer sentiment and product feedback
- Identify advocates for Marketing collaboration

CUSTOMER MARKETING PROGRAMS

Case Studies

Level of Impact - **Medium**

Level of Effort - **Low**

- Highlights and celebrates the strategic work by customers using your technology
- Helps with prospect marketing efforts to educate buyers on what is possible with the partnership
- Creates customer advocates and champions

CUSTOMER MARKETING PROGRAMS

Beta Programs and Product Releases

Level of Impact - **Medium**

Level of Effort - **Medium**

- Facilitates proactive customer feedback on products
- Increases product usage and adoption
- Drives customer retention and revenue growth
- Strengthens relationships with cross-functional teams

CUSTOMER MARKETING PROGRAMS

Customer Awards

Level of Impact - **High**

Level of Effort - **Medium**

- Celebrates customers and industry leaders showcasing exceptional work in their field or with your product
- Increases brand recognition and strengthens advocates
- Facilitates marketing messaging and aids in pipeline development

CUSTOMER MARKETING PROGRAMS

Customer Conference

Level of Impact - **High**

Level of Effort - **High**

- Brings your customer community together for networking and relationship development
- Facilitates learning and development on industry and product best practices
- Material impact on business outcomes such as retention, growth and advocacy

CUSTOMER MARKETING PROGRAMS

Webinar Program

Level of Impact - **High**

Level of Effort - **Medium**

- Showcases customers who are both knowledgeable and successful in their industry
- Facilitates learning and development for the broader customer base
- Strengthens relationships and builds advocates

CUSTOMER MARKETING PROGRAMS

Voice of Customer

Level of Impact - **High**

Level of Effort - **High**

- Program to capture customer sentiment at various points across the customer journey
- Enables proper intervention to facilitate customer advocates
- Feedback is used to enhance customer experience and product experience

CUSTOMER MARKETING PROGRAMS

Reference Program

Level of Impact - **Medium**

Level of Effort - **Low**

- Highlights customer champions
- Supports prospects evaluation process
- Strengthens relationships with key stakeholders

THANK YOU