

Customer relationship



Personal assistance

This relationship is based on human interaction.

The customer can communicate with a real customer representative to get help during the sales process or after the purchase is complete.

This may happen onsite at the point of sale, through call centers, by e-mail, or through other means.

Answer the question:

What if our business model is based on a personal assistance customer relationship?

Customer relationship



Automated services

This type of relationship mixes a more sophisticated form of customer self-service with automated processes. For example, personal online profiles give customers access to customized services. Automated services can recognize individual customers and their characteristics, and offer information related to orders or transactions. At their best, automated services can stimulate a personal relationship (e.g. offering book or movie recommendations).

Answer the question:

What if our business model is based on a automated services relationship?

Customer relationship



Communities

Increasingly, companies are utilizing user communities to become more involved with customers/prospects and to facilitate connections between community members. Many companies maintain online communities that allow users to exchange knowledge and solve each other's problems. Communities can also help companies better understand their customers.

Answer the question:

What if our business model is based on a communities relationship?

Customer relationship



Co-creation

More companies are going beyond the traditional customer-vendor relationship to co-create value with customers. Amazon.com invites customers to write reviews and thus create value for other book lovers. Some companies engage customers to assist with the design of new and innovative products. Others, such as YouTube.com, solicit customers to create content for public consumption.

Answer the question:

What if our business model is based on a co-creation relationship?

Customer relationship



Long-term

This means a long-term and maybe even deep relationship is established between the company and the customer. The company interacts with the customer on a recurring basis.

Answer the question:

What if our business model is based on a long-term customer relationship?

Customer relationship



Dedicated personal assistance

This relationship involves dedicating a customer representative specifically to an individual client. It represents the deepest and most intimate type of relationship and normally develops over a long period of time. In private banking services, for example, dedicated bankers serve high net worth individuals. Similar relationships can be found in other businesses in the form of key account managers who maintain personal relationships with important customers.

Answer the question:

What if our business model is based on a dedicated personal assistance relationship?

Customer relationship



Self-service

In this type of relationship, a company maintains no direct relationship with customers. It provides all the necessary means for customers to help themselves.

*Answer the question:
What if our business model is based on a self-service relationship?*

Customer relationship



Switching costs

Switching costs indicate how easy or how difficult it is for a customer to switch to a different alternative. For example, when a customer of a data storage provider stores all his data in a proprietary format it might be difficult for him to switch to an alternative provider.

*Answer the question:
What if our business model is based on a switching costs relationship?*

Customer relationship



Transactional

This means there is no real relationship between the company and the customer. The company interacts with the customer on a transactional basis. A kiosk at an airport (or a Bitcoin ATM), for example, usually doesn't really establish a relationship with its customers.

*Answer the question:
What if our business model is based on a transactional customer relationship?*

Monetization



Sell Virtual Goods

You can also sell virtual goods to your users, as a premium to the services included in your solution. Is a very common strategy in gaming. In the blockchain industry, non fungible tokens and crypto-collectibles are a growing monetization model for some startups.

*Answer the question:
What if our business model is based on selling virtual goods as a monetization strategy?*

Monetization



Transaction fees

If your startup operates as a digital marketplace or a platform where financial transactions regularly occur then transaction fees represent the most obvious app revenue model to consider. It a suitable monetization model for platforms where several players interact on a regular basis. Usually, it's the best way to monetize network effects.

*Answer the question:
What if our business model is based on a transaction fees monetization strategy?*

Monetization



SaaS

Subscription-based, revenue models can be a very attractive option for startups if their services are well suited to the subscription approach. Subscriptions allow your company to lock users into long-term payment commitments (typically either monthly or yearly), creating stable, long-term revenue streams with high-value customer lifetimes. Recurring revenues that come along with offering subscription-based plans are great to build a sustainable digital company. You can charge people in two ways:

1. Pay as you Go, charging people depending on their use of the solution.
2. Tiered pricing, dividing your service into different tiers with different features included.

*Answer the question:
What if our business model is based on a SaaS monetization model?*

Monetization



Freemium

The strategy is simple: you provide your users with a basic, functional, and completely free version of your product or service. At the same time, you encourage users to become paying customers by offering them a more advanced, premium version for a price.

It's a very popular monetization strategy for SaaS products, where people use the cloud to perform daily operations.

Answer the question:

What if our business model is based on a freemium monetization strategy?

Monetization



E-Commerce

Many startups, especially those with engaged user communities, sell promotional items on their websites.

Beyond this, it's possible to combine a freemium-based revenue model with e-commerce by selling products or services related directly to what you sell.

If you are not an e-commerce, this strategy will always be ancillary to the main monetization solution you might have. Although sometimes it could be very profitable.

Answer the question:

What if our business model is based on a e-commerce monetization strategy?

Monetization



Affiliate marketing

Affiliate marketing is the process of earning a commission by promoting other people's (or company's) products. You find a product you like, promote it to others, and earn a piece of the profit for each sale that you make.

Like advertisement, this monetization strategy is feasible for all those webs or apps generating a lot of traffic. Otherwise, it could be a minor revenue stream.

Answer the question:

What if our business model is based on a affiliate marketing monetization strategy?

Monetization



Advertisement

You implement some space in your website or app for advertisement.

Ads will come from several ad servers, and you will receive some money, depending on a display-per-ad or click-per-ad model.

This revenue model is profitable for webs or apps that can create a lot of traffic, usually millions of users per month.

Otherwise, it will be probably a secondary revenue stream.

Answer the question:

What if our business model is based on advertisement as a monetization strategy?

Monetization



Licensing

You grant the use of your products as a license to your customer, with a due date (usually one year or more). At the same time, you provide support and help to your customers, helping them to get the best from your product.

Licenses are common in the B2B software business. It's very useful to sustain and grow businesses with an engaged and long-term customer base.

Answer the question:

What if our business model is based on licensing as a monetization strategy?

Customer channels



Digital marketplaces

Digital marketplaces are great places to sell goods online. Due to its network effects, in those platforms you can find a significant amount of clients, enough to sustain a business. However, competition is harder, specially for commodity services. Competition is done mostly through price and promotion.

Answer the question:

What if our business model is based on digital marketplace as a customer channel?

Customer channels



Social Selling

Social Selling uses the power of social networks, both digital or not, to sell goods. Usually, you use influencers or people with a deep social network to reach an influence your potential customers. It's a great tactic is our potential customers are clustered in very specific communities.

Answer the question:

What if our business model is based on social selling as a customer channel?

Customer channels



Sales team

Your product is sold through a dedicated team of sales people, who are actively scanning the market for new opportunities, getting prospects and closing deals. It's a great strategy for B2B companies.

Answer the question:

What if our business model is based on a sales team as a customer channel?

Customer channels



Affiliate networks

You sell your inventory through a network of affiliates. They will promote your solution or product in their websites, apps, or physical stores, in exchange for a commission on every sale. It's a useful tactic to get to a lot of people without investing too much money in customer acquisition.

Answer the question:

What if our business model is based on affiliate networks as a customer channel?

Customer channels



Owned platform

You create your own platform where customers can interact with your services. This platform could also have several players, creating a network effect.

Owned platforms are very common for digital services, but usually are also combined with another channels for marketing purposes.

Answer the question:

What if our business model is based on owned platform as a customer channel?

Customer channels



Open Source

Open Source is a great way to get to your potential customers, specially if you are selling software frameworks to developers (think about Wordpress, for instance).

Open Source is usually monetized with premium services built over the open source solution.

Answer the question:

What if our business model is based on open source as a customer channel?

Customer channels



Token airdrop

Token airdrops are a great way to get to your clients. It's very segmented (it only works with people already used to the blockchain), and provides value to the customers, enticing them to use your solution.

You need to carefully design it to protect the price of the token.

Answer the question:

What if our business model is based on token airdrops as a customer channel?