

## Customer Relationships

### Customer Archetypes Drive GET-KEEP-GROW

- *What's their role?*
- *Who are they?*
- *How do they buy?*
- *What matters to them?*

Refine the people who is going to buy in the early stage of your company.

### How to make them interested in our product/service?

### How to acquire them and activate them?

### GET CUSTOMERS - Paid Demand Creation Activities

Match what you know to what you are going to pay for:

- Public relations Agency (hire a PR to publish content about my brand in newspapers, blogs, etc.)
- Advertising (Offline & Online)
- Trade Shows
- Webinars
- E-mail/Direct Mail

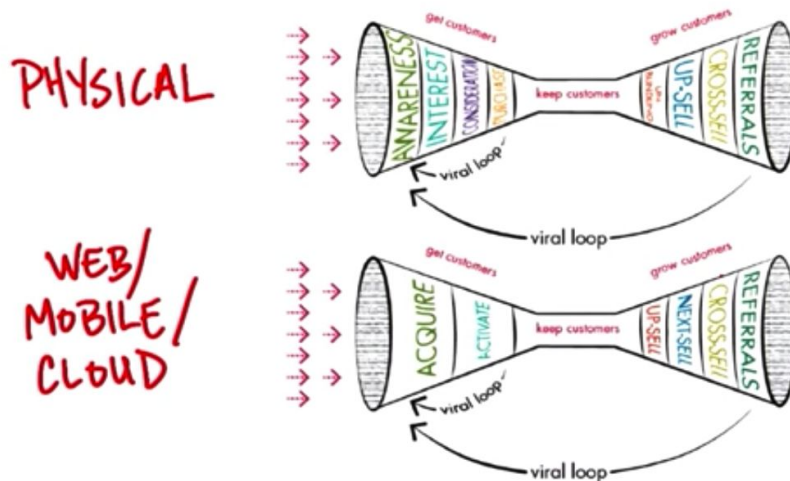
All of this activities are designed to feed the sales, demand creation funnel.

### GET CUSTOMERS - Earned Demand Creation Activities

- Publications in journals
- Conferences/Speeches
- **Blogging/guest articles**
- **Social Media**

**Anything you could do for free that get the key customers archetype attention and drive them to be interested in your product/services.**

# GET-KEEP-GROW



## GET Customers in a PHYSICAL CHANNEL

- 1- **Awareness:** Get large qualified audience know your offer/product/service exists and surprise them, get their attention,
- 2- **Interest:** Encourage qualified target audience already interested towards your product/service to move closer to the lower funnel to consider a purchase.
- 3- **Consideration:** Encourage qualified, really relevant target audience that had shown some commercial intent towards your product/service to move closer to the lower funnel to make a purchase.

## KEEP Customers in a PHYSICAL CHANNEL

- 4- **Purchase:** Encourage customers that had already purchase to purchase again and be loyal. Create a "care/cuddle/keep" such as loyalty programs, product updates, customer satisfaction. Generate a viral loop, magnifying effect, get users to love your product which will create that viral loop from awareness to purchase all over again.

## GROW Customers in a PHYSICAL CHANNEL

Sell customers more stuff is easier than getting new customers.

- **Unbundling:** decompose the product into separate pieces and charge them in order to increase the average selling price.
- **Up-selling:** Having separate brands, based on aspirations and quality/features of the product.

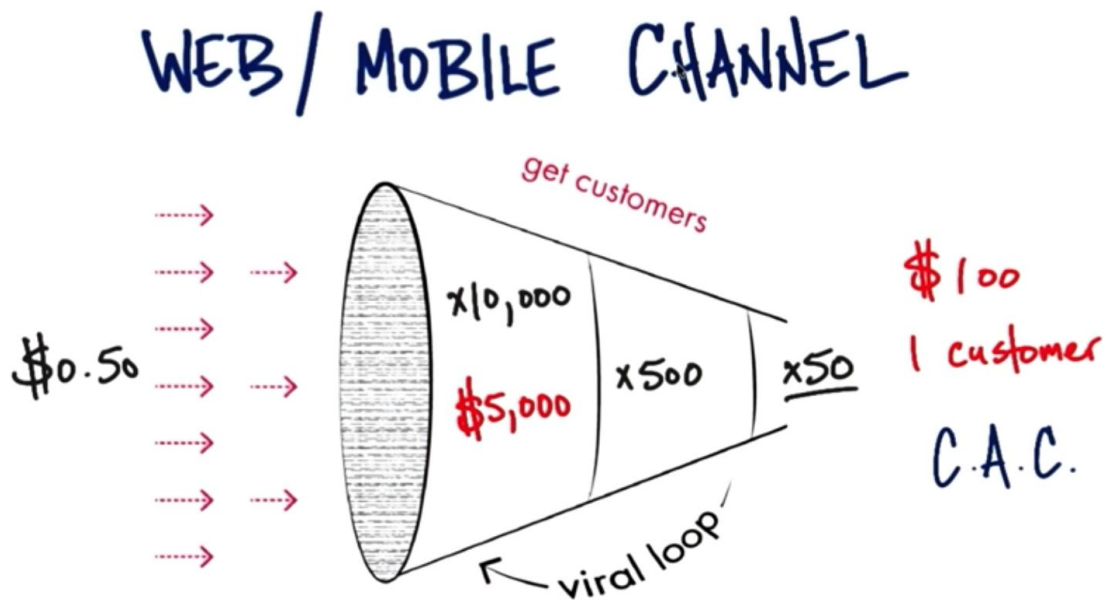
- **Cross-selling:** accessories or companion products that you wanna make sure your customers are aware of. What products next to the ones you are already selling customers can buy, is a cross selling strategy,
- **Referrals:** Generates the outer viral loop. Get customers tell their friends about your products.

GET Customers in a WEB/MOBILE CHANNEL

1- **Acquire:** Drive customers to the funnel, get their attention, drive them to your app/web-site throughout earned/paid media.

2- **Activate:** Get that customers to actually engage, pay, do something relevant you plan for them to do.

How much every customer cost us? What's our CAC (Customer Activation Cost) or CPA (Cost Per Adquisition)?

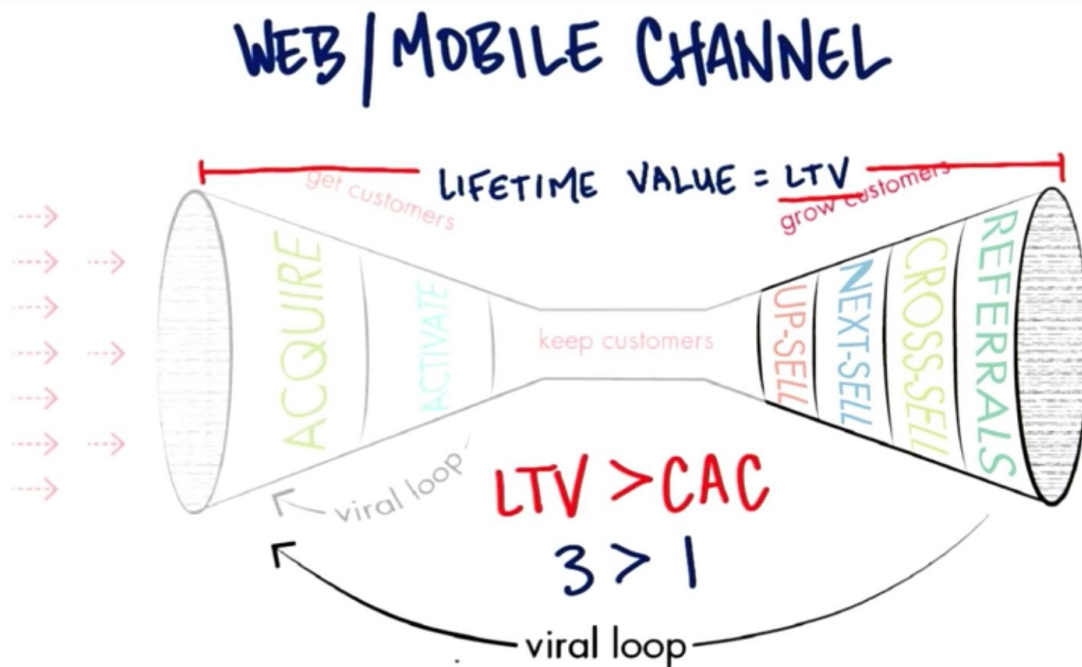


KEEP Customers in a WEB/MOBILE CHANNEL

Encourage customers that had already purchase to purchase again and be loyal. Create a "care/cuddle/keep" such as loyalty programs, product updates, events, social media, customer satisfaction. Generate a viral loop, magnifying effect, get users to love your product which will create that viral loop from awareness to purchase all over again.

**GROW Customers in a WEB/MOBILE CHANNEL**

Lifetime Value (LTM): Lifetime value is how much customers will spend on your company from the beginning to the very end, all the revenue from get-keep-grow. How can I keep customers and make them spend more and more over time? Lifetime value (LTV) needs to be greater than customer acquisition cost (CAC). The ratio between the LTV & CAC differs between every company (i.e.: 3 to 1). The same applies to LTV and how many years you calculate, it can be 3 years, 5 years or so on.



**Balancing Acts:**

- If you have a viral loop in the “get customers” area you will decrease your CAC. If your Conversion Rate increases between the acquire and activate your CAC declines. The more efficient the better.
- On a lifetime value matter, how you keep customers? are you having scalable pricing? are you cross-selling and upselling a lot? are you having a positive referral and viral loop going?