



SMART SIMPLE MARKETING

GAIN CLARITY. TAKE ACTION. GET RESULTS.

smartsimplemarketing.com

Winning Habits of Customer- Centric Marketers

Workshop Facilitators:

Wil Hart & Sydni Craig-Hart



TODAY'S OBJECTIVES

- Explain how to become more customer-centric—from the customer's perspective
- Discover a defined process for capturing customer insights to inform and create high-ROI marketing programs
- Define the critical steps you can take in the next 30 days to see results



HOW TO PARTICIPATE IN POLLS AND SUBMIT QUESTIONS

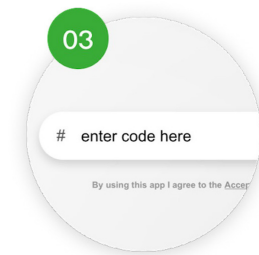
Join the conversation



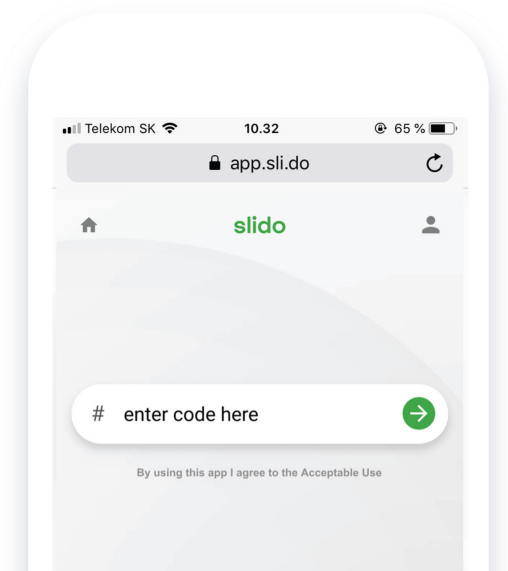
Open browser



Go to slido.com



Enter **6301946**



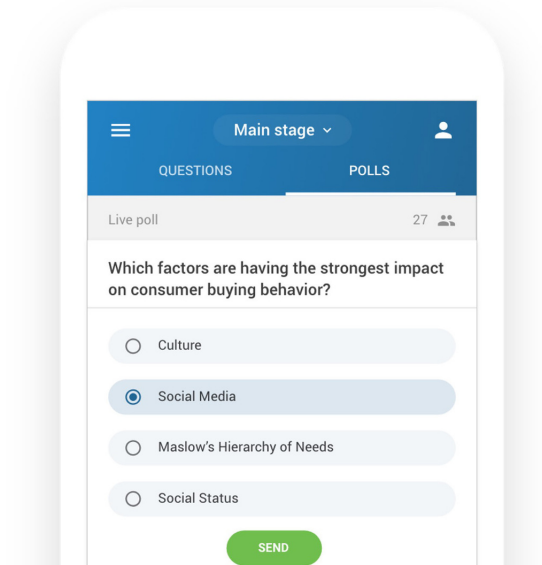
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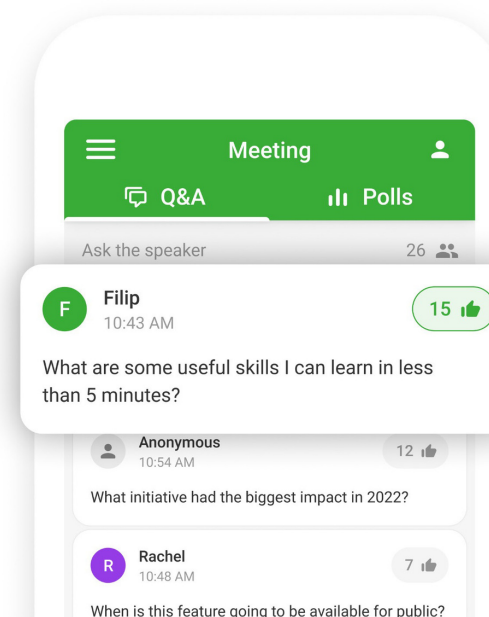


HOW TO PARTICIPATE IN POLLS AND SUBMIT QUESTIONS

Share your thoughts and opinion by voting in **live polls**



Ask questions and **upvote** the ones you like



- My definition of customer centricity is

- Customer centricity matters to me personally because

- On a scale of 1–10, with 1 = lowest and 10 = highest, how would I rank my team's customer centricity? Why?



- Determine the steps (to share with your team) that would improve your score (even if your score is 10)

- ____ of consumers surveyed said they took some sort of action after seeing an ad they considered to be diverse or inclusive
- _____ consumers in 29 countries and 956 business users in 24 countries found that ____ prefer content in their language, even if it's poor quality; ____ will not buy in other languages; and ____ want product reviews in their language if nothing else



SSM CASE STUDIES



SOLUTION: CONTENT STRATEGY | CONTENT CREATION | CONTENT AMPLIFICATION



RESULTS:

- Increased email list by **86%**
- Increased sales leads by **40%**
- **21,851** impressions with Black- and Latinx-owned small businesses
- **Doubled (2x)** email open rates
- **Doubled (2x)** email click-through rates

Developed The Busy Entrepreneur's Guide to Business Success series to share best practices on marketing, time management, technology, and access to capital with Black- and Latinx-owned businesses.

PROGRAM COMPONENTS:

Strategic consulting, marketing strategy, marketing campaigns, success stories, and customized engagement experiences

TARGET AUDIENCE:

Black- & Latinx- SMBs



SSM CASE STUDIES

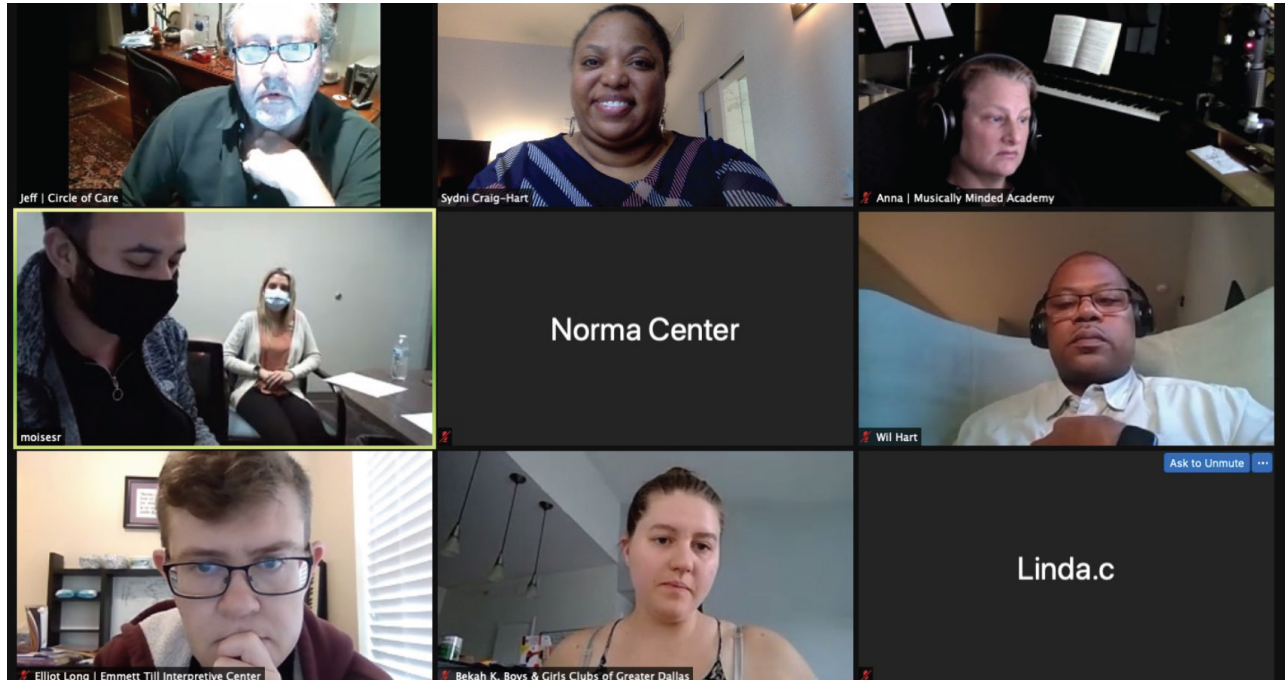
FACEBOOK

SOLUTION:

CONTENT STRATEGY

CONTENT CREATION

INTERACTIVE TRAINING



RESULTS:

- **291% lift** — Experience developing a Strategic Brief
- **168% lift** — Experience using interest / behavioral targeting
- **36% lift** — Confidence in creating engaging content
- **41% lift** — Confidence in creating successful FB/IG Ads
- **159% lift** — Experience in using Audience Insights

In support of the Ads for Impact team, we designed and delivered a hands-on mentoring program for select NPOs (focused on empowering Black and Latinx communities). The goal was to increase product adoption and help the NPOs attract new donors and new revenue.

PROGRAM COMPONENTS:

Strategy, instructional design, content development, facilitation, training, group coaching, private coaching

TARGET AUDIENCE:

Black & Latinx
Communities



SSM CASE STUDIES



SOLUTION:

CONTENT CREATION

CONTENT AMPLIFICATION

INTERACTIVE TRAINING



RESULTS:

- **7,936** small business owners participated in our workshops, seminars and webinars
- Developed relationships with SMB focused orgs
- Designed and delivered **222** training programs to support reseller partners, lead gen and sales

Worked with Constant Contact to increase brand recognition and generate small business leads in Northern California. Leveraged our extensive network of SMBs to co-host live training events to empower small business owners to use digital marketing to attract more customers while saving time and money.

PROGRAM COMPONENTS:

Event design, event production, event marketing, speaking, facilitation, content marketing, and lead generation

TARGET AUDIENCE:

Diverse-Owned SMBs

INSIGHTS TO MODEL

What did these brands do right that you can replicate in your work?

- Verizon

- Meta (Facebook)

- Constant Contact





- Decide how you will apply the LISTEN framework. Put dates and action steps on the calendar. For example, reach out and interview 1 or 2 customers and LISTEN

- Calculate how applying the framework can improve LTV and sales. For example, when you listen and apply, customer satisfaction improves and customers ascend in value.

- Create a plan to start where you sit. Even if you are not in a leadership position, you can improve customer centricity. Even in your content, you can focus more on serving customers instead of product/service features

- What specific action steps will you take within the next 30 to improve your habits as a customer-centric marketer?

STAY IN TOUCH!

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