Loyalty & Referral Marketing Basics

A Webo Academy Ebook

Introduction

Done right there are a few indicators of success including:
- Your customers are generating leads on auto-pilot
- Your turnover escalation is consistent
- Your "message" is spread to new audiences by customers

At the core you must have a message, which creates an expectation that you meet. Meet, or better still, exceed customer expectations and they will be delighted.

Delighted customers:
- love your products and services,
- invest in them and
- rave about them!

The role of the Webo SaaS

We provide the:

- Digital Marketing tools used to build highly engaged audiences and leads.
- Our tried and tested, simple step-by-step roadmaps are designed to take you from where you are to where you want to be.
- As your solution engineers and strategists you are not alone; you set up, build and drive your campaigns and we will navigate your journey away from complexity to simple and affordable solutions.
- We provide the automation software tools

What does your business provide?

Matters Raised About the Webo SaaS

- It takes time to set up a campaign
  - *o Yes, but you will learn more about your business which will more than provide a return on the time invested*
- I do not have the "Tech" skill
  - *o If you have social media engagement skills, Microsoft Word,*

Powerpoint or similar skills you are good to go

- I do not have the time
    - *o We have a built for you option*

What are the objections raised about your business?

Your customers are delighted

You delight your customers by meeting expectations. Key to meeting the expectations of your customers is to create, promote and meet them. If you do not, referrals will not promote your business.

In short you need to make a promise and you need to promote it with a USP (Unique Selling Proposition).

Your Promise

To start, we suggest that you define your core competency.

Imagine that you are in a meeting and are asked; "What do you do?" In formulating a considered response you should reflect on the pains, desires and frustrations of your customers and upon what it is that you do to help.

The following template will assist you to articulate what it is that you do:

" We help_____
achieve/do_____
so they can_____
without_____"

e.g. We make it easy for delighted and loyal customers
to grow the referrals and reputation of businesses
so that the business can generate sales leads on auto-pilot
without huge ad spend budgets.

Your USP

The Webo SaaS

In defining your USP, you will better capture it, if you reflect on the following building blocks:

> Building Block 1: What are the problems, pains, desires and aspirations that your products or services solve or provide?
> o   *e.g. We provide another way for businesses, buried under thousands search results, to automate lead generation.*

Building Block 2: What benefits do your customers gain from your products or services?
o   *e.g. They benefit from the impact of automated lead generation.*

Building Block 3: What does your product or service allow your customer to accomplish?
o   *e.g. It enables the business to grow and prosper.*

Building Block 4: What makes your product or service unique?
o   *e.g. It is the World's Most Complete digital marketing, platform building, software bundle.*

Building Block 5: Articulate your USP from the above.
o   *e.g. The Webo SaaS is the World's Most Complete digital marketing, platform building, software bundle that enables you to build relationships, automate lead generation and more…*

What are the building blocks to your USP and what is it?

Your Secrets

The benefits, impact, outcome, concerns and the dream that you have for your business. e.g. The secrets to our success include:
- The Benefits (direct output): Automated lead generation
- The Impact: Improved customer relationships
- The Outcome: Prosperity and service delivery
- The Concerns: That the shear size of the bundle will mask the ease of use and effectiveness
- Fun/Enjoyment: Driving campaigns is fun as it is easy to do
- The Dream: Maintaining the excitement of leading edge development

What are the secrets to success of your business ?

The Science to Success

Getting the basics right. e.g.
- Maintaining customer delight
- Customer segmentation
- Ease of use
- Reward relevancy
- Campaign promotion
- Mobi friendly

Is there a science to the success of your business?

Agile Quizzes

Customer delight needs to be actively researched:
- Pilot quizzes
  - *Be able to predict responses and nurture response rates*
- Test micro – commitments
- Test product/service curiosity
- Test, problems, pains and desires
- Test self-interest: Why is it in a customer's interest to submit
- Interviews
  - *Follow up responses and nonresponsive submissions to find out why there was no response*
- Test questions to establish if they demonstrate that you know their needs, etc.
- Test your story and confirm what questions segment your customers so that you maintain question relevancy
- Understand the motives of your customers
  - *Better than your competitors*
- Understand the step by step usage of the products or services
  - *So as to counter objections & inform development*
- Build, engagement and customer buy-in
  - *Reward customers for quiz submission*
- Build leads
  - *Ask for referrals*

- Establish who your most responsive customers are
  - o   *Segment for laser targeting*
- Follow-up
  - o   *Target established needs with solutions and desires*

Do you have an agile quiz that you have researched?
See one of the Webo SaaS's quizzes here https://mycom.app/ dtht2

Your Customer List

Some businesses such as cash based retail stores; restaurants and others may not have a customer list.
- Many businesses do not have customer lists and if so it is a good place to start.
  - o   *Engage with walk-in traffic and partner with noncompetitor businesses that service similar customer bases.*
  - o   *Surveys that accurately define user problems, needs, etc. build credibility and sharing results, establishes your business as an authority in your marketplace.*
- The Webo SaaS maintains specialist opt-in databases that offer the opportunity for each and every customer to:
  - o   *Have a private online loyalty account*
  - o   *Opt-in for email push notifications*
  - o   *Opt-in for SMS push notifications*
  - o   *Add a Communicator button to the home screen of their phones for pull notifications*
  - o   *Login and engage; register comments, follow, unfollow on blogs*
  - o   *Chat and private message participants in online meeting rooms*
  - o   *Link to information on Mobi link & list communicators,*

WhatsGood Communicators, Loyalty & Referral Programme Communicators and in Online Meeting Rooms with video conference options.

Reward Relevancy

You must offer relevant rewards. There is a science to reward relevancy and this is covered in a separate and comprehensive eBook "Reward Structuring with the Webo SaaS." It is the partner eBook to "Digital Marketing with the Webo SaaS. We also have authored an eBook specific to the Hospitality Industry; Restaurants and Hotels, etc.

The bottom line is that "give to get" works! Our eBooks; Digital Marketing with the Webo SaaS and Reward Structuring with the Webo SaaS will take you on multiple journeys. These are the journeys taken by "tiny tot" businesses on their way to being global brands driven by loyalty and referral marketing.

Campaign Promotion

One is not likely to buy a new car without allowing for the fuel needed to use it. In similar fashion, setting up a campaign too needs fuel to drive it to it's market. Once seeded it will grow organically.

The Loyalty and Referral Marketing Campaigns built with the Webo SaaS are designed to automate lead generation through reputation and referral growth built on the foundations of customer delight, ease of use and reward relevancy. This said, they need to be promoted to get them growing.

Local businesses with limited budgets can promote their campaigns without big budgets by a combination of activities such as:

- Networking with friends, business connections and customers
- E-mailing customers details of financial and information rewards
- Adding Campaign Communicator App URL links to business cards, letterheads, brochures, Facebook pages, newsletters, websites, etc.
- Donating products as prizes that are featured on a Campaign Communicator App to local community gathering points such as schools, churches, local sports events, popular "watering holes," etc.

- Speaking on your area of expertise at schools or at hosted on or line events, webinars or breakfasts, etc.
- Distributing brochures or flyers at the businesses of those that influence opinion in your market place

Customer Segmentation

The one size fits all approach to lead generation campaigns is fine if all your customers have the same interests, demographics, etc. This is unlikely and so to improve response/conversion rates, hyper-targeting a campaign to address the micro needs of your audience is recommended.

With the growing success of audience building campaigns prospects will be at different stages in the customer cycle; prospect, buyer, loyal buyer, raving fan, etc.

Often overlooked are differentiating factors such as benefit relevance, interest and needs. This can happen when there is a dominant focus on buying more and more often versus buying a broader range of products or on boosting reputations, awareness and referrals.

If each customer introduces one friend or business connection in a year you stand to double turnover and you are likely to do it in less time than it can be done by any other means.

The best way of obtaining the information needed to segment effectively is to ask for it!

In cases where there is resistance to quizzes and surveys a key to building acceptance and higher submission rates is gamification. Use quizzes in a fun way in competitions, etc. so that your customers get to see that submission is in their self interest. Another key is to follow up with phone or in store interviews designed to ensure that customers see the result as being service delivery improvement.

A great way to understand the needs of customer segments is to create researched customer avatars that represent each segment. In this way the deep dive needed to establish the differences will

pay dividends as your marketing will show that you have product knowledge and market credibility.

In a deep dive to understand the needs, desires, problems, etc. of customers a good place to start is to establish what we call the static variables. These include:

- Gender
- Age
- Education
- Pastimes
- Information sources
- Family/marital status
- Children
- Where they live, suburban home, city apartment, etc.
- Who are their influencers?
- Work skills set
- Social media involvement
- Acquisition preferences; online, in store etc.
- Delivery preferences
- Lead time to delivery preferences
- What products matter to them
- What is the meaning of product performance to them
- What challenges do they face to meet their customer's service delivery expectations
- What problems do your products solve
- What desires do your products meet
- How can your products be improved or customised to better suit their needs
- What differentiates your products from that of your competition
- How big is this segment and is service delivery satisfaction measurable

Showing customers that you have a deep understanding of their needs will give your marketing campaign traction because the relevance will boost participation which will ensure that needs are met and that customer experiences are remarkable.

Explore the following when assessing Customer Delight

Explore the following when evaluating Referral Reward Relevancy
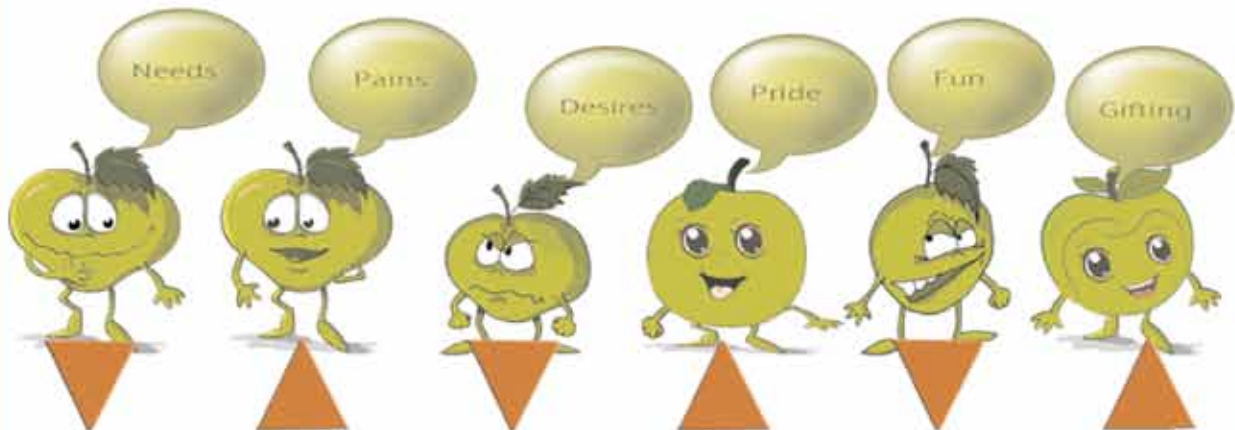
Give Information Apps. Referral Marketing Rewards need not be Cash