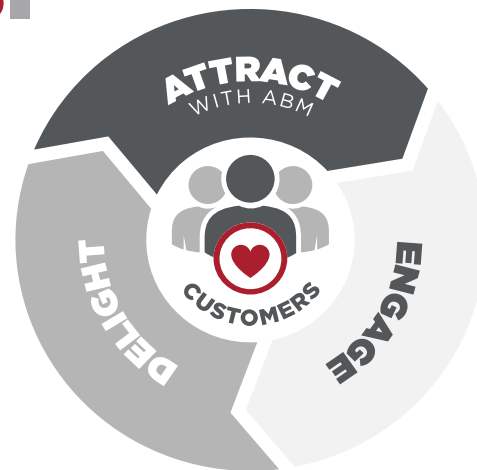


HIGH-IMPACT

Flywheel Strategies.

When you decide to ditch the age-old marketing funnel for the flywheel, it's not just your marketing mindset that has to change. Your strategies must also change. Gone are the days when the customer was merely a step in your sales process. The world is bigger and faster and consumers have more options than ever. The flywheel is the approach you need to not only reel the customer in, but keep them. Here are some tips and strategies to better implement your flywheel approach.



Attract — Attraction is the first step to a potentially long-lasting and mutually beneficial relationship in your sales process. You are, after all, always searching for ways to broaden your customer base. Here are some examples to keep your strategies fresh.

Know Your Customer	Don't just throw a line and hope someone bites. Actively research who your target customer is and base a profile off of that research. Get specific with your message so that the customer is drawn in by your message's way of speaking straight to their wants and needs.
Create a Deliberate Social-Media Presence	Social media is a driving force in business discovery these days. By creating a well-differentiated persona for your business — and then attracting attention by engaging on multiple platforms — you can increase not only your following, but grow your customers' interest in your business as a whole.
Fence That Geo	Geofencing is the practice of using GPS, wifi or cellular signal to define a geographic boundary — and serve ads to the phones of those entering that geographic boundary. So, imagine using this strategy at a trade show or simply to target a large prospect's headquarters.
Make a Grand Gesture	Send your prospect a personal, valuable item that makes them stop and pay attention. Why does this strategy work? The law of reciprocity. When someone does something nice for you, you have a deep-rooted psychological urge to do something nice in return.
Offer Free Educational Content	Leverage your authority as a subject matter expert by hosting webinars or continuing education or publishing a white paper in your area of expertise. Use the data and experience you have on hand.
Offer Multiple Conversion Paths	Not everyone wants to complete a lead form on your website to get information. Make your business available in multiple ways, including chatbots, phone, email and forms.

Attract Continued

Leverage LinkedIn	Lead gen ads allow the user to download your valuable content or sign up for a webinar with just a couple of clicks. LinkedIn has the most current contact information for their users and autofills contact information in ad signups, so in as few as two clicks they can sign up to engage with your business.
Master 1-2-1 Videos	Keep it interesting. Surprise a prospect with a video recorded just for them. Even use their name in it so it's clearly personal. Highly personal and thoughtful communication will usually garner a response.

Engage — So you've got their attention and maybe they're interested but only if you make it easy to partner or buy from your firm. Show them how truly customer centric your firm is by simplifying the buying process considerably. Remove obstacles in the process. Make partnering with your team a joy and not a chore.

Offer a Free Trial	Take the pressure off the relationship before it kills the romance. Offer them a chance to be blown away by what your business can do — no strings attached. This way, they see your confidence in your own work and can take the time to make an informed decision that won't leave them doubting later on.
Make it Easy for Clients to Schedule Time with You	Provide visibility into your sales teams' calendars with a digital booking tool like Calendly. This will eliminate the back and forth of trying to coordinate calendars with prospects.
Be Proactive	Don't wait for them to tell you what they need. If you see a problem or even an opportunity to upsell valuable services, show initiative and throw your suggestions out there. This lets them know you really do have their best interest at heart and don't see the relationship as just a means to an end.
Create an Influencer Army	Use your delighted customers as your advocates by creating a network of references you can provide to prospects as they are in the final stages of their purchasing decision. This army can also be made up of non-competing businesses servicing the same business.
Implement Digital Contracts & Proposals	The result of new technology is increased speed to results, reduced costs, improved visibility and control and engaged prospects. These tools allow transparency into who is reviewing the documents, when, and for how long - which are all valuable buying signs of course.
Illustrate Positive ROI	Showing ROI illustrates the value of their investment, helps buyers justify and obtain budget approval and demonstrates the risk of delayed decision-making.
Offer Customized Plans	One size doesn't always fit all. Have the ability to tailor your approach to individual business needs.

Delight — Once a customer buys from you, your work is just beginning. Invest notably in delighting customers to keep your flywheel spinning, as the most efficient momentum comes from retaining customers and transforming them into advocates who will continue to buy and refer new business. Are your processes designed to serve your company’s needs or your customers’ needs?

Pay Attention	Sure, you’ve got them on the hook now, but don’t let your attention dwindle. Take time to make sure no email or message is overlooked. Customers use a variety of channels to communicate. Check them all and respond within 24 hours.
Wow Them	Create a planned-out strategy of keeping the client engaged and wowed. Use a mix of interactions like phone calls from a department director they normally don’t engage with, a quarterly informal lunch, hosted networking events and surprises that feel random to your client. These surprises could be a gift specific to their interests or a reward not advertised.
Deliver Personal Communication	Despite your busy schedule, try to find the time to do as many updates in person as possible. When you reach a point in your month or quarter when you feel there is a substantial amount of information to pass along, ask them to meet in person. This helps them keep your face fresh in their memory and adds a more personal touch to the business relationship which goes a long way.
Offer Self-Service Education	When problems or questions arise, customers typically want to attempt a resolution themselves. Self-service support content can help lower customer effort and deliver low-friction access to answers.
Create Customer Feedback Loops	Survey your customers and ask this one Net Promoter Score question — “How likely is it that you would recommend our company/product/service to a friend or colleague?” Send this one-question survey immediately upon completion of any project, or at key milestones if the project is long in nature.
Have a Standardized Onboarding Process	For many customers, a new partnership/product/service can be intimidating. To alleviate this anxiety, create a standardized onboarding process that outlines what they can expect from you, milestones and FAQs.
Offer Real-Time Data Reporting	Your customer wants to see how their investment is working at anytime. Use a digital dashboard tool that allows clients to access real-time reporting on their account.
Get to Know Them	Each customer has unique character traits that drive their behaviors. Truly get to understand what those characteristics are through a tool, like Culture Index, that can provide you a roadmap on how your customer will engage with your team.