



TOP MARKETING TRENDS DRIVING CUSTOMER EXPERIENCE IN 2020

A faint background image of a hand holding a smartphone. The phone screen displays the text "CUSTOMER REVIEWS" at the top, followed by a row of five gold stars. Below the stars, the word "Four" is visible, and further down, the word "Excellence" is partially visible. The background is a dark blue gradient with a faint silhouette of a crowd of people.

Today's Presenters



Mike McDonald

EVP, Sales & Marketing



Greg Lukach

Content Strategy Manager



Jasz Rae Joseph

Senior Associate, Account Manager

A silhouette illustration of a group of hikers on a mountain peak. The hikers are shown in various stages of ascent, with some reaching the top and celebrating. The background is a dark, gradient sky. The overall scene conveys a sense of teamwork and achievement.

1. Building Trust

Trust Is Everything in 2020

GDPR: ground zero for a more trusted, secure internet

1

BY THE CONVERSATION ON 30TH MAY 2018

FEATURED NEWS, INDUSTRY NEWS, INTERNET NEWS

Your mass consumer data collection is destroying consumer trust

Jascha Kaykas-Wolff 4:00 pm EDT • October 10, 2019

 Comment


What type of trust have we lost in media, marketing and advertising?

By [Darren Woolley](#) - 15 October 2019 09:00am

1,301 views | Oct 12, 2019, 05:46pm

Why The Marketing Industry Trust Crisis Lingers On



Paul Talbot Contributor 

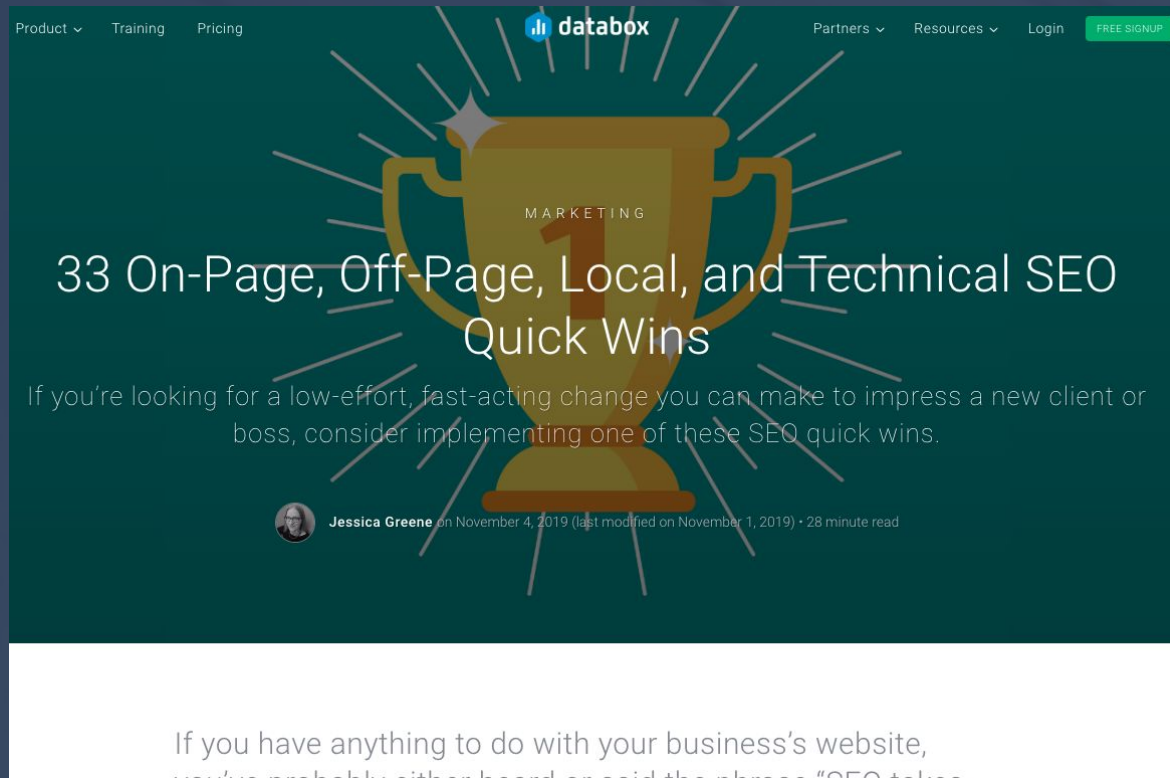
CMO Network

I write about marketing strategy.



Trust From a Digital Perspective

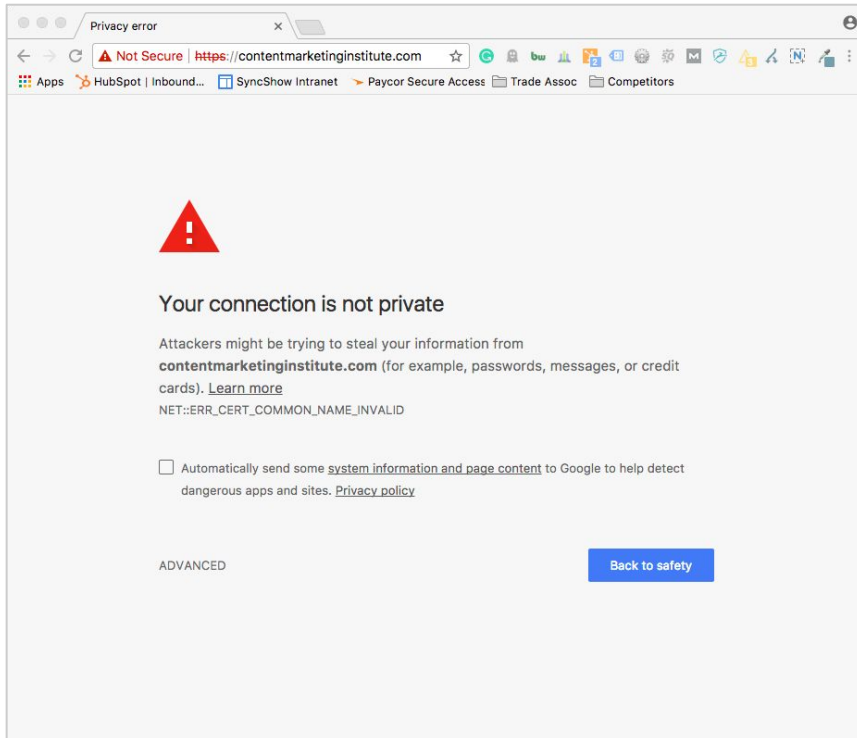
Off-Site SEO



The screenshot shows a webpage from Databox. At the top, there is a navigation bar with links for 'Product', 'Training', 'Pricing', 'Partners', 'Resources', 'Login', and a 'FREE SIGNUP' button. The main content area features a large golden trophy with a '1' on it, set against a dark green background with radiating lines. The word 'MARKETING' is written above the trophy. The article title is '33 On-Page, Off-Page, Local, and Technical SEO Quick Wins'. Below the title, there is a sub-headline: 'If you're looking for a low-effort, fast-acting change you can make to impress a new client or boss, consider implementing one of these SEO quick wins.' The author's name, 'Jessica Greene', is listed with a small profile picture, along with the date 'on November 4, 2019 (last modified on November 1, 2019)' and a '28 minute read' indicator. At the bottom of the screenshot, a white box contains the text: 'If you have anything to do with your business's website, you've probably either heard or said the phrase "SEO takes'.

“The bump from page two to page one is much simpler than trying to rank for a brand new keyword, and the traffic increase when you get to page one is great,” says Jasz Joseph of SyncShow.


How Trustworthy Is Your Website?



Privacy error

Not Secure | <https://contentmarketinginstitute.com>

Apps HubSpot | Inbound... SyncShow Intranet Paycor Secure Access Trade Assoc Competitors



Your connection is not private

Attackers might be trying to steal your information from **contentmarketinginstitute.com** (for example, passwords, messages, or credit cards). [Learn more](#)

NET::ERR_CERT_COMMON_NAME_INVALID

Automatically send some [system information and page content](#) to Google to help detect dangerous apps and sites. [Privacy policy](#)

ADVANCED [Back to safety](#)



Not Secure | penfieldtownship.com



Penfield Township Lorain County, Ohio

[Home](#)

Welcome to the official website of Penfield Township

Welcome. We hope you find the information you are looking for at our website. Please contact us with any questions. [Click here to download our Spring 2019 Newsletter.](#)

[Click here to view the Penfield Community Calendar.](#)

UPCOMING TOWNSHIP EVENTS & NOTICES:

NEW! Dumpster Day

The last dumpster day of 2019 will be held on Saturday, October 19th from 8 AM until 3 PM. Residents may bring scrap metal, motor oil, car & farm batteries and general trash.

Residents may **NOT** bring hazardous material, paint, tires, or construction debris.

Some residents have abused the prohibition on construction debris in the past and the Trustees reserve the right to reject any load not deemed acceptable.

OTHER LINKS:

- [Keystone Local Schools](#)
- [Lorain County](#)
- [Southern Lorain Co. Ambulance District](#)
- [Wellington Fire District](#)
- [Lorain County Sheriff](#)
- [State of Ohio](#)
- [FirstGov](#)
- [Penfield Historical Society](#)

CONTACT US via EMAIL

Trust Symbols



ReTrans Freight
A Kuehne + Nagel Company

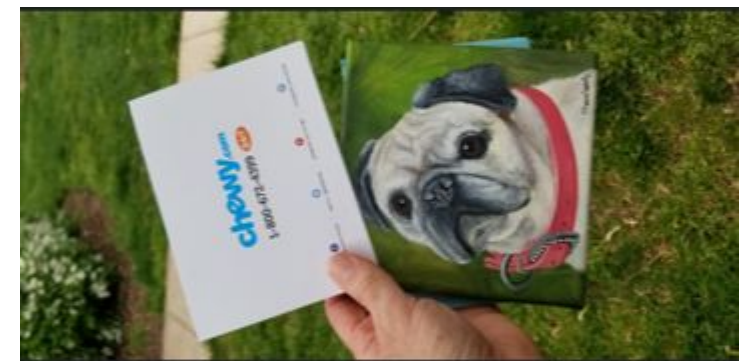
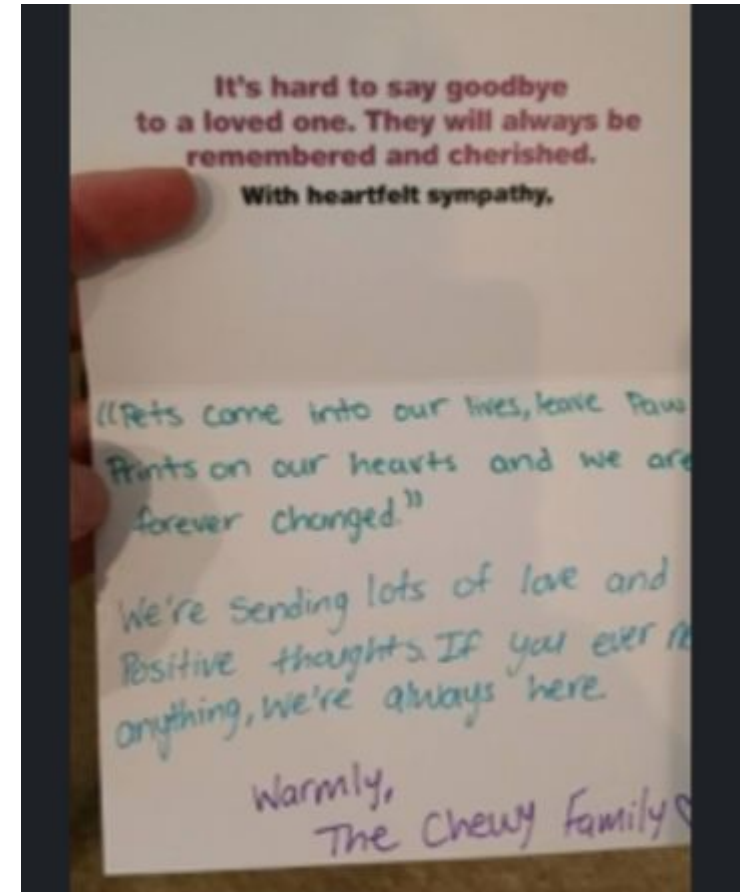
ReTrans Freight

"The partnership with SyncShow has been extremely positive. The task to better us in the ultra-competitive and fast-changing transportation supply chain market provides dividends daily. SyncShow does a great job in listening, creating and working alongside us effectively."

- Brian Hiller, Vice President of Business Development, **ReTrans Freight**

Building Trust Example

If anyone has ever dealt with [Chewy.com](https://www.chewy.com), they probably know just how wonderful their customer service is. But today, it went to the next level. I had to put my Bailey down in October. She had been on prescription dog food, and I had a brand new unopened bag (about \$70). I asked Chewy if I could return it. They told me to donate it instead, and they returned my money. GREAT customer service; right? IT GETS BETTER!! Today, completely out of the blue, I received from [Chewy.com](https://www.chewy.com) the card and painting below. I have also provided picture of Bailey that I must have uploaded to Chewy at some time. This is a real oil painting, and the artist, **Sharon LaVoie Lamb**, did an amazing job. I don't know how to make something go viral, but [Chewy.com](https://www.chewy.com) deserves recognition for their outstanding attention to detail and customer service.



Customers → Evangelists



2. Storytelling

Why Story Right Now?



How Can We Use Story in Marketing?



Framework #1

The Story Script



Your Ideal Customer

Who are they and what do they want?



Needs Help

What is their primary source of conflict and what other problems are they facing?



But Finds a Solution Provider

Why should you be trusted to lead this customer to success?



Who Tells Them How to Succeed

How exactly will you lead them to success?



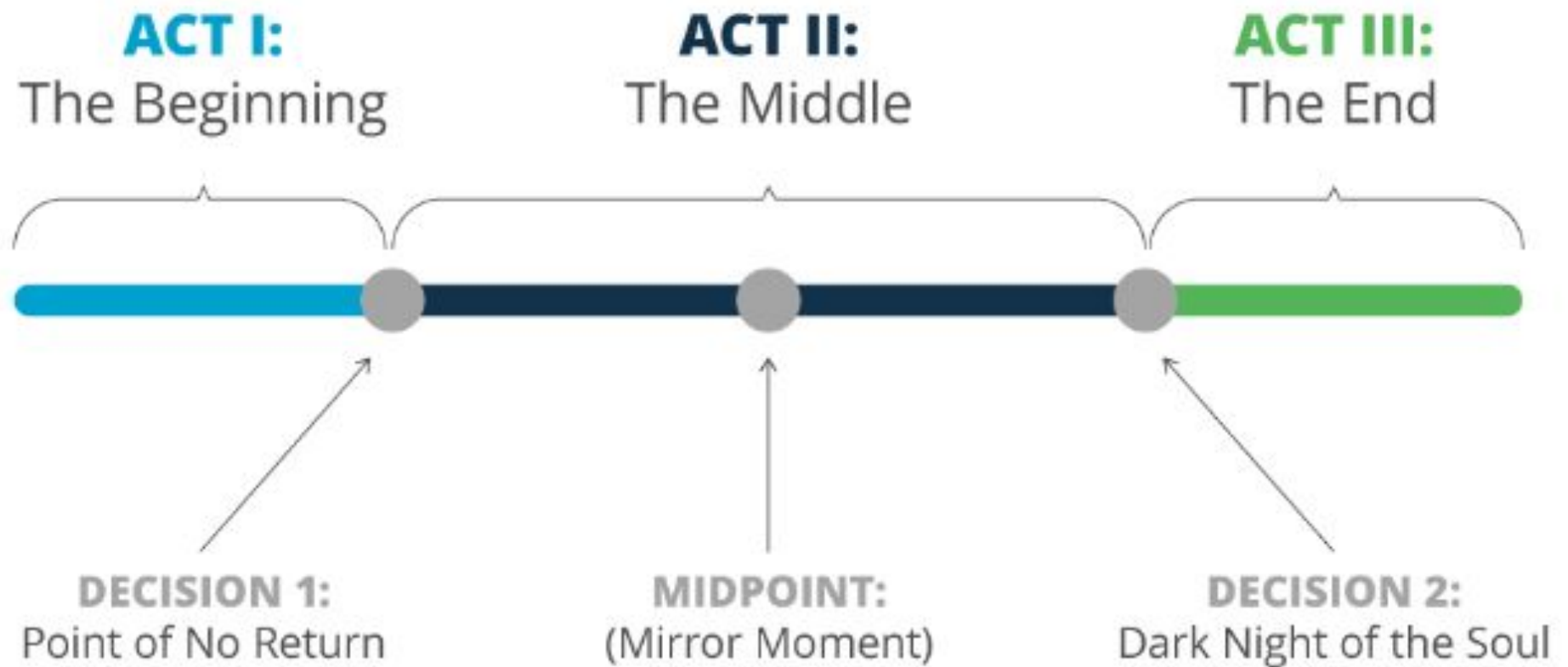
And Inspires Them to Take Action

What will you compel them to do?



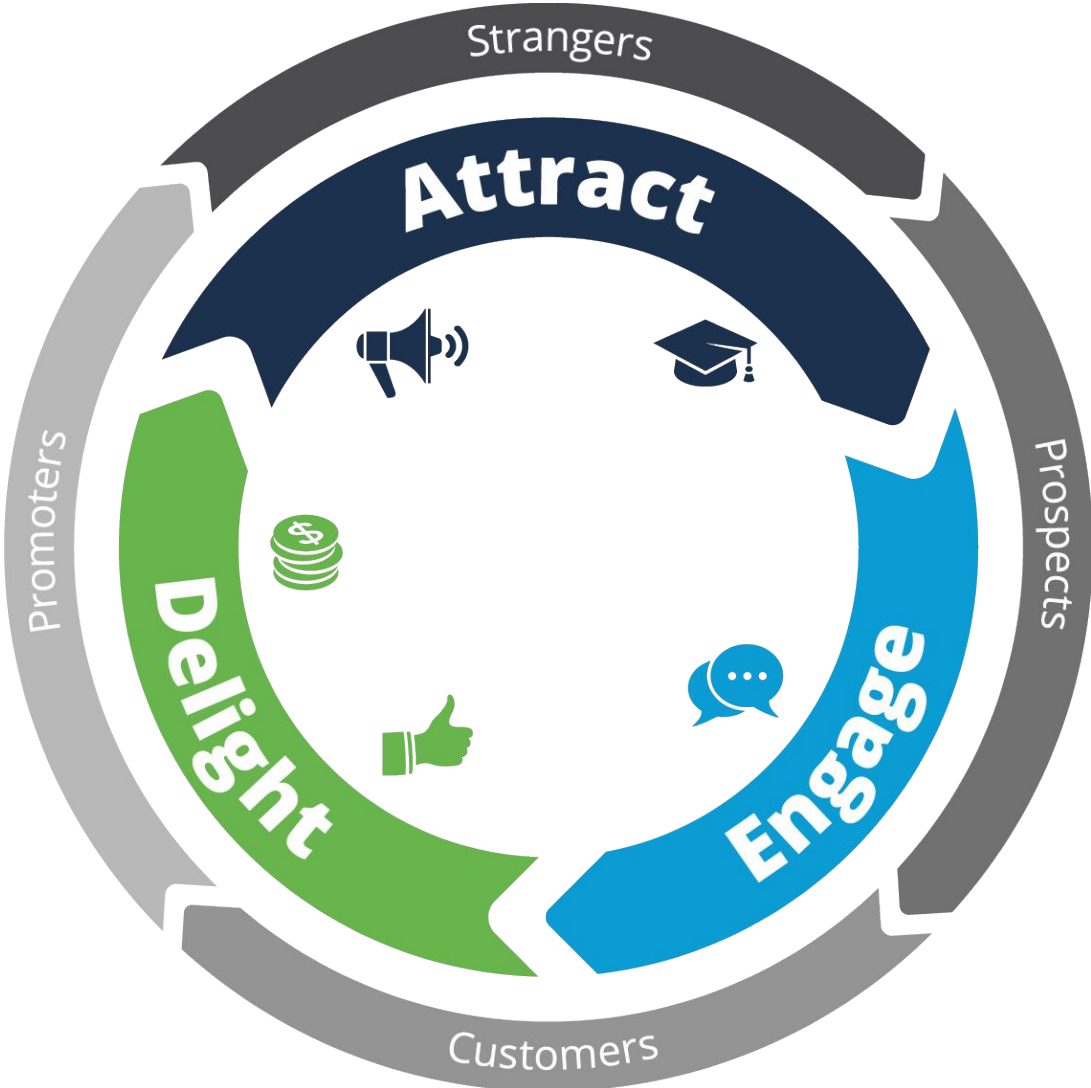
Framework #2

The Three-Act Story Structure



Framework #3

The Flywheel
(formerly the funnel)



Framework #4

The Playground



How Do You Take Your Stories to the Next Level?



8 Storytelling Tips to Deliver 2020-Worthy Customer Experiences

1. Integrate compassion and emotion
2. Remove friction
3. Break your story into small, manageable pieces
4. Give buyer's options
5. Talk to buyer's right now
6. Content quality = greater for customers
7. Empower customers to do it themselves
8. Experience what your buyers experience





3. Alignment Between Marketing & Sales

By the Numbers



36%

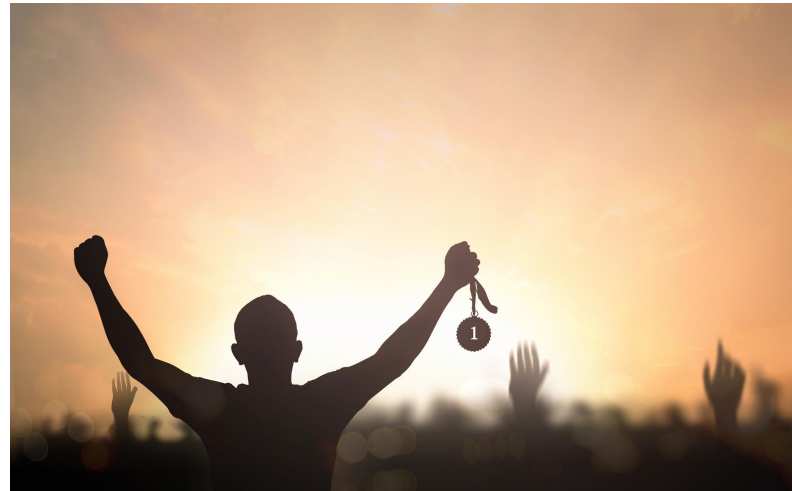
Higher customer retention rate



Source: MarketingProfs

38%

Higher sales
win rate



Source: MarketingProfs

65%

Sales reps can't find
content to send
to prospects



Source: Kapost



Aligning Marketing & Sales

“

“The single largest opportunity for improving business performance today.”

Marketo

Some current difficulties:

- Nuance by industry - culture
- Lack of resources devoted to marketing
- Lack of shared goals and strategies
- Reporting structure and compensation



Moving to a Culture of One Revenue Team

How We Get There



Shared Goal of
Revenue Growth

Getting started

1. Identify the linchpin
2. Build strategies to achieve the goal
3. Build KPIs marketing and sales efforts
4. Communicate!
5. Celebrate wins!

START

Practical Example



5 Key Elements of a Successful B2B Website

4 Most Common Mistakes on Manufacturing Websites

B2B Web Design 101: Usability Best Practices

Summary

1. Trust is everything in 2020
2. Storytelling is the future of marketing
3. Sales, marketing and customer service = one revenue team



SUCCESS is often
not a matter of
talent, but a matter
of TENACITY.

Thank You
Questions?