



The Customer-Powered Marketing Playbook

Customer-Powered Marketing



After establishing your digital community, it's time to engage them and begin the process of building meaningful relationships between customers and your business.

Customers that have a strong bond with your company are more likely to invest time in your products and forgive mistakes. They're also less likely to walk away if it means leaving valuable relationships with your team and your larger customer community behind.

Forging tighter customer relationships may sound like it requires a lot of 1:1 outreach. However, with the right strategy and the right technology, it is possible to make the process of building closer customer relationships systematic and scalable.

The best method for turning passive customers into power users—and then into vocal advocates—is called **Discover, Nurture, Mobilize framework (DNM)**. This method eases customers into bigger asks—such as renewals, upsells, and referrals—by first understanding their needs and delivering value.

This methodology is fully explained in our [Guide To Customer Engagement, Retention & Advocacy](#), and ensures that you have:

1. An ongoing process for identifying new advocates as they interact with your product, your community, and your front-line teams in Customer Success and Sales.
2. A focus on deepening relationships at each stage of the customer lifecycle.
3. A proactive approach to inspire your advocates to act on the goodwill they feel toward your company through various forms of advocacy.

The result will be a thriving, engaged community that can support a Customer-Powered Enterprise.





Since B2B buyers seek proof from their peers when making buying decisions, it's important to mobilize your customer advocates to spread their love of your products on review websites, marketing content, and social media.

You can influence what's being said about your company on these channels by incentivizing happy customers to share their positive experiences publicly.

Customer advocates can also provide feedback on your messaging and content before it goes live to market. Think of them as your on-demand focus group to vet new ideas before rolling them out.

Using advocates to create customer stories faster

Advocates can help you develop content faster than relying on your marketing team alone. Many advocates love the chance to be in the spotlight, and will happily give you testimonials, or appear in case studies, blog posts, videos, and eBooks.

After they've been sufficiently nurtured, offer them opportunities to share their thought leadership with your community. Make sure to offer a variety of opportunities, so customers can select which ones appeal to them most.

Some of your advocates may love to be in the spotlight (e.g. having their name and face featured in a case study), and others will prefer a more behind-

the-scenes (e.g. contributing ideas for a blog.) Both options are beneficial to you and your customers.

Customer advocates can also provide quotes for press releases, as well as create and deliver webinars and conference presentations. Whether at your company's own conference, or at an event you'll be sponsoring, advocates can help bring conversations about your niche to the fore.

Encouraging customers to increase sharing online and in person

One of the best ways to influence prospects is to increase positive, organic word-of-mouth about your company in the channels that buyers are using for research. Mobilize your advocates to talk about your solutions on social networks, third-party websites and channels, as well as at live events.

You can amplify your reach on social media by inspiring advocates to share your latest content across their profiles. Another common way to get advocates in front of buyers is to ask them to write an online review. Many of your satisfied customers may not go out of their way to write a review, but would often be happy to oblige if you encourage and incentivize them.

You can also encourage advocates to defend your brand on blogs or other online communities, especially where it isn't appropriate for your company to do so directly. While you never want to put words in advocates' mouths, simply asking them to join the conversation usually means they'll jump to your brand's defense.

Building an engaged community with advocates

Creating an engaged community through the DNM model pays dividends. It provides a richer overall experience to customers, and marketers simultaneously open up an invaluable direct communication channel with these customers. You can call on your community to give feedback on your marketing, and involve your advocates early in

the messaging development process by asking them to share their pains with you and weigh in on which benefits resonate most with them.

Ask for input on how to best communicate your value proposition, position your products, or even name product features. Then you can fine-tune based on advocate feedback, so you can be sure your messaging hits the mark, every time.

Success Story

How Hero K12 Accelerated Content Creation & Extended Their Online Brand Presence

The customer marketing team at Hero K12 was looking for a scalable way to connect with users of their student behavior management software. They wanted to provide customers with educational resources to help them use the product successfully, gather feedback to shape the future of their product, and drive results for their business.

With the help of their customer engagement platform, they were able to do all of that and more. Together with advocate marketing best practices, Hero K12 used the platform to build strong customer relationships by posing asks and challenges to customers, rewarding them for participation, and educating them on ways to best use their product.

Not only did they create an army of customers willing to contribute to testimonials, referrals, references, and online reviews, but they also helped customers meet their own goals and develop their professional networks. By acting on customer feedback and nurturing their advocates, they generated the following results:

- **173 online reviews, representing a 69% growth year-over-year**
- **141 customers in reference pool, representing a 271% growth year-over-year**
- **\$143,018 in referral revenue**
- **465 testimonials**
- **31 customer stories published**
- **2,204 advocate shares of social media content**

“By harnessing the power of the customer, you can not only get feedback and build empathy, but also educate them on your product, and get tangible results for your business.”



JESSICA MITCHELL,
Customer Marketing
Manager, Hero K12

Worksheet

Build Your Own Customer-Powered Marketing

How can you inject your marketing with customer power? Start by answering the following questions.

Which marketing objectives will customer-power be tied to? E.g. lead generation, content marketing, website optimization, etc.

How can each function in the marketing team benefit from customer power?

Which programs and campaigns could most benefit from embedded advocates?

What results would you like to see from injecting customer power?



READY TO BUILD A CUSTOMER-POWERED ENTERPRISE?

This guide is an excerpt from The Customer-Powered Enterprise Playbook

Download the full Playbook for:

- 7 strategic guides tailored to various departments of your business (including Marketing, Customer Success, Sales & more)
- 9 inspiring case studies that demonstrate how customers can fuel your business
- 7 tactical worksheets to help you start integrating customer power into each of your departments
- An overview of the different technology solutions that are available to leverage the power of your customers

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