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CUSTOMERXCON 2023

The Conference for Driving Customer-Led Growth

Executive Keynote

In this keynote we will travel back 10 years and then forward 10 years to examine the underlying principles of relationship building for customer advocacy and the future of marketing.

One hint: Love has everything to do with it.



ACCELERATE!

A Bit About Me

- Leads Customer Advocacy & Executive Programs at Splunk
- 25 years in marketing & market research
- 15 years in tech
- 10 years in customer advocacy

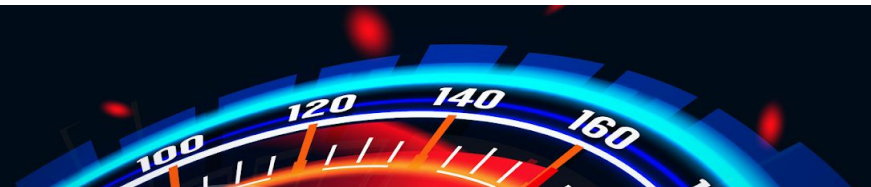


And the fun stuff

- Mom of two boys
- Travel enthusiast
- Sports fanatic
- Improv theater performer



10 Years in Customer Advocacy What have I learned?



There's almost no hurdle you can't get over.



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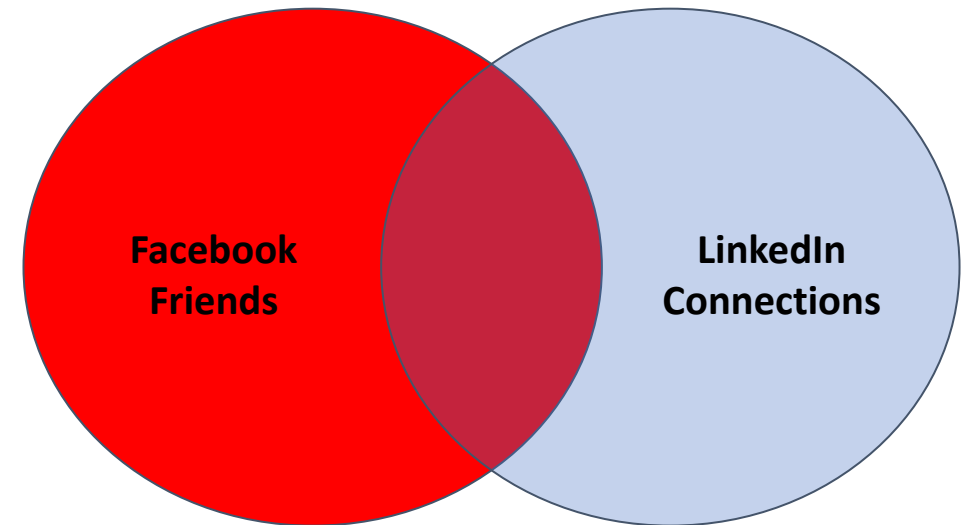
Tip #1: Start by Wanting A Relationship, Not A Reference

One great LinkedIn post asked:

“Tell me you’re in customer marketing without telling me you’re in customer marketing.”

My answer:

“I have almost as many customers in my LinkedIn network as I do in my Facebook friends.”



Tip #2: Don't Waste Your Time!

What customer stories do you need most?


- By industry?
- Product or product combination?
- An important beta?



| | Product A | Product B | Product C |
|------------|-----------|-----------|-----------|
| Industry 1 | 5 | 15 | 0 |
| Industry 2 | 0 | 13 | 2 |
| Industry 3 | 20 | 18 | 8 |



Tip #3: Concentrate on Your Customer



First 70% is about YOUR customer (their success and what they achieved)

20% on how your product helped

10% on how the partner helped

How often do you make the customers the stars of your acts of advocacy?

Or how often is your company or technology the star?

Ask 2 people who don't know your business to read your recent stories and tell you who is the star.



Tip #4: Work with the Colleagues Who Work with Your Customers

Make a list of all of the teams that work with your customers.

Count how many times you've spoken or met with those teams in October.

Is that enough?



Tip #5: Give Out Applause & Awards

“Wow! I heard about your insert new campaign / new product / more efficient process, and that’s amazing!”

Can I nominate you for a insert impressive industry award?”



Tip #6: Target the Top

Executives can move through internal hurdles that could stop mere mortals - I mean, managers.

Design an experience that builds their professional and company brands.



Tip #7: Turn One Yes Into Many Easy Yeses



One day of filming

Two customer executives

15+ assets

1,700 leads

106M+ views

Less than \$55K

Videos, case study, blog, social posts

Earned media, articles



Tip #8: Capitalize on In-person Events

Customers are anxious to be back together in person... how can you capture their stories while they're with you?

- Suggest or lead a meetup with your peers
- Show off your expertise in a video interview
- Be interviewed for a blog or article
- Submit an online review at a kiosk



Tip #9: Commune with Your Community

How are you connecting with customers at scale?

How can you connect with them on websites or in-person where they already are?



Tip #10: Find Volunteers

Use technology to find your happy customers



Recap of the 10 Tips

1. Start by Wanting A Relationship, Not A Reference
2. Don't Waste Your Time!
3. Concentrate on Your Customer
4. Work with the Colleagues Who Work with Your Customers
5. Give Out Applause & Awards
6. Target the Top
7. Turn One Yes Into Many Easy Yeses
8. Capitalize on In-person Events
9. Commune with Your Community
10. Find Volunteers



Want to Learn More? Attend Our Workshop:

Bring on Your Toughest Customers: Create the Right
Opportunities and They Can't Say No

Today, Need for Speed, 204A at 3:05pm

