



Provide Better Customer Experiences That Drive Sales!

Leverage digital channels and data to create profitable customer relationships at scale.

If you want to...

- Create more fulfilling customer relationships
- Increase the impact your business has in your community
- Get more positive reviews
- Increase profits

For those who don't know me...

I help small businesses & agencies adopt proven digital marketing strategies with results-driven software.



HollerBox



Groundhogg



MailHawk



Small Business
Of The Year
NOMINEE



Young Entrepreneur
Of The Year
NOMINEE

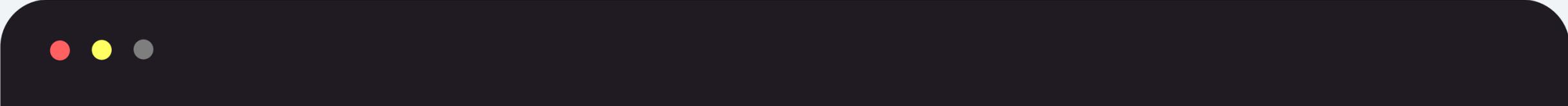
**I'm a new member
of the GNCC!**

**My 5 steps to creating
profitable customer
experiences!**

Collect Customer Data On Site!

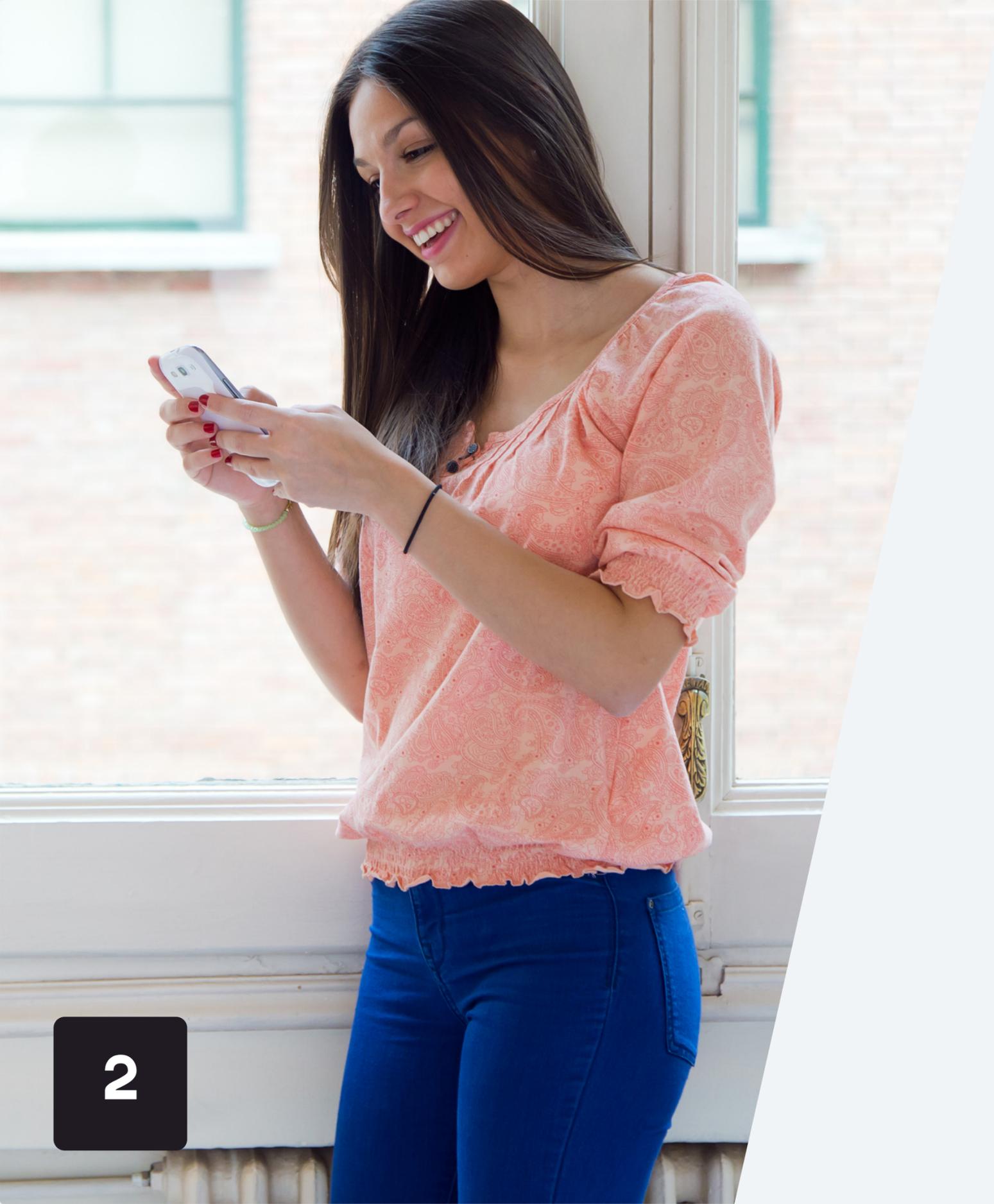
- Put an iPad on the counter with a form
 - or pen/paper comment cards
- Ask customers to provide name, phone, & email
- Provide immediate reward
 - Discount on current/next visit
 - Free item/Bonus





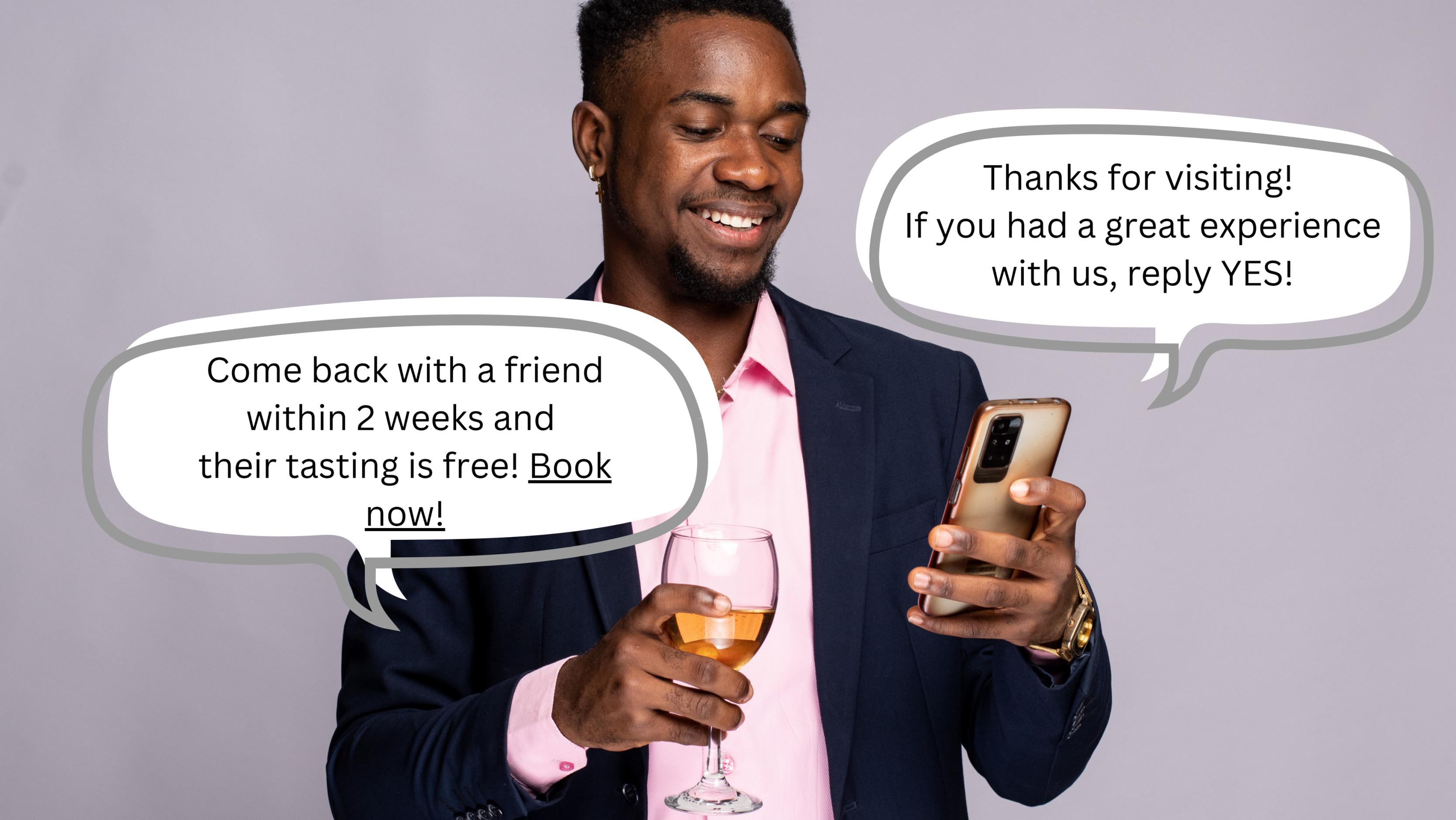
Get 10% Off Your Next Visit!

We won't spam you. Unsubscribe anytime.



Follow Up & Reward

- Send a request for feedback after a visit within a few days! Ask to leave a review on Google/Facebook/Yelp
- Send an offer/incentive to return soon
- Remind them of the offer often



Thanks for visiting!
If you had a great experience
with us, reply YES!

Come back with a friend
within 2 weeks and
their tasting is free! Book
now!

Grow your Community

- Communicate **consistently**
- Invite subscribers to participate in unique community events
- Let subscribers know they can follow you on social channels & Facebook groups
- Create fanatics that promote your brand



Ways to engage...

- Email & post often, at least twice weekly, even if it is simply to remind people of your existence.
- Don't be afraid to **over-communicate**, if people want to unsubscribe they are not your ideal customer.
- Host clubs or create a club that aligns with your brand and message
- Host high-ticket (\$100+) special events targeted to existing customers.
Dinners, parties, shows, tastings, etc.



Activate your Champions

- Use data collected from communications efforts to identify your hardcore customers
- Reward them with special treatment, and watch them sing your praises & spend more

How to identify champions...

- Track in-person visits and online purchases
- Track engagement with email communications or replies to text messages
- Track feedback and reviews
- Compile into a "score"

Ways to activate champions..

- Create special products, events, and promotions **JUST** for your highest value, highest engaged customers; don't offer it to everyone else.
- Give your champions early access to public events, products
- Give your champions a "badge," which could be swag like hats and shirts so they can promote your brand at all times

Introduce Exclusivity

- Reward customer loyalty with exclusive offers, events, and promotions.
- Limit access to high value products for customer champions
- The perceived value of your brand will increase dramatically



What does exclusivity look like?

- Access limited "membership/club," think wine club
- Reserve best products or events for members only
- Give members perks like store discounts, free visits, or better rates
- Give members a badge/swag that identifies them as special

Scaling requires knowing your audience, and your data!

So, where do I start?

What you'll need to implement..

- An iPad on the counter, or comment cards that collect phone/email
- A web page with a form to collect information
- A CRM to connect to the form and store/aggregate the data
- A Marketing Automation platform to automatically communicate with your subscribers and audience
- A place to host your digital community (Facebook Page/Group, Twitter, Reddit, Tumblr, Instagram, Pinterest, WordPress, pick **one!**)
- Patience

Sounds like too much?

I will be at the GNCC **BA5 meeting** on **December 6th**. I'll be happy to provide any additional guidance or context to make your next steps as simple as possible.

Or, email me. adrian@groundhogg.io





Got questions?



That's it!

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