

CUSTOMERXCON 2023

The Conference for Driving Customer-Led Growth



ACCELERATE!





Jeff Ernst

Producer @ CustomerXCon
Founder & CEO @ SlapFive





There's never been a
better time to be a
Customer Marketer.

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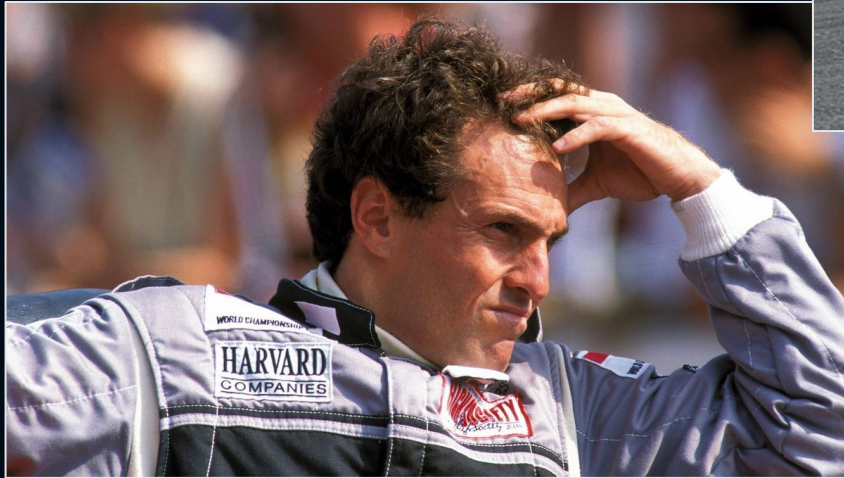
Jeff Ernst

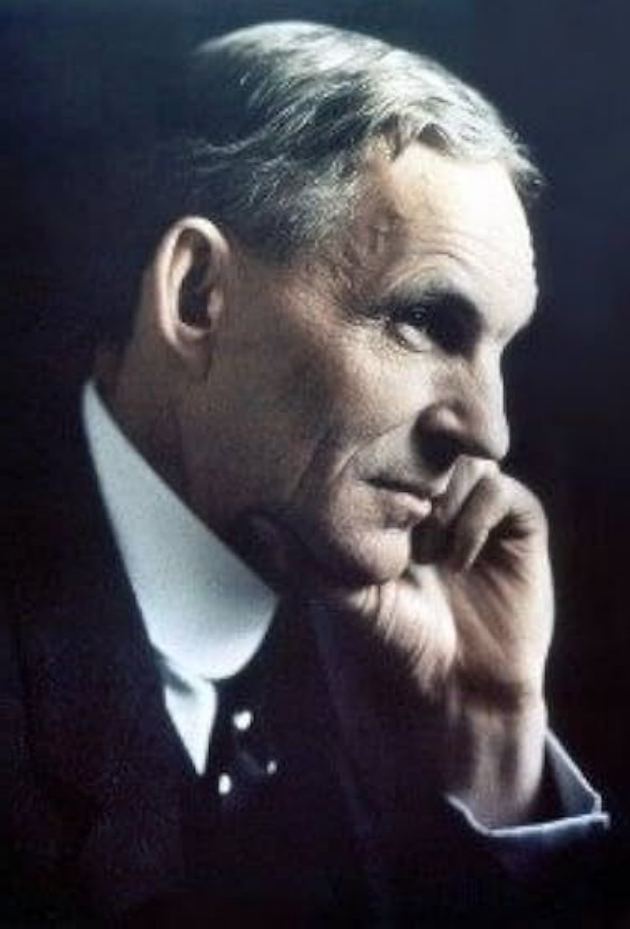
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Andrea de Cesaris





If you always do
what you always did,
you'll always get
what you've always got.

- Henry Ford





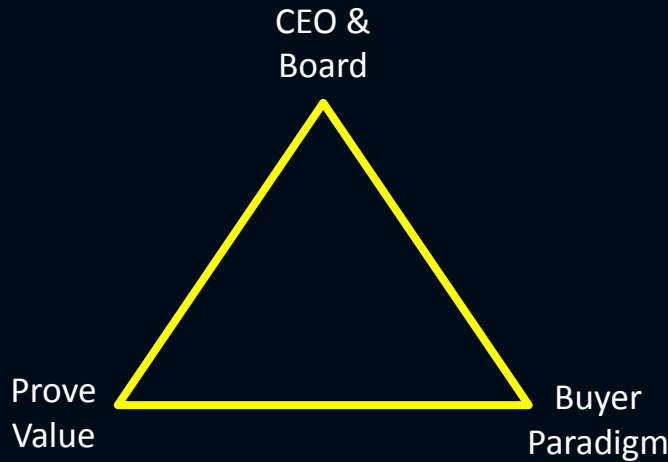
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There's never been a
better time to be a
Customer Marketer,
as long as we adapt to
the new reality.



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Howard Fields



What is your biggest, hairiest Customer Marketing challenge?

Prove program value and expand budget for resources

Driving and measuring revenue impact

Proving ROI

Measure impact/performance

Getting executive sponsorship

Budget

Attribution and measurement

Measuring success

Demonstrating ROI

Revenue Influenced

Metrics for Success

Measuring influence for customer expansion

ROI

Measuring impact

Retention and expansion, metrics/ROI

Mobilize my customers to drive my strategic growth initiatives.

Scale our program, managing stakeholders company wide

Measurement

KPIs and ROI reporting

Getting buy in from stakeholders

KPIs and metrics

Program Success and Metrics - Reporting

Measuring success

Goals and KPIs





Gordana Stok



You Drive Customer-Led Growth When:

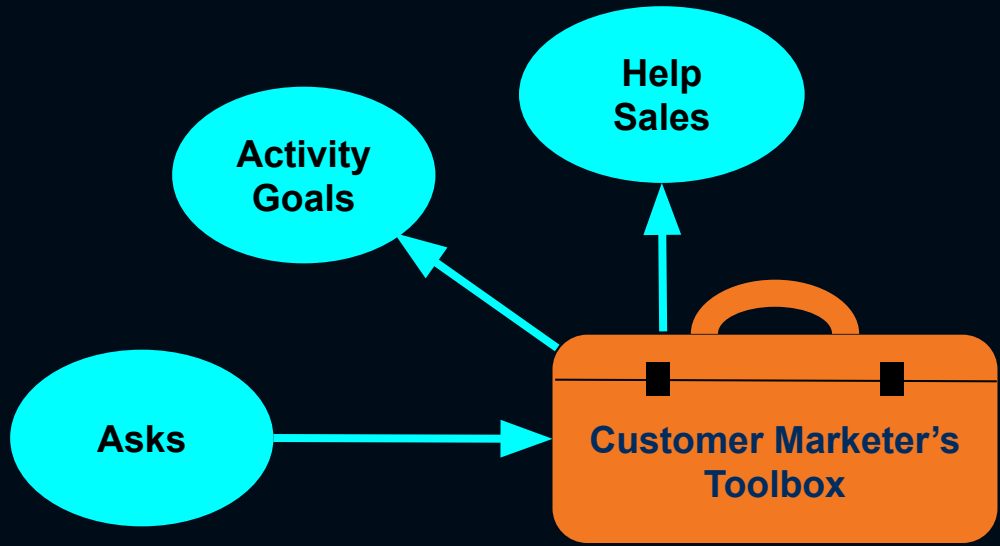
1. You seek out your C-level growth initiatives.
2. You proactively design a win-win customer program to supercharge one or more of those initiatives.
3. You socialize the program to gain enthusiastic support from execs and other departments.
4. You execute the programs according to plan.
5. You measure the impact the programs on revenue.
6. You communicate the success metrics across the company.





- Case Studies
- References
- Speaking
- CABs
- Peer Reviews
- Customer Conferences
- VOC
- Referrals
- ...





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- Expand from Mid-Market to Enterprise
- Drive deeper adoption across company
- Cross-sell acquired products to base
- Enter a new industry or market
- Migrate customers from legacy to SaaS
- Drive competitive displacement
- Shift from product portfolio to solution
- ...

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Customer Marketers must drive Strategic Growth Initiatives

Growth Source	Growth Goal	Strategic Growth Initiatives
Customer Acquisition	Generate \$100M in new ARR this year	<ul style="list-style-type: none">● Go from serving the Mid-Market to the Enterprise● Penetrate the Manufacturing industry● Get competitor X's customers to move to our solution
Customer Adoption	Lift product adoption by 30%	<ul style="list-style-type: none">● Get customers using our new AI-driven features● Get users to adopt these 3 advanced features● Migrate customers from our legacy platform to our SaaS
Customer Expansion	Increase our NRR to 130%	<ul style="list-style-type: none">● Cross-sell acquired product A to those using product B● Expand usage in Finance department into other functions● Upsell users of our Freemium edition into paid licenses
Customer Renewal	Improve renewal rate from 94% to 95%	<ul style="list-style-type: none">● Have every new customer experience a win in first month● Get customers to use the product in more strategic ways● Show seatholders how to get more value from subscription



Obstacles to Customer-Led Growth

“My company is NOT customer-centric.”



Obstacles to Customer-Led Growth

“We have a new CMO and we’re all waiting for her to set her priorities.”



Obstacles to Customer-Led Growth

“I’m buried with ‘asks’ from all over the company, can’t even imagine having time.”



Obstacles to Customer-Led Growth

“My executives keep piling things on our plate and I can’t say ‘no’.”



Obstacles to Customer-Led Growth

“I don’t feel confident talking with my C-level executives.”



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Carol Meyers

A serial CMO's career path to the C-Suite

