

Building Customer Relationships

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Building Customer Relationships

underlying principles

Think:

- Ongoing....NOT points in time
- Shared exchange of value....NOT one way pot of gold
- It's about them....NOT about us
- Co-creation....NOT invention in a vacuum
- Listen....NOT talk
- Learn....NOT assume
- Outcomes and value created....NOT technology functions and features
- How can I help....NOT How can I sell

Engaging Customers

content is king

Content is what allows you to:

- ❑ Demonstrate value and how you can help
- ❑ Communicate how well you understand your customers' problems
- ❑ Gain permission to continue to reach out
- ❑ Create conversations and stay connected
- ❑ Connect customers to peers and ideas



Creating Content

seeding the conversation

Some examples:

- Stories, case examples of solutions to clients' problems, and how you helped get to the outcome
- Shared in written and video form
- Articles and papers relevant to your clients' problems and challenges – written by you or others
- Data/ analysis from third party sources that helps make the business case for your solution
- Roundtable conversations with clients and/ or prospects about challenges and solutions

What is critical:

- † Remember the principles to guide your content
- † Keep up a steady drum beat
- † Create a calendar to create discipline
- † Re-purpose, re-use in different channels, formats

What is doesn't need to be:

- Lengthy or formal
- All written by you

Creating Conversation

some ideas



Create a regular email cadence, sharing value and ideas

Regularly trawl the business/technical press for stories about your clients/ prospects and the challenges they care about (particularly those relevant to your offerings)

Share the stories and insights with clients and to use as a basis for blogs and commentary on social

Interview clients to capture feedback, stories, questions

Include video as a key medium to share stories and updates

Set up a blog to share updates, stories, links to other content with your observations

Share the content on your social channels and the company's social channels

Speak at events – bring a client if possible

Ask an existing customer and fan to host a dinner to invite other customers and prospects to share stories about challenges and solutions

Hold a web briefing for customers and prospects