

12 Ways to Create a Customer Experience



This e-book is for you if:

1

You are shoving prospects into, and through, a funnel, delivering content on a schedule and hoping your potential customers pop out as happy, ready-to-buy/qualified leads.

2

You are feeling frustrated with the quantity and/or quality of prospects entering your sales funnel and/or your conversion rates.

3

Your company is built on the premise that people do business with people they know, like, and trust and you are looking for new ways to create a memorable, personal experience for your prospects and customers.

Following is a list of things you can do **RIGHT AWAY** that will let your prospects and customers get close, get to know you, and set your company apart from the competition.

Ok, let's get started!

Let me start out by saying, I am guilty of pushing/shoving prospects through a funnel. But, it doesn't work. Marketing automation has taught us to get prospects in the funnel, nurture them in the middle, and then push them out the bottom when they are educated and ready to buy.

However, in our haste to gather, nurture and qualify as many leads as we can, we may have lost our voice and our understanding of how people like to be treated, how they want to connect, and how they make a purchase decision.

I am not opposed to using a funnel to move prospects from the top of the funnel to a qualified lead at the bottom of the funnel. In fact, I am a huge proponent. Delivering relevant information that is in line with where the prospect is in the buying process, is very effective. I am simply suggesting that we create an experience that will create connection, engagement, and be memorable and lasting.

"Feeling connected doesn't only make you happier, it can add years to your life. In fact, the need to belong is so strong and runs so deep that it may not make a difference what you belong to as long as you do belong."

- Purdue University.

Simon Sinek has a wonderful TED talk called, "**Start with Why**". I highly recommend it.

Simon talks about the part of the brain that drives decision-making and reiterates my philosophy "that people do business with people they like", and "people don't buy what you do, they buy "why" you do it".

After watching Simon, you will absolutely rethink your campaigns and how best to communicate with your prospects, leads and customers.

A landing page is created to capture data and get your prospect into your sales funnel. What if you added a personal video (shot right from your computer) welcoming the prospect, introducing yourself, making them feel comfortable? You can quickly convey that your business is personal, that you appreciate them coming to your landing page, and you are happy to help them in any way you can.



1

Create a
Landing
Page
Video



It is likely that anyone who has dropped by your landing page or has responded to your campaigns is visiting other sites as well. You have the opportunity to be the one person/company who offers them some of your time, is willing to answer their questions, listen to their challenges/needs, and provide your ideas and recommendations (free of charge).

Offer your prospect time on your calendar. You can do this on your landing page, on an email, or as part of your campaign.

Add a calendar site like *Calendly* www.calendly.com, to your calendar and people can choose a 15-minute window on your calendar. *Calendly* will confirm the meeting with you and the person you are meeting with. It is so simple and free.

During this 15-minute session you will be able to listen, ask questions, answer questions, and begin to develop a personal connection. After the call, you can shoot out a quick email thanking the person for joining you. And because you gave up your time on the phone and took the 15 minutes to answer the call, your emails will now get opened and you will have developed a personal connection rather than just another name to your database.



2

Share
time on
your
calendar

This is an easy one. You can schedule a standing web meeting each week at the same time for 1 hour. Invite your prospects and customers to come and ask questions, get input or recommendations. Get to know the meeting attendees. Make them feel welcome and connected. Have fun with the session.

3

Host a
Weekly
Q & A
Session

We have created video Q&A with some of our technical clients. We ask each of the engineers to come up with 4 questions that are frequently asked. We then create a desktop video (we use the camera on our Mac and Photo Booth) for each question.

After the engineer answers the question, we save the file, add a title graphic on the front and a call to action graphic as the last screen of the video that shows contact information. We create the front and back graphics in Canva.com. We move the video to Wistia.com and add the two graphics. It may sound complicated, but it isn't really that difficult. *Let us know if you get stuck and we would be happy to help you.*

We can create about 10 videos in a day so the process is very efficient. After one day we have a library of videos that we can share in social media, on our web, as part of a blog, or in our campaigns.



Create a
video of
FAQs

We use *HubSpot* ([hubspot.com](https://www.hubspot.com) for marketing automation) so the emails within our campaigns come from someone on the team, not a “do not reply mailbox”. At the end of your campaign emails add a note that says “if you have questions, or would like to chat further please respond to this email. I/we read every email and will get back to you as quickly as possible.



5

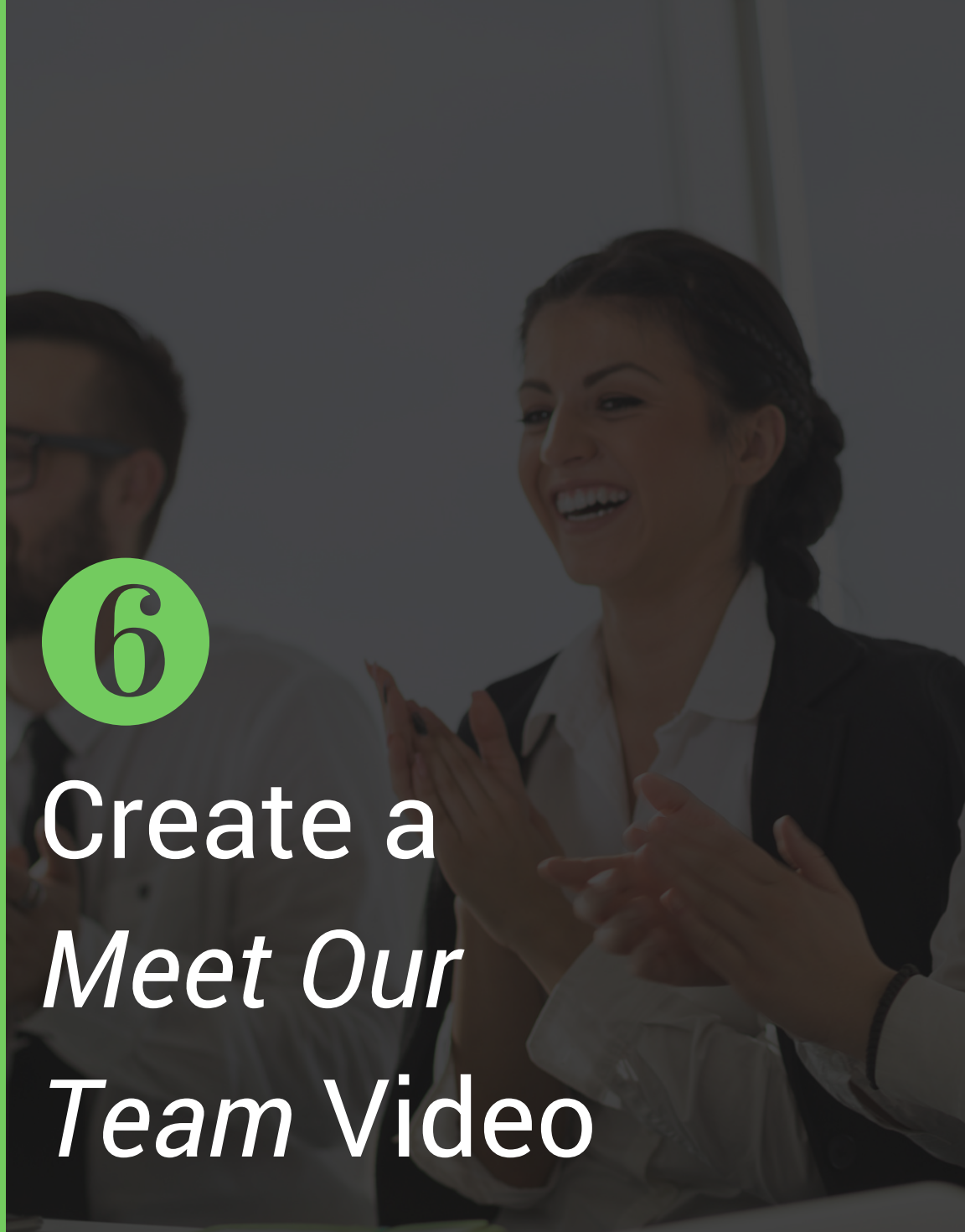
Encourage
email
responses

Have some fun and create a video introducing the people in your company or your team. Be real, be personable, let your prospects see who you are and how much fun you would be to work with. You can add a link to the video in your signature. You can also add the video to your website and point to it via a “meet the team” link.



6

Create a *Meet Our Team Video*



Add your phone number to your site, blogs, email signatures, campaign pages and encourage people to call you.

Phone calls to companies as a result of a campaign are on the rise. Getting a prospect on the phone and chatting live is like striking GOLD.



7

Promote
your phone
number on
your website

How great would it be to chat with people who are dropping by your site? Find out a little bit about them, answer their questions and create a 1:1 dialogue right from the start.



8

Add live
chat to
your
website

Create a short video from the CEO of the company welcoming prospects to your site. Share a bit about your company and the problems that you solve. Do not create a video that is “all about you”. Share how you are unique, talk about your culture, and most importantly invite your site visitors to get to know you via a quick chat, a Skype call, an in-office meeting.

Many companies don't do this type of personal marketing because they are concerned about the cost. If that is your concern, consider the impact of a 1:1 meeting with a potential customer. If you take the time to get to know someone, listen to their needs, share your ideas, and ask nothing in return, you are creating loyalists which often turn into advocates. They don't ever have to turn into customers to make the meeting worthwhile.

9

Create a
short
video
from the
CEO

The benefit of marketing automation is the visibility into your prospects actions. You can easily see which prospects are engaged with which pages of your site, your blog, and your marketing campaigns.

Take time each week to find your most engaged prospects and send them a personal email. Ask what information they need, how you (personally) can help them and see if you can get them on the phone.



10

Write a
personal
email



One way to educate and share value is to create a podcast. A podcast is often best if you bring in special guests to share their unique value and make the podcast more conversational and educational.

You can promote your podcast via your website, blog, social media (posts and groups), and via the podcast channels.

You can also create a place on your site, or within your social media where people can posts questions they would like you to cover on your podcast.



1 1

Start
a podcast

Periscope is a new streaming video app that allows you to communicate and share information live with anyone across the globe. Whether you are posting a tutorial, answering questions, sharing information, or bringing your guests into your office for a tour, you will be communicating personally.

Periscope is owned by Twitter so you can easily build a following from your Twitter account. This is a free app. Now is a great time to get started with Periscope because the app is new and there are not a lot of “periscopers” yet.

@alexpettit is on Periscope and shares how to get started and grow your business with Periscope. You can watch his Periscope by downloading the app, searching for Alex and then watching him live or watching one of his past broadcasts.



1 2
Connect
on
Periscope

This is just the tip of the iceberg!

There are so many more ways you can create an experience that is personal, memorable and connects you with your prospect and customer.

We would love hear how you are creating an experience for your prospects and/or customers. And, if you aren't there yet, let's brainstorm together about where to start. We are always up for a casual chat. No strings attached.

Call Keri at (916) 218-6066 or (650) 641-0310 or email us at info@catalystmarketinggroup.com

Cheers to you and the success of your business!

