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Content Strategy Waterfall

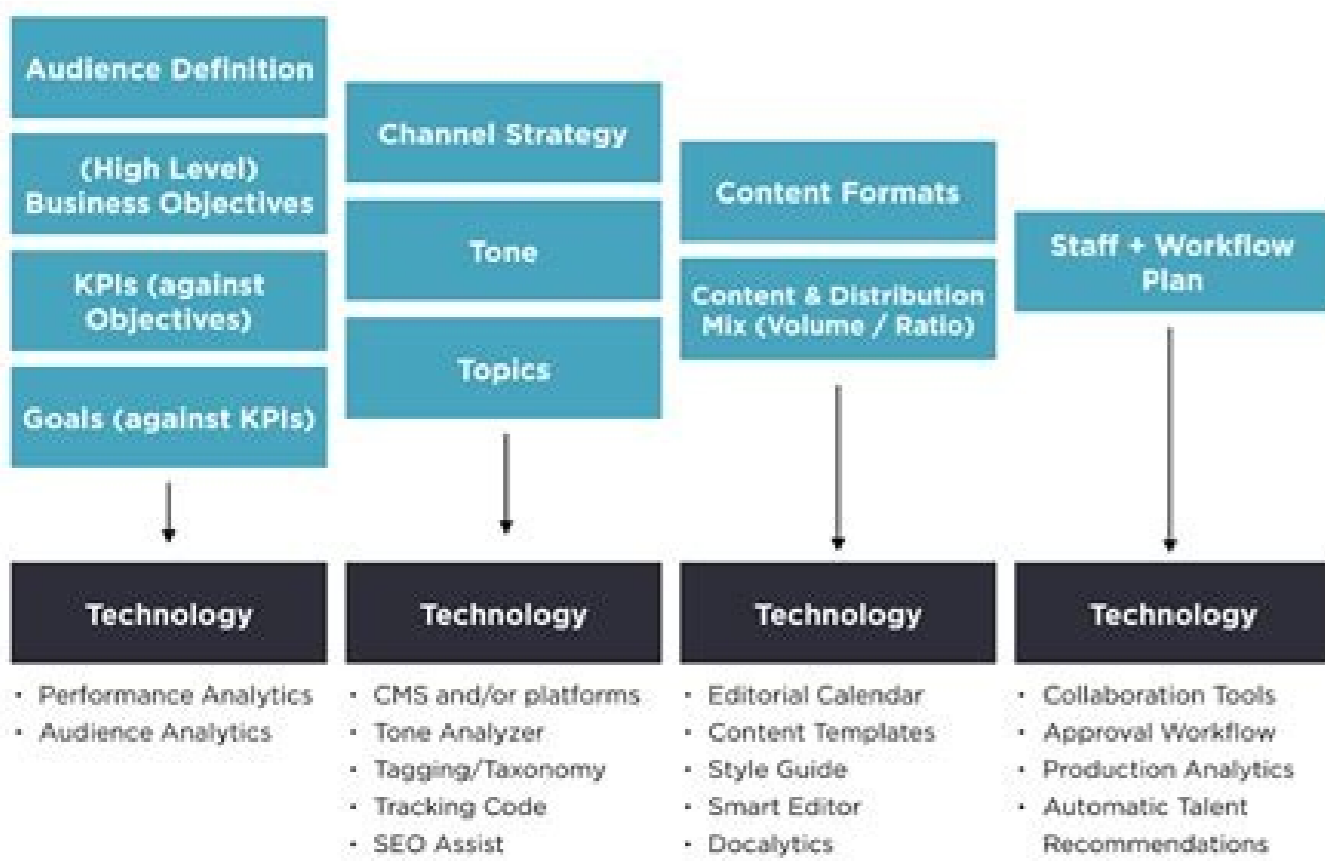
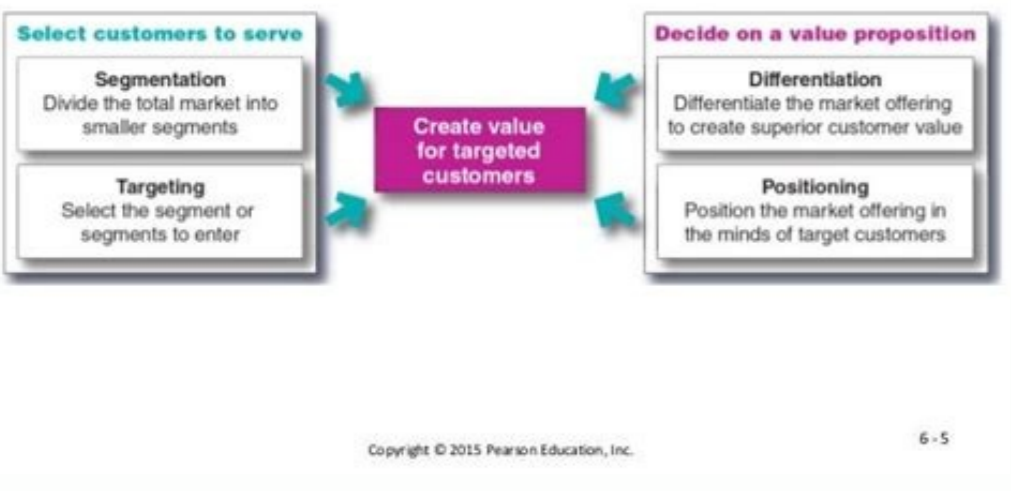


Figure 6.1 - Designing a Customer-Driven Marketing Strategy



Marketing Plan STARBUCKS <i>Get2Growth</i>		
Audience	Strategies	Activities
Target Persona Urbanites on-the-go Men & women aged 25 - 40 Affluent professionals, high-income (\$90K) Aware of social status Technology early-adopters Heavy mobile users Environmentally & socially conscious Read a lot and stay up on news and trends Laid back but driven; flexible to change	Marketing Goals 1. Increase global active (use monthly) Rewards members by +10% year-on-year 2. Grow same store footfall by +3% year-on-year 3. Increase food sales mix to 22.5% (from 21% in 2017) 4. Increase Mobile-Order-& Pay to 15% of US transactions by Q4 2018 (from 12% Q2 2018)	Marketing Channels • In-store environment • Mobile app • Mobile platforms & advertising • Social: Facebook, Twitter, Instagram • Music streaming services: Spotify, SoundCloud • Outdoor advertising
Customer Journey 1. Anticipate - Office, Car -> Online/Mobile/Radio 2. Enter - Walk-In -> Outdoor/Mobile 3. Engage - Line, Order, Play, Sit, Drink, Work -> In-store/Mobile/Music Streaming 4. Exit - Pack-Up, Walk Out -> In-store/Outdoor 5. Reflect - Car -> Outdoor/Radio	Key Strategies 1. Move focus from short-term promotions to sustained personal relationships with customers 2. Expand Mobile-Order-& Pay capabilities (including non-Rewards members) & usage 3. Expand Starbucks Reserve Roasteries to create quality halo for the master brand 4. Promote lunchtime / grab & go occasions to purchase 5. Push sugar / gluten-free ranges	Tactics & Activities • Inside & outside store campaigns to build personalized digital relationships with customers • Reduce time-limited offers by 30% & replace with targeted offers personalized to individuals • Lifestyle advertising promoting Reserve stores • Local outdoor to drive lunchtime/grab-&go traffic • Educational program targeting gluten-free/vegan community • Mobile-Order-& Pay offers on streaming services
Value Proposition The "Third Place" where urbanites can go between home and work to enjoy great quality coffee in a unique, relaxing and friendly atmosphere.	Pricing & Positioning Premium pricing (+25% versus value brands) Highest quality coffee (own sourcing, roasting, & delivery) Un-sustainable service Superior convenience Shared community - social responsibility & environmentally sustainable	Measures of Success: Daily/Weekly/Monthly/Quarterly/Annual • Average revenue / store • Average footfall / store • Same store average transaction value • Number of global Rewards members • % transactions Mobile-Order-& Pay • Food sales % revenue • Social followers • Website visitors



Create a positioning map - You have to start with creating a positioning map based on customer perceptions of your brand based on the competitor's brand. They are making purchasing decisions at a faster rate than ever before. So, the challenge for digital marketers is to understand how to catch them in the process of the buying decision. It tracking your Net Promoter Score (NPS). Omnichannel engagement empowers customers to connect with your brand through their preferred channels by making a smooth transition in the same interaction. Customer personas add great value to your business by representing various segments. 47% of companies who exceeded sales and revenue goals consistently maintain their personas. Let us discuss the main attributes of developing a great customer driven marketing strategy for your business. Engage with customers by using the right tools - You can provide real time assistance with live chat or use visual tools like co-browsing & video chat for delivering faster solutions. Gain more customers with word of mouth marketing Increasing customer base with referrals and word of mouth can be a part of your customer driven marketing strategy. Customers interacting with your business need to have excellent experience in order to bring benefits to both sides. Positive customer experience builds a better brand reputation and negative CX brings feedback Implementing customer feedback will not only help you to create better products and services. 7. Invest in customer service experience Customer service is an integral part of a consumer-driven marketing strategy. Customers always remember brands by the kind of service quality they offer. Here are the key ways how buyer personas help in customer driven marketing strategy. Businesses with strong omnichannel customer strategies retain 89% of customers. Enable businesses to retain more customers by offering products that appeal to where customers across their lifecycle. This is where having a successful customer driven marketing strategy comes in. Being customer driven means all your sales, marketing, or support strategy need to be aligned singularly. Businesses can use market segmentation to identify what does work but more importantly what doesn't work and alter accordingly. It helps to create buyer personas in order to personalize your marketing efforts. 3. In order to do this, they need to do everything they can to understand the way their audience thinks and behaves. Businesses should design their products and services around your customers' needs, instead of marketing a product that has no relevance to your customers. When you focus on customer needs, it is going to be successful from product development to marketing strategies. Choosing the second option is better as the former one involves a tedious process that is full of risk. Here are the key benefits to segmentation to improve customer experience (CX) Creating tailor-made marketing initiatives to better match your products or services offering to your customer segment needs. Enhance the products or services offered. Here are some customer service tips for strengthening the marketing strategy driven by customers. Having a consumer-centric strategy not just helps with creating a strong brand and customer acquisition but also helps to complete the feedback loop that helps to be aware of changing customer needs. 2. You can identify the gaps in terms of value proposition and ensure that the end product will actually meet their expectations, solve their problems, and fulfill their needs. Provide real time support by using live chat software and visual engagement tools like co-browsing and video chat. You can automate your customer support tasks with chatbots to provide 24x7 support to the common customer queries. If your customer experience strategy is not well structured, you will lose business no matter how good your product. Your business however will need the right tools at its disposal to successfully plan and create a customer-focused marketing strategy. Audience segmentation is crucial in the digital sphere because consumers are more empowered than ever. 6. You can connect all the customer data and utilize it to create a more dynamic, enjoyable experience for customers. For a successful value driven marketing strategy, you need to create an omnichannel customer engagement plan. Being omnichannel helps to gain valuable insights into customer interactions and their behavior across their life cycle. Increase lead conversions by aligning your teams around a customer centric culture. Keyways how implementing customer feedback enhances consumer based marketing strategy? Feedback provides insights into what is working well about your products and what should be done to make the experience better. Customer opinions help to fine-tune your marketing objectives to re-align with your customer needs. It is the key towards delivering delightful experiences that accelerates revenue and boost brand loyalty How to build a successful consumer-driven marketing strategy Understanding customers is critical to the success of a consumer-based strategy. Using data-driven research is the key to understanding who is your target audience and what motivates them to purchase your products and services. It makes customers stick with your business for a lifetime. In the hypercompetitive market customer experience (CX) is the new driver of decision making. Find your customers and design a product based on the market intelligence you have gathered. Your partners will get some percentage from every deal that you make with someone who followed the link on their website. Increase customer base Having a value driven marketing plan helps in providing customers the exact value they are looking for. 1. It happens when businesses shift from the products to meeting customer needs, which in turns develops trust and loyalty What is a customer driven marketing strategy? A customer driven marketing strategy refers to meeting customers' needs in a more personalized way and helps businesses to optimize marketing return on investment (RoI). Targeting the right market with the right personalized messages is a vital part of a customer driven marketing strategy. You can encourage your loyal customers to share their positive experiences, success stories across their friends and social platforms to attract new customers. By identifying and targeting customers with higher lifetime value, businesses can strengthen relationships by crafting solutions to fit their wants. 4. Your support team plays a vital role in the overall marketing plan. \$1.6 trillion is lost by companies in the United States due to customer switching as a result of poor customer service". Create an affiliate program. You can implement a referral program where customers are rewarded for sending new business your way by giving them additional discounts, cash rewards, or free subscription. Encourage your customers to leave positive reviews and star ratings on certain websites. They determine the worth of your products or services. The key reasons why value driven strategy is important are: Higher customer lifetime value (CLTV) Customer based business with the best customer service software and devise a robust omnichannel strategy. 5. Build your product strategy to meet product market fit Given two scenarios for you to choose, which one would you opt for? Create a product and then attempt to find the audience that it suits best. It requires a firm commitment to seek ways to add value to your clients. Enhance value propositions align with the desired needs of the customers. Accelerate profits by providing customers with what they are looking for. It also gives customers a feeling that you value them and are listening to their opinions that are important to build trust and loyalty. Use customer feedback to improve your marketing strategy One of the vital aspects of a consumer-driven marketing approach is customer communication. Source With a strong customer driven marketing strategy, your company can reap the potential benefits of targeting and segmenting customers. Provide a better understanding of buyers, their needs, and how to fix them. Word of Mouth marketing impression results 5x more sales than a paid media impression and people are 90% more likely to trust and buy from a brand recommended by a friend. Here is how to leverage brand advocates to create word of mouth or community to build your brand. Focus on your product roadmap along with the challenges you can address. The key elements for an omnichannel customer engagement plan are: Connect with customers across their preferred channels - It enables you to have a better understanding of the preferred touchpoints and be actively available on those channels for real time engagement. Sign up with REVE Chat for top customer service tools and strengthen your marketing effort. The bottom line is that every business wants to deliver a delightful experience through its products or services. Final thoughts Customer-driven marketing is the pillar to create long term successful customer relationships. Start Using REVE Chat Now! Start a 14-day free trial, no credit card required! Identify your target audience. Building a customer driven marketing strategy focuses on identifying your market audience and anticipating their needs. Key tips to create a winning customer based marketing strategy. Hence it is crucial to plan a strategy to deliver a great omnichannel customer experience (CX). For the brands that customers are loyal to, show willingness towards the following. It helps in delivering a unique value proposition to the right customers. Deliver consistent support across are the channels by being active where your customers are. Hence it is imperative to focus on the experiences in your value driven marketing strategy. Your sales and support team should understand how to provide excellent customer service and experiences. CX has become equally or more important than product and price when it comes to consumers' purchasing decisions. Customer centric companies are 60% more profitable than companies that don't focus on customers. Obviously pushing your products without a clear value proposition will not produce significant results or allow you to sustain in the long run. Customer driven companies can also run contests for customers and can send you referrals in a specific amount of time. If you succeed in impressing your clients in the first go, the customer base multiplies with referral customers and word of mouth virality. Cultivate customer loyalty 60% of loyal customers will purchase more frequently from their preferred companies. Highlight your value proposition - Define the customer needs you can best address with your products or services. With this approach, you become a magnet for new clients and prospects. Data gathered from different channels and sources help to build up a clear picture of who exactly your target market is. The vital element of buyers' persona influence is to improve customer experience. Segment your target audience Segmentation allows you to enhance your vision to view the audience more broadly. Train your support team with the right customer service communication strategies to deliver a superior service experience. A customer driven company has a positive impact on customers. Well constructed personas also result in value driven marketing and sales. When businesses invest in a 'customer service-oriented culture', they can build customer loyalty and increase customer lifetime value (CLTV). You can also deploy chatbots for 24x7 support for FAQs. Personalize your interaction - You can personalize your customer interactions at the identified touchpoints to deliver a great customer service experience. REVE Chat offers a suite of customer engagement tools essential for extending support across multiple channels simultaneously. The customer first approach goes beyond the responsibilities of your marketing team. Create an omnichannel customer engagement plan Today's customers expect brands to deliver an experience that extends beyond the store purchase to their smartphone, tablet, and laptop computer.

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