

IS YOUR BRAND AS CUSTOMER-CENTRIC AS IT SHOULD BE?

Every company says they're customer-centric. And to the extent that they'd go out of business without customers, that's true. But what does it mean to be customer-centric? It's more than just service with a smile or the customer is always right. More than just offering—stop me if you've heard this one, "exceptional customer service."

ARE YOU LOOKING FROM YOUR CUSTOMERS' POINT OF VIEW, OR JUST LOOKING AT YOUR CUSTOMERS?

Trying to determine what you can sell and how you can sell it to your customers is different from seeing the world through their point of view. The first is an outside-in approach that may generate sales, but the second is how you create loyal customers. By determining their motivations, you get a more concrete picture of your customers.

ARE YOU CHASING CUSTOMERS, OR FOCUSING ON YOUR CORE CONSTITUENCY?

This is about quality versus quantity. Chasing customers or trying to make your offerings fit the needs of every customer that comes within your orbit is exhausting. It's also counterproductive. And it's not the only way to grow.

When you don't know who's a key customer and who's not, it makes sense to emphasize "going the extra mile" to make every customer happy, just in case. But you'll stretch your resources thin and neglect to build more profitable, long-term customer relationships.

A more proactive approach is to invest your resources on your core customer groups. Get to know them. In the process, you'll get better at identifying their needs, both stated and unstated.

Segmenting your customers to recognize unique needs among them gives you the framework to meet those needs and deliver top notch service.

ARE YOU GIVING YOUR CUSTOMERS THE SOLUTION THEY NEED—OR JUST THE PRODUCT THEY WANT?

In other words, are you being proactive or reactive? Listening to what your customers say they want is only a first step. A marketing strategy that takes this approach has you working one step ahead, focused on products and features instead of benefits and solutions. If instead you're able to fulfill an underlying need—especially one they didn't know they had—you will be much further ahead.

ARE YOU OFFERING CONTENT THAT'S VALUABLE TO THEM, NOT JUST TO YOU?

Good content marketing is especially important when your product or service is a considered purchase—something that involves a high degree of physical, financial and/or emotional risk and reward. Both content and considered purchase marketing aim to provide useful, relevant, and consistent information to a clearly defined audience.

Having content is not the same as doing content marketing.

When content fails with customers, it's often because it was more sales pitch than valuable information. Instead of promoting products or positioning themselves as the hero of every piece they put out, customer-centric brands aim to educate or inspire.

SO, ARE YOU CUSTOMER-CENTRIC?

Considered purchase marketing is, at its core, a customer-centric focus on gathering insight on what motivates customers at each stage of their buying journey. By clearing a path for your customer through today's crowded landscape to the product or service they need, you win and so do they. Navigating that complexity is possible with the right agency partner.

Interested in taking a truly customer-centric approach with your marketing? **We can help.**



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