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# 10 Ways Influitive Helps Customers in Unprecedented Times



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We're living in an unprecedented time, and working in an unprecedented way. Amid the coronavirus global pandemic, the new normal for B2B companies is working remotely, conducting meetings from home offices using video conferencing tools.<sup>1</sup>

Especially now, customer engagement needs to be a continuous effort every day across an entire organization. In fact, real-time customer engagement is marketers' top priority—and their top challenge<sup>1</sup>.

Influitive is here to help you and your customers navigate this ever-changing landscape. We know the value your work brings to your business and want to equip you with the skills and tools needed to grow and showcase your success.

Please [contact us](#) to learn more about the features and services outlined in this document. For all of you reading this, we wish safety and wellbeing for you and those around you.

Sincerely,

A handwritten signature in black ink that reads "Dan McCall". The signature is stylized with a large, sweeping "D" and a long, horizontal stroke at the end.

**Dan McCall**  
Chief Executive Officer



# 1

## Customer advocacy program

In times like this, your customers are your most valuable asset and now is the time to double-down on your customer advocacy program. Your hub can be the single source of truth and where you can have a huge impact by connecting and engaging customers in a way that others in your organization cannot. Share resources, collaborate and be an authentic voice of empathy and care in Discussions. Use Challenges and Channels to guide, educate and mobilize your customers. This is time to bring immediate value to your customers while bringing long-term value to your organization. Gamification and rewards help you recognize and inspire customers to succeed – personally and professionally.

# 2

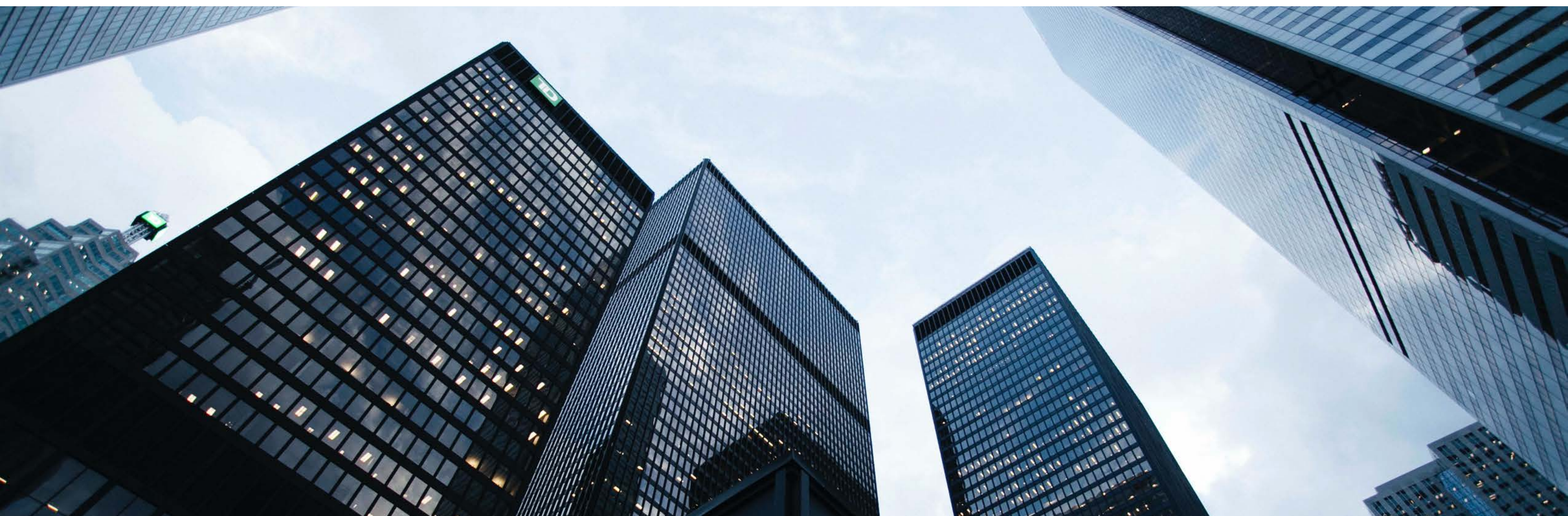
## Faster upsell / cross-sells

Focusing on your customers is smart business—for acquisition and retention purposes, but also for growth within existing accounts. The **probability of selling to an existing customer is 60-70%**, while the probability of selling to a new customer is 5-20%<sup>2</sup>. Influitive helps you leverage customer relationships to uncover and win additional revenue opportunities that you might never discover without a formal advocacy program. Target Challenges to top advocates and ask them to make introductions via Influitive's referral feature to other divisions of their company, or create channels dedicated to specific departments so they can learn about you and your solution.

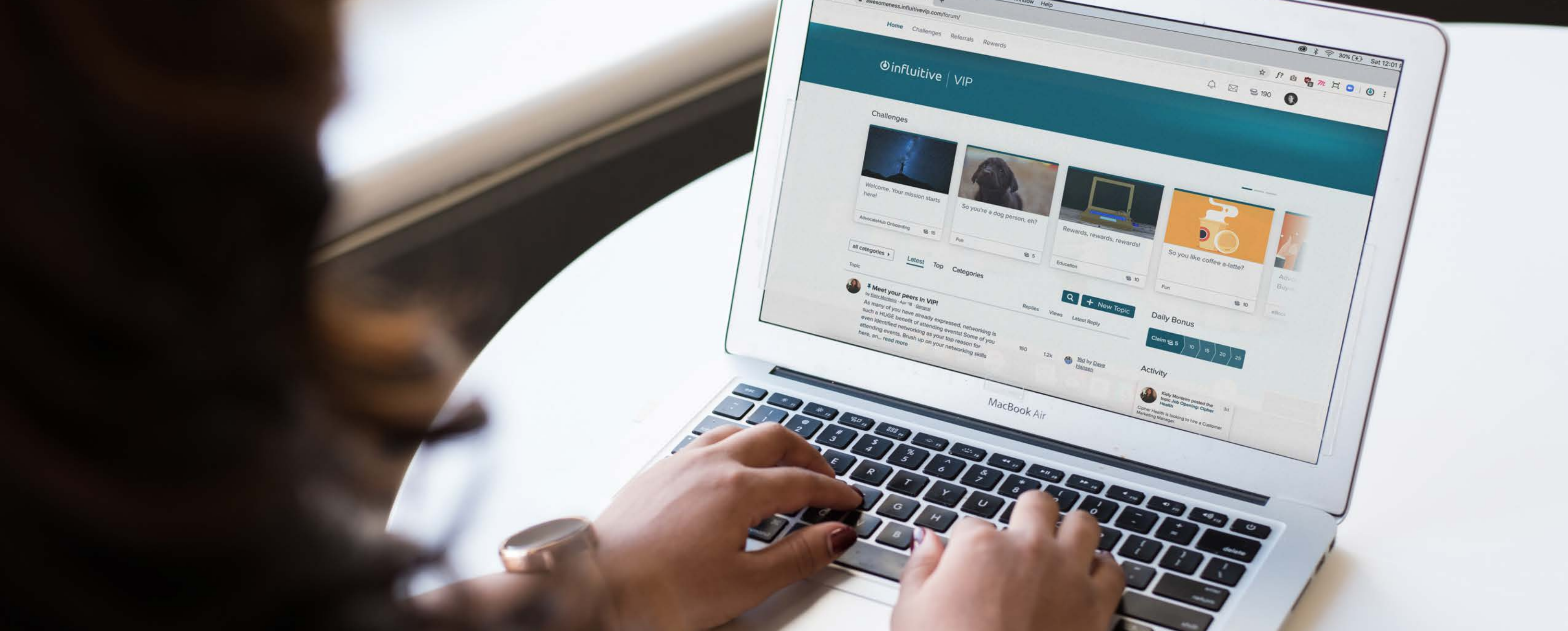
# 3

## Better quality leads

When **84% of B2B buyers** are now starting the purchasing process with a referral<sup>3</sup>, your customers are arguably your best source for future customers. We can help make your referral process transparent, engaging and rewarding for customers—making them more likely to offer you access to their personal networks. Challenges can teach users what the ideal customer looks like and why referrals matter to you. Using our advanced targeting capabilities, Influitive can help ensure they receive requests like these at the right time in their customer journey.







## 4 Holistic customer community

Your Influitive hub is a great way to engage all of your customers –not just your advocates– using familiar technology that’s already deployed in your organization. This is the time to bring your entire customer community closer. But how? Use personalized and targeted Challenges to enable and support customers in new ways. Elicit and reward constructive feedback and nudge them towards the activities that will make them more satisfied. Equipped with feedback, you can be the primary contributor to internal discussions around customer needs.

## 5 Accelerated sales opportunities

Peer recommendations are influencing **more than 90%** of all B2B buying decisions<sup>3</sup>, but capturing and maintaining references can be time-consuming. Influitive can help you identify, expand and leverage customer references. Through segmentation and integrations with your CRM, Influitive helps you uncover the right customer for the right reference opportunity and makes it easier for tracking completed requests and rewarding customers for doing reference calls.

“When it comes to demand generation, [Influitive] is very important for the sales organization. Our program provides them with the referrals, references, and reviews they need to close new business.”

— Kathleen Orazio, *Customer Advocacy Marketing Manager, Viewpoint*

# 6

## Greater social proof

Through gamification, Influitive incentivizes customers to share your content across popular social channels, increasing positive and organic word-of-mouth about you and your solutions. Influitive integrations with popular third-party review sites like G2 and TrustRadius make it easier to ask, track and reward customers for these crucial acts of advocacy. Mobilizing your customer advocates is like instantly expanding your social media team to 100s or 1000s—without adding cost to your marketing staff.

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[Influitive] is leading the community space. It started as an advocacy-marketing platform and has evolved into many use cases as Influitive responded to their customers. That tells me they're responsive and thinking ahead.”

— Courtney Struthers, Sr. Customer Marketing Manager, Kenna Security

# 7

## Authentic customer stories

In good and bad times, buyers want to hear from credible, third-party sources. In fact, **70% of buyers** agree that customer stories are the best way that providers can communicate differentiation that's trustworthy<sup>4</sup>. Influitive helps uncover success stories through Challenges designed to discover more about customers, nurture them in their personal and professional journey with your business, and makes it simple to reward and recognize their support. Through our Upshot services, Influitive can also help you produce first-person customer stories at scale in both written or video formats.

# 8

## Managed Program Services

Maintaining an active and engaged community is integral to the success of your advocacy program. Influitive's Managed Program Services offer short or long-term ongoing management of your customer programs, including strategic content creation, administration and customer engagement. Our experts work as an extension of your team, running your hub so your teams can focus elsewhere.



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## Discounted advocacy training

Influitive wants to be a partner on your professional journey and help you hone your customer and advocate marketing skills. The recently launched Influitive Institute and inaugural course, *Certified AdvocateHub Associate* lay the technical and strategic foundations new program managers need to propel their Influitive-based customer programs and communities to success. Offered online and fully self-service, Influitive helps train staff at individual and group pricing levels. Group packages are eligible for up to **25% in discounts** as well. Find more information at [influitive.com/institute](https://influitive.com/institute)

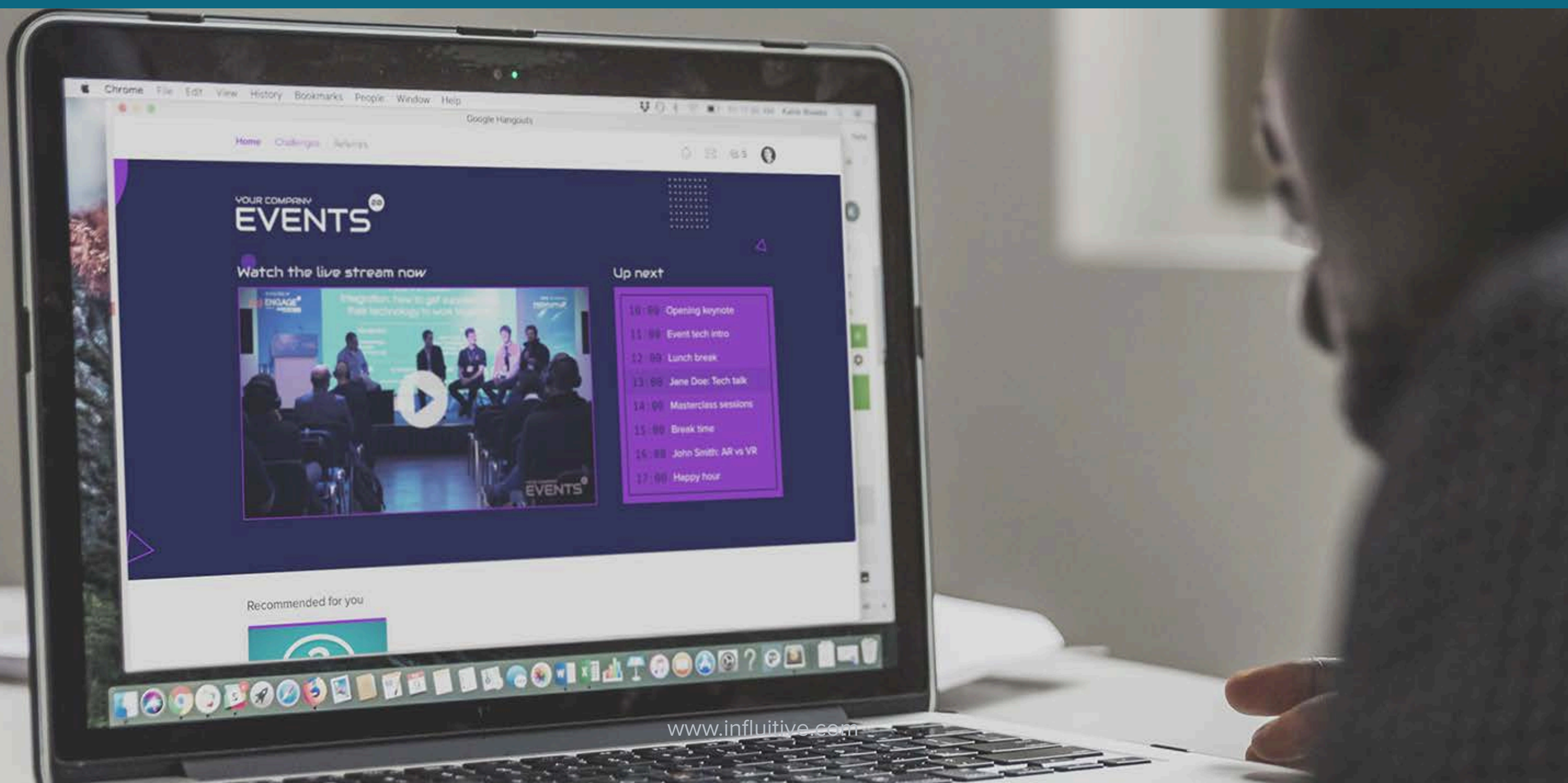
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## Virtual EventHub™

Social distancing—along with travel bans and wise caution—has forced tech companies big and small to cancel or postpone their in-person conferences or, in some cases, scramble to convert them into live virtual events. Using advanced branding, modern discussions, gamification, and personalized journeys, Influitive can help you deliver an exceptional virtual event experience.

“Influitive has cornered the market on customer engagement.”

— Jae Washington, *Manager of Community and Advocacy, Zenefits*







## Influitive is all about customer engagement

Since our inception 10 years ago, Influitive has powered nearly **100 million** acts of advocacy for customers that have generated nearly **\$1 billion** in ROI value. How have we done this?

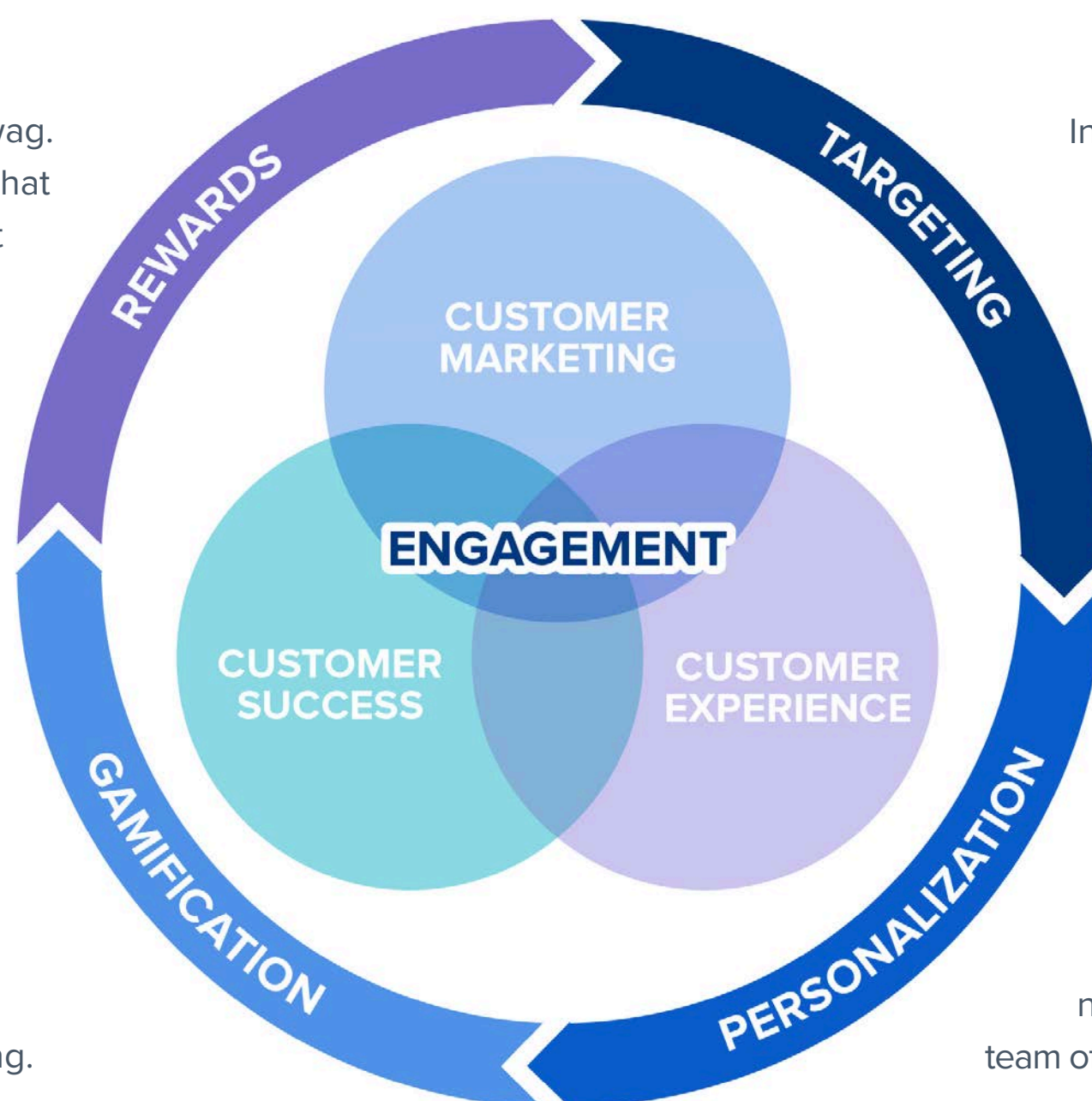
By generating extreme customer engagement using our four areas of expertise:

### Rewards

Rewards go beyond catalogs and swag. They go deep into your brand and what you stand for. We help you bring that together with what your customers value and are motivated by with proven methodologies for both B2C and B2B rewards/loyalty programs.

### Gamification

Influitive's platform features best-in-class gamification that uses friendly competition, points, and badges to create authentic and effective customer engagement. It's a sure-fire way to drive interaction, collaboration, awareness and learning.



### Targeting

Influitive's powerful segmentation engine lets you target content and activities based on all kinds of criteria. Build guided customer journeys for groupings like geography, business function, management level, product usage, NPS score, and much much more.

### Personalization

Our scalable platform lets you personalize every aspect of what members see and do in your Influitive-powered hub, providing a fulfilling experience based on each individual's needs, interests and behaviors. Plus, our team of experts is always on hand to lend a hand.

“Companies [like Influitive] are the future of online engagement.”

— Zoe Meyer, Head of Customer Engagement and Operations,  
Global Customer Advocacy Program, Commvault



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The industry-leading SaaS platform for mobilizing customers and advocates using content-targeting, gamification, and rewards.

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[www.influitive.com](http://www.influitive.com)

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1. <https://www.salesforce.com/blog/2018/12/introducing-fifth-state-of-marketing-report.html>
  2. <https://www.invespcro.com/blog/customer-acquisition-retention/>
  3. <https://hbr.org/2016/11/84-of-b2b-sales-start-with-a-referral-not-a-salesperson>
  4. <https://testimonialhero.com/5-things-youre-missing-from-your-b2b-testimonials-and-why-theyre-essential/>