# Ahead of the Curve Webinar Series

Learning the Basics of Managing Your Customer Database to Grow Your Business

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again
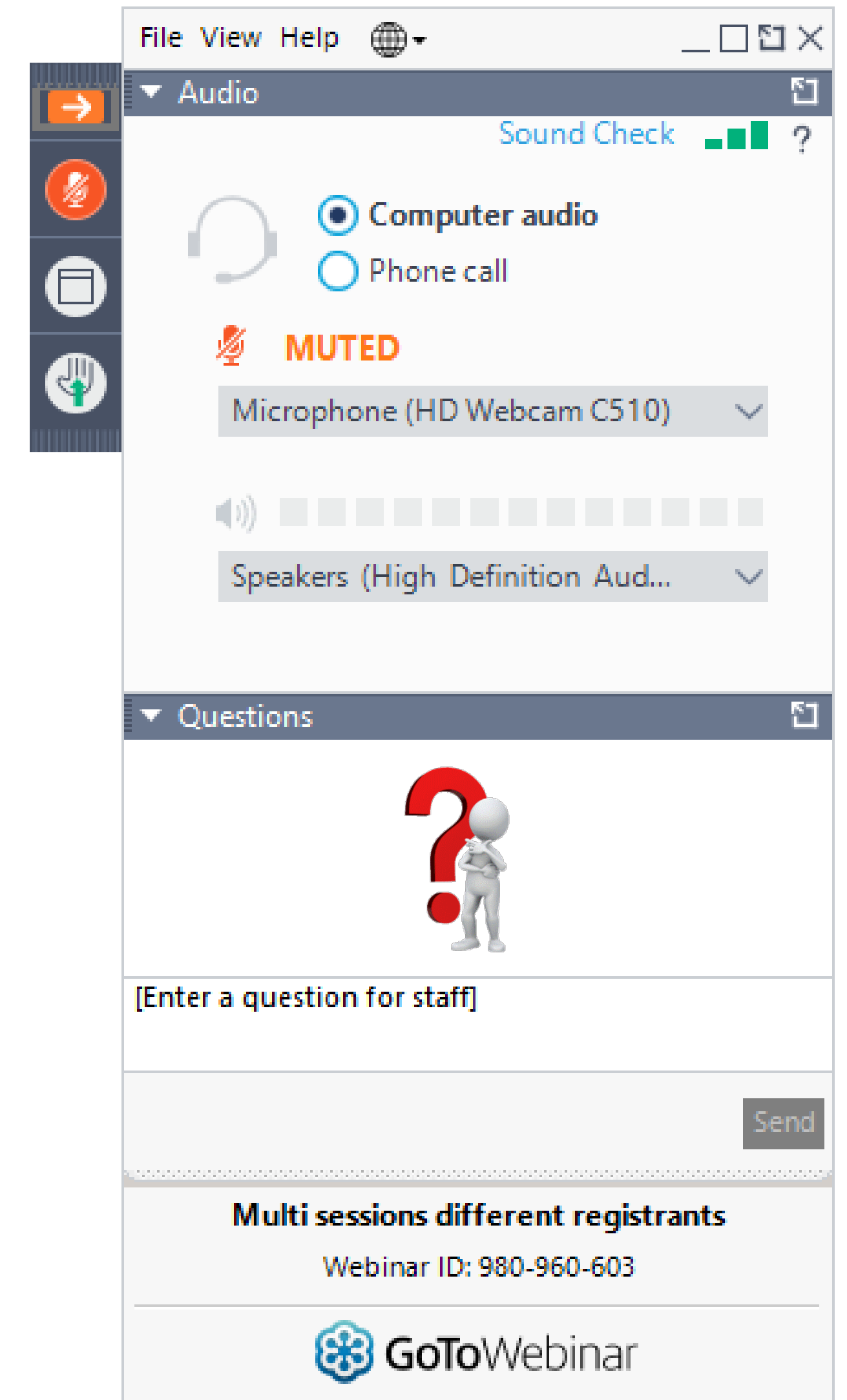
WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER

ALISON LINDEMANN

WSI Digital Marketing Consultant & Author

Alison has been with WSI since 2004 and runs a very successful digital agency located in the Los Angeles area. She has expertise in both traditional and digital media, as well as strategic planning, competitor analysis, and SEO. She has extensive corporate management experience prior to joining WSI, playing a key role in the re-engineering of a multi billion dollar organization in the US. Alison is also the author of the chapter on Nurturing Your Database in WSI's 3rd Digital Minds book. .

On the Agenda

1. Business Objectives During This Challenging Time

2. What is a CRM and How Can It Help My Business

3. The Value of Marketing Automation

4. Where Do I Start?

5. Critical Role of Communication and Content

6. Q&A

Business Objectives

1. KEEP THE CUSTOMERS YOU HAVE

2. GET MORE CUSTOMERS

3. BUILD OPERATIONAL EFFICIENCES

Email Marketing Software

- The start of basic marketing automation

- Still one of the highest converting strategies available

- Great tool for important communication needed now

- Integrates with other technologies we will discuss today

Let's Take a Quick Poll:

- Which of the following customer management tools do you use in your business right now? (check all that apply)
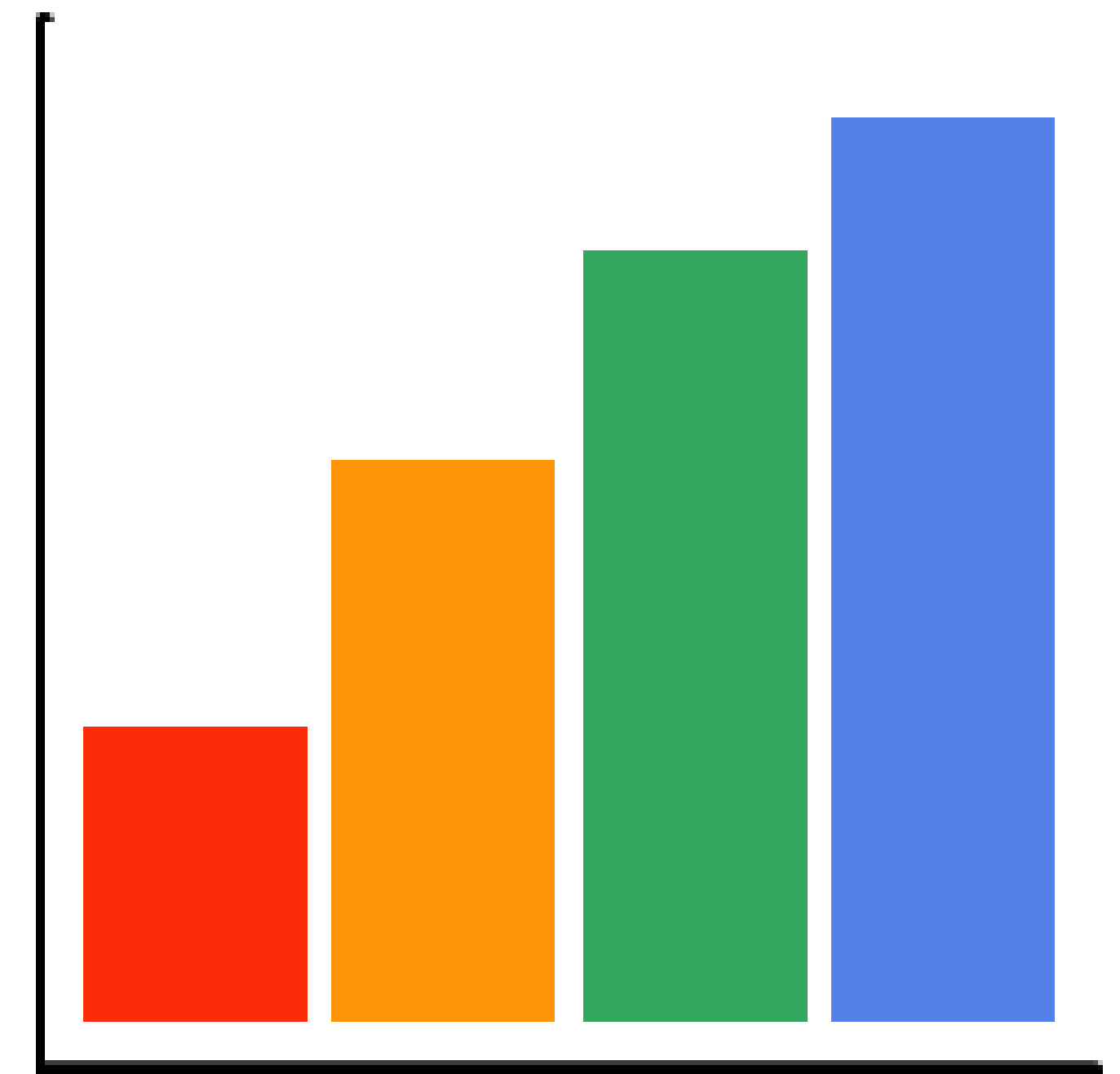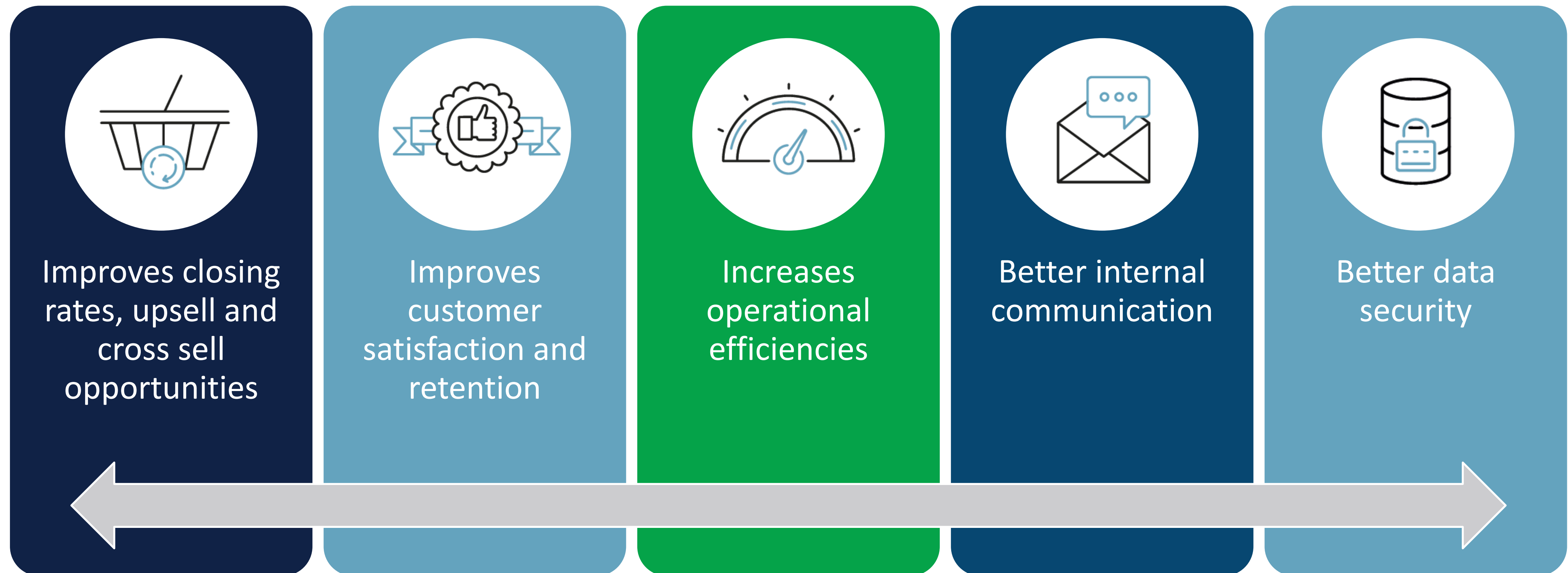
Customer Relationship Management (CRM)

- Stores complete contact information

- Manages your relationships with future and current customers

- Store, protect and view data in an efficient manner

- Stores customer and lead interactions

- Generates alerts, reminders and tasks

Benefits of CRM

Improves closing rates, upsell and cross sell opportunities

Improves customer satisfaction and retention

Increases operational efficiencies

Better internal communication

Better data security

Marketing Automation Software

- Automates marketing tasks that were previously handled manually
- Nurtures contacts with personalized content, delivered at the right time
- Email on Steroids
  – Automate triggered communications, personalized and scheduled
- Lead Scoring
  – Determines best, high-quality leads to follow up on
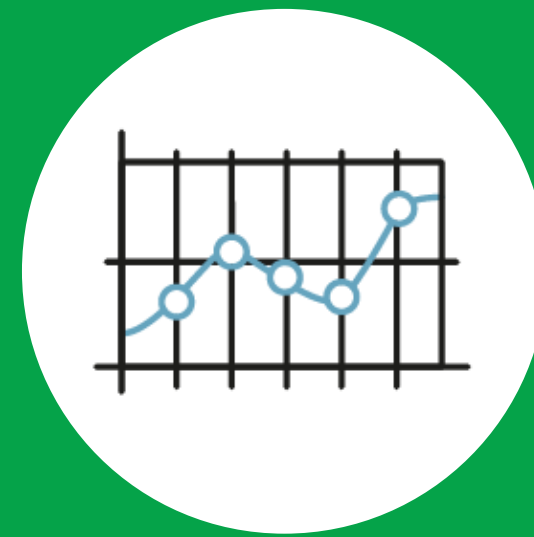- Continuous A/B and multi-variate testing to improve your marketing campaigns
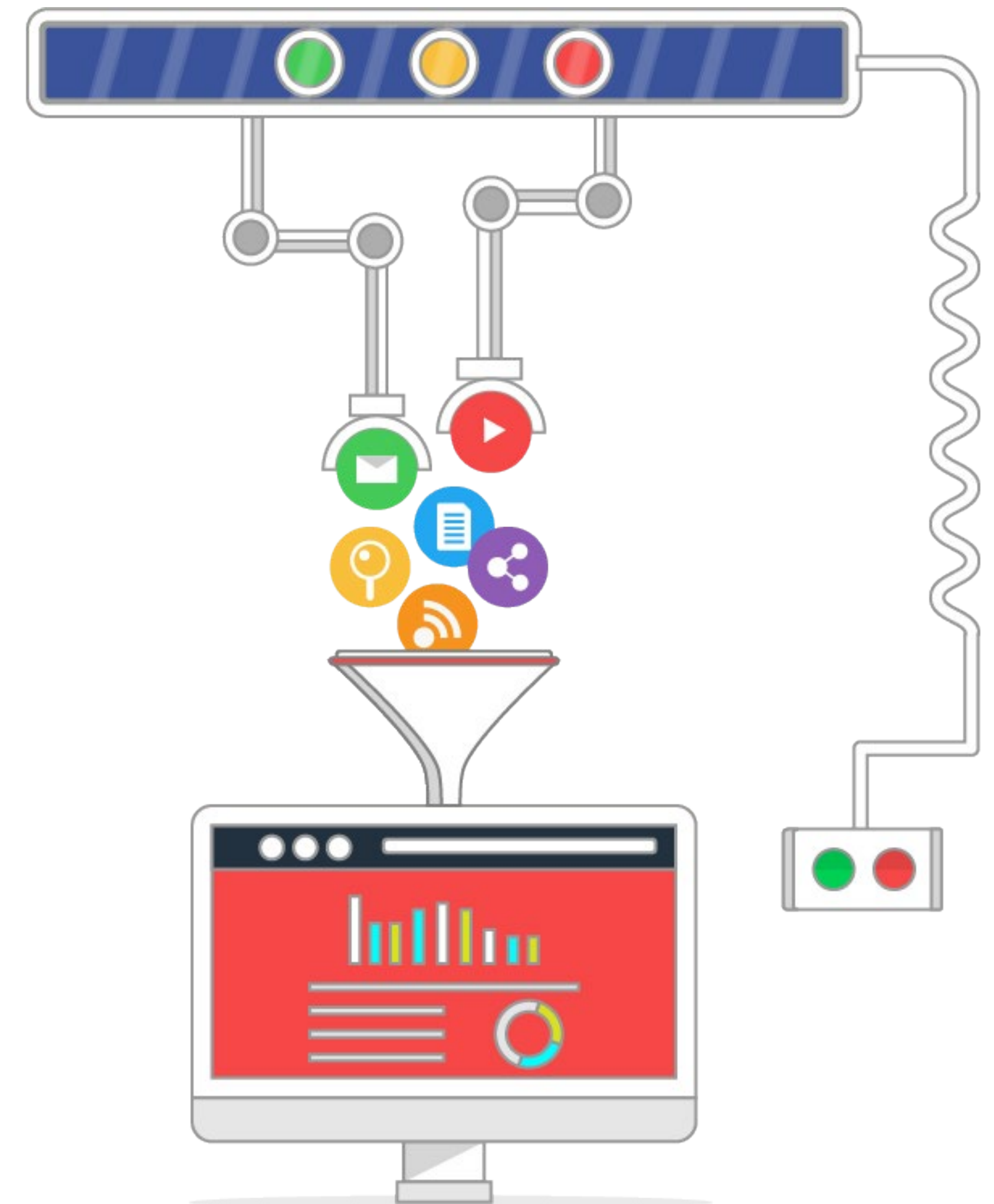
Marketing Automation Benefits

Enables segmentation and personalization

Brand consistency

More and better data to predict behavior

More targeted messaging leads to higher average deals

Where Do I Start?

1. Update customer contact information

2. Review existing content

3. Adjust your communication

4. Re-imagine what's possible

5. Measure, test, learn

ACTION #1 – Update Contact Information

- Do you have complete and current customer contact information?

- Is that information stored in one place? Can you get it from your billing or other sources?

- Does your existing staff have time available to help update your database?

ACTION #2: Review Existing Content

- FYI – Mere Exposure Effect
  - People prefer things that they are most familiar with
- Review all existing content (website, social media, online ads) to confirm they are sensitive to the current environment
- Organize content by marketing personas as well as stages in your buyer's journey
- Revisit how you are using case studies, recommendations and reviews at every touch point in your marketing

ACTION #3: Adjust Your Communications

- Create new content with a sensitivity to current environment
- Make sure you reach out to your customers quickly:
  - Be clear on any operational changes
  - How best to reach you
  - What you are doing to make it easy for them
- Customers will empathize with merchants facing a crisis as long as you **COMMUNICATE**
- Show them how you will be adding value if you want them to keep paying
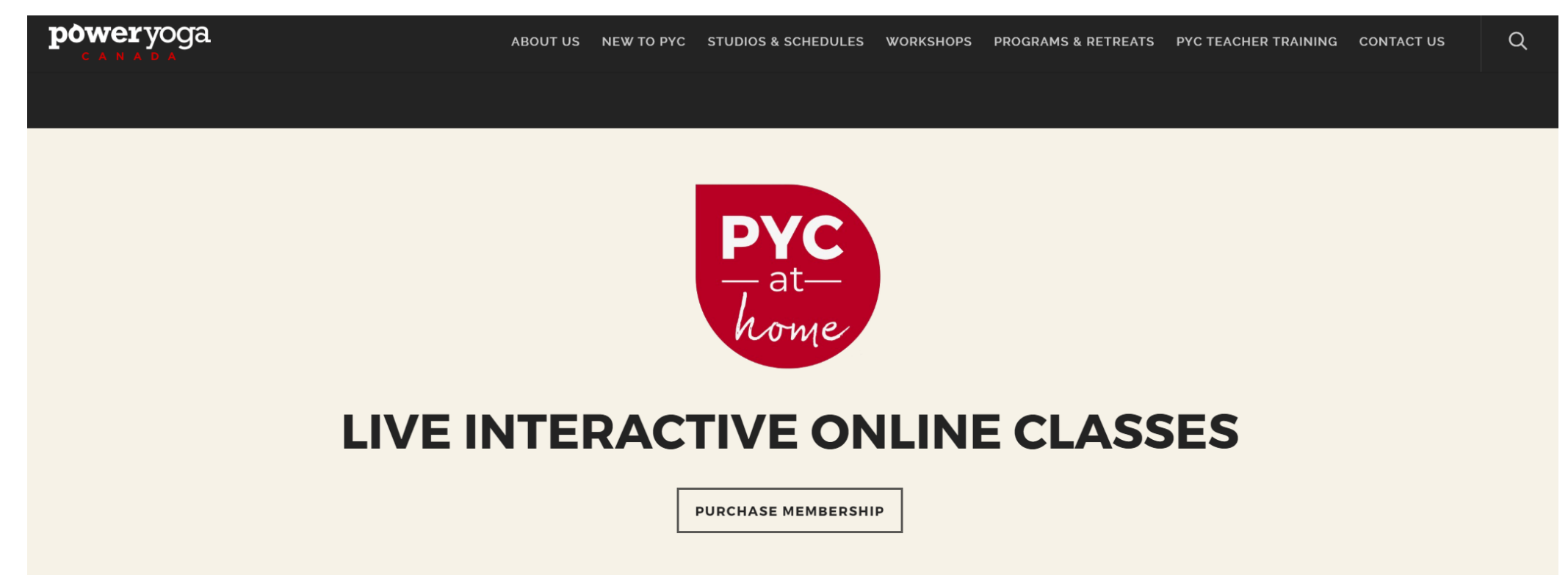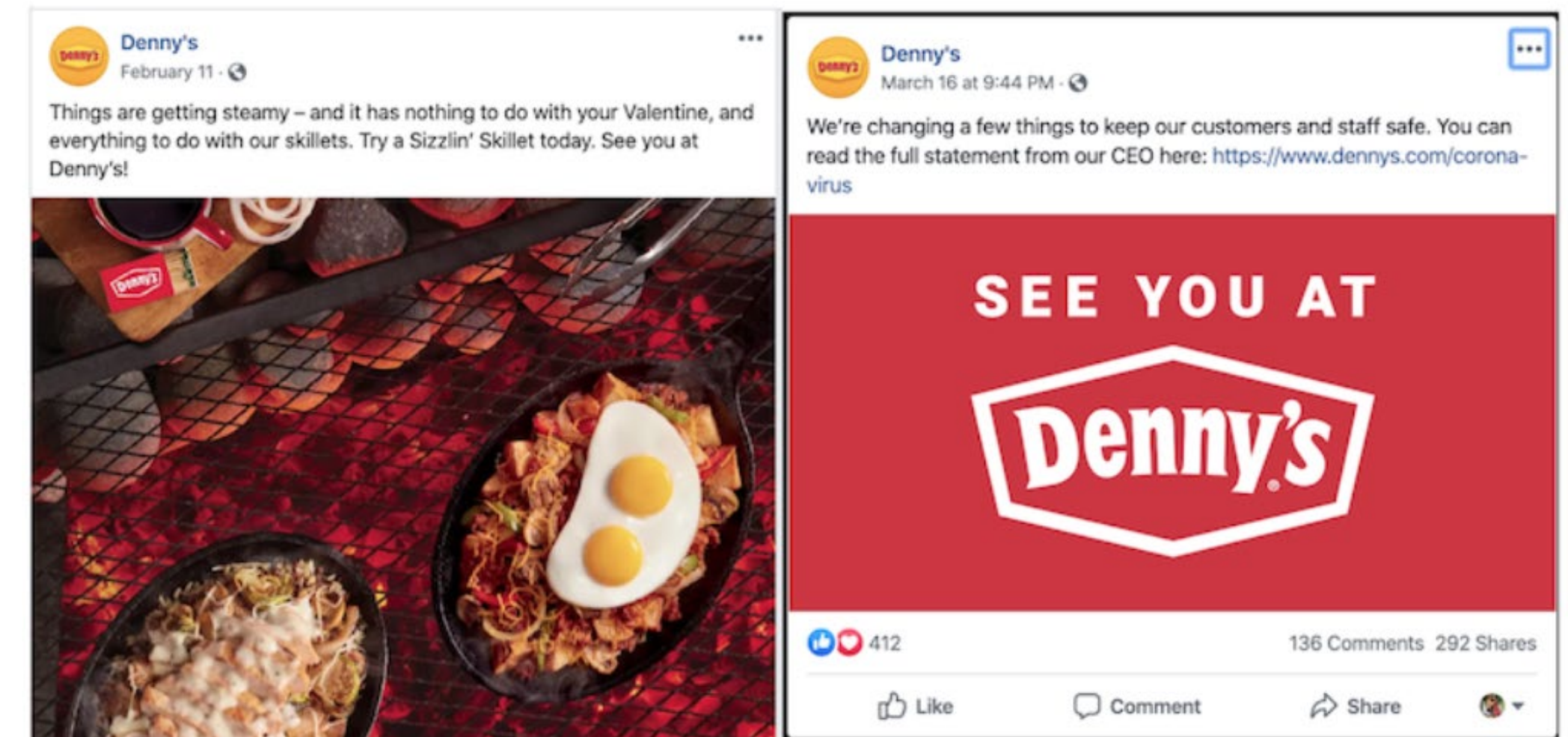
ACTION #4: Re-Imagine What's Possible

Free access to, discount on, new online service

Create FAQ pages or videos to cover things you temporarily can't provide in person

Set-up virtual client reviews, training

Expand services

Cross-market using Power Partners

eGift programs

Offer a discount to renew in advance

Communicate no-contact services

ACTION #5: Measure, Test, Learn

- Be sure to measure results against your success criteria

- Google Analytics, CRM, Marketing Automation, Email Marketing software all have analytics

- Knowing what works makes decisions much easier

What You Might Be Thinking ☺

- How big does my operation need to be?

- What software is right for me?

- How much does this all cost?

In Summary:

1. Update your contact database/begin to segment

2. Email marketing is a good starting point

3. Select or begin using your CRM

4. Learn more about marketing automation

5. Take action NOW
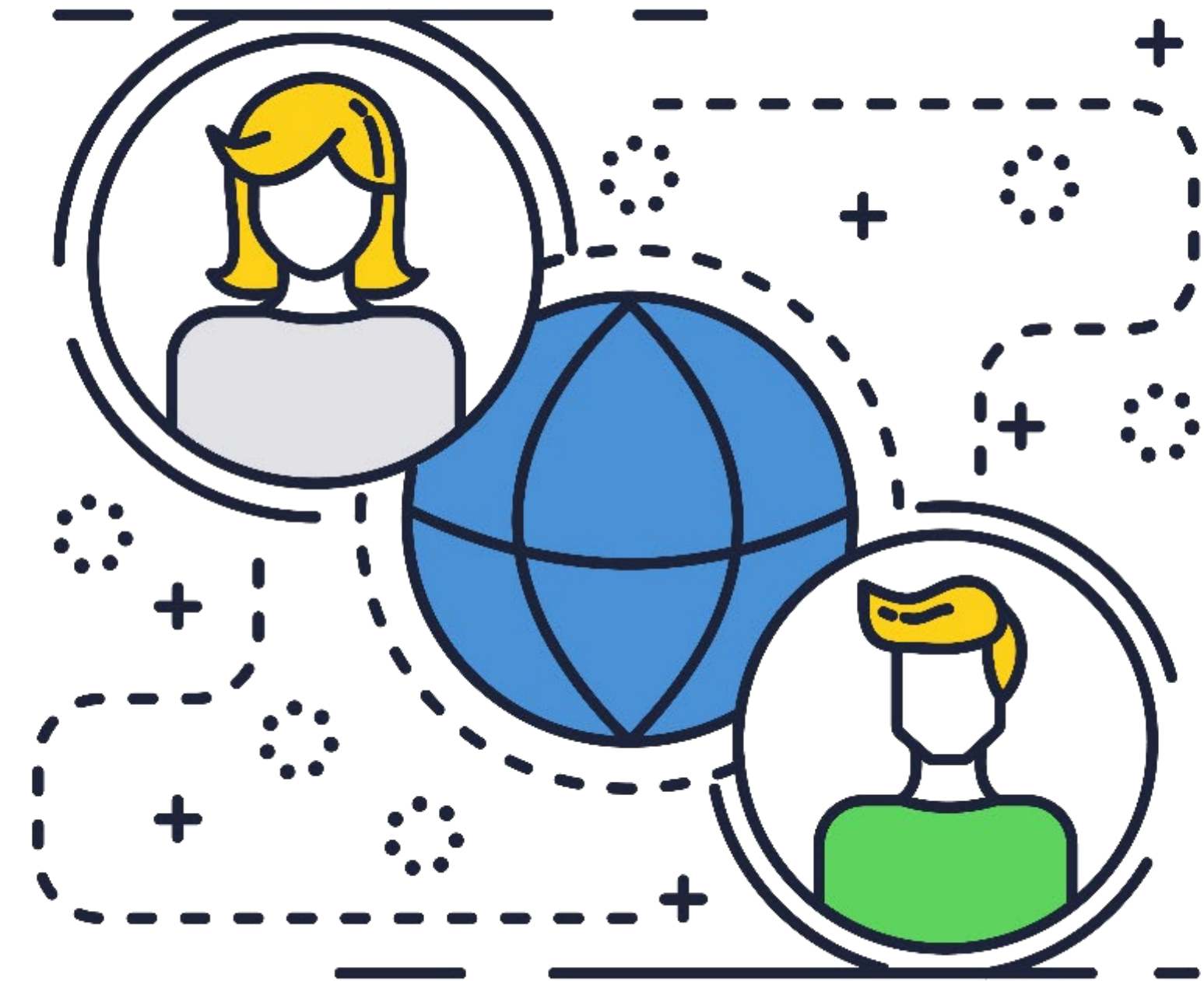
READ MORE ABOUT THIS TOPIC & MORE IN OUR 3RD BOOK

Available on Amazon and other online book retailers. Search "WSI Digital Minds" or visit
https://bit.ly/wsibook3

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Persona-Based Marketing: Understanding Your Target Audience in Challenging Times

Wednesday, April 22nd at 11:30 AM EDT
With Cormac Farrelly
Dublin, Ireland

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to step up your database marketing activities? Need help nurturing your contacts throughout the buyer's journey?

Reach out to your WSI Consultant or email contact@wsiworld.com.

WSI

Now it's time for some Q&A

See you next time!
Stay Safe & Keep Healthy