Summer 2023

Accelerated Innovation & Entrepreneurship Bootcamp

Session 24
Market Scalability

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Al Hussein Technical University

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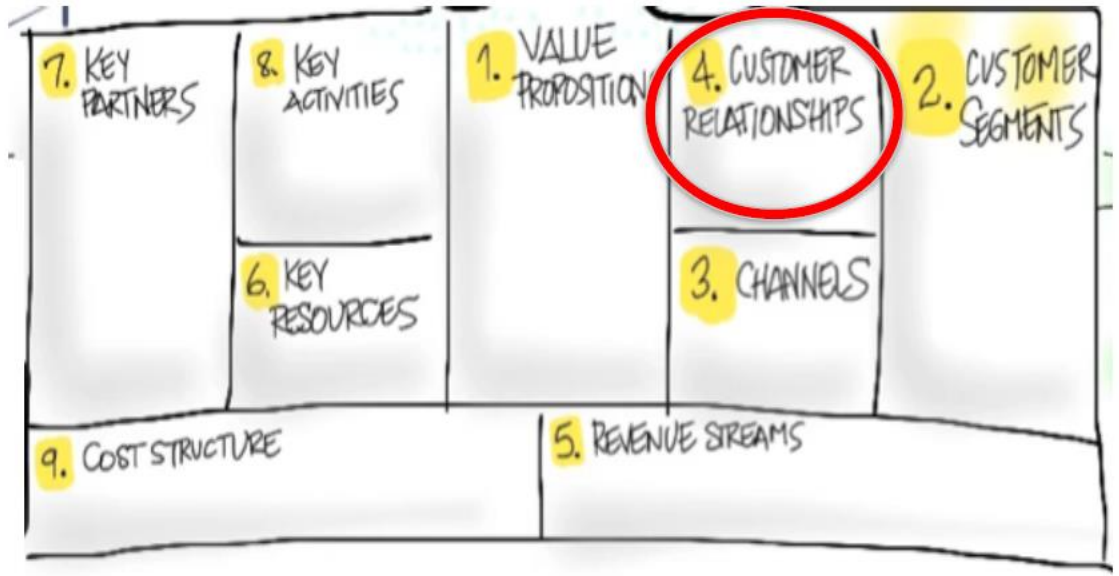
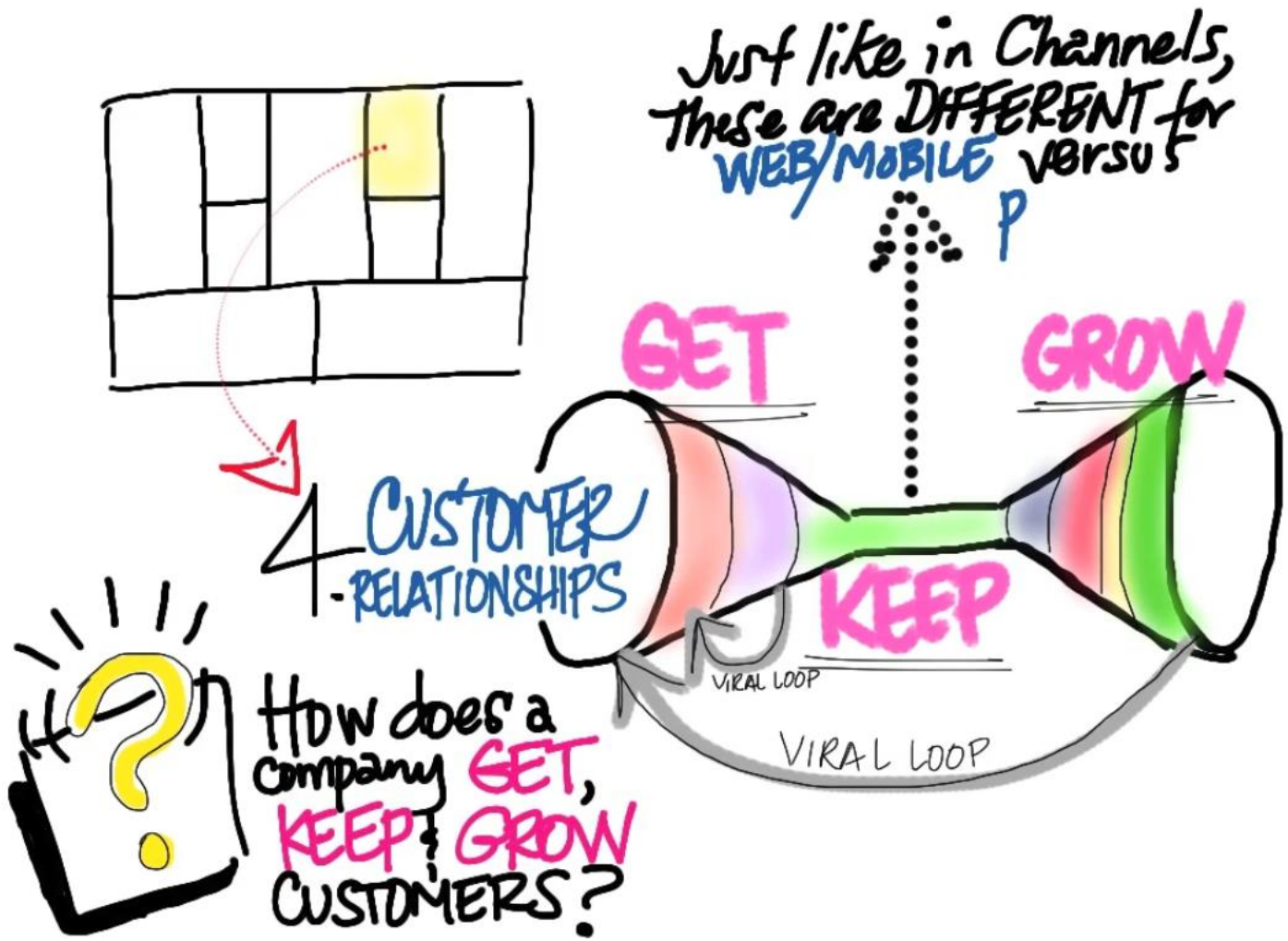
HOW DO YOU

GET/KEEP/GROW CUSTOMERS



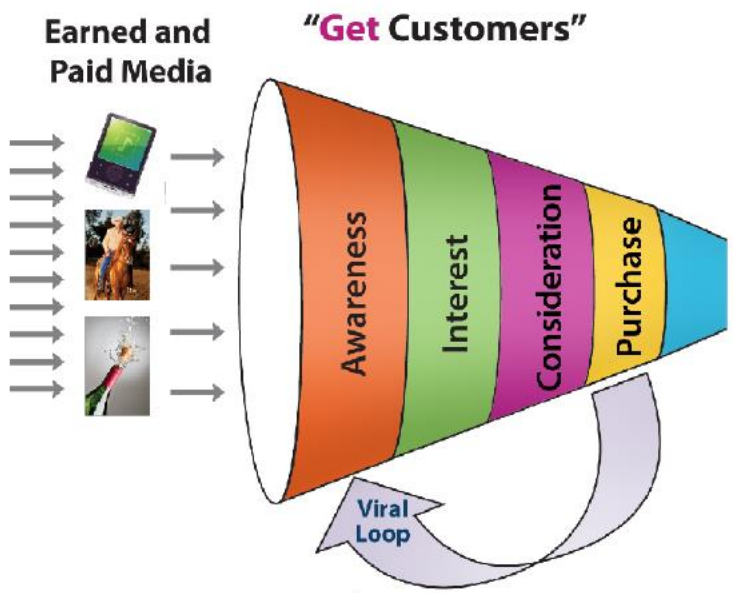
Customer Relationships

How do you Get, Keep and Grow Customers?

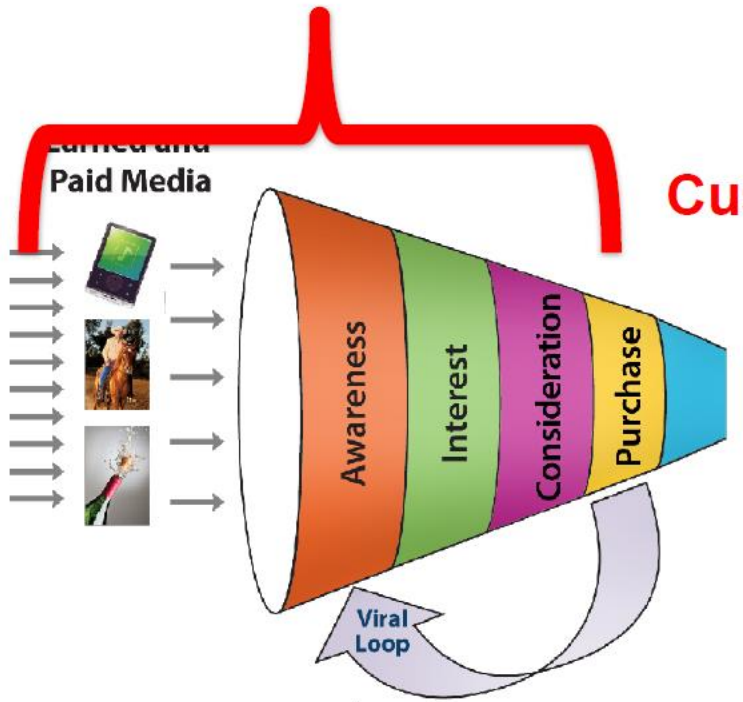

Just like in Channels, these are DIFFERENT for WEB/MOBILE versus
P
GET
GROW
4 CUSTOMER -RELATIONSHIPS
KEEP
VIRAL LOOP
VIRAL LOOP
How does a company GET, KEEP & GROW CUSTOMERS?

Customer Relationships

Physical Products – Get Customers

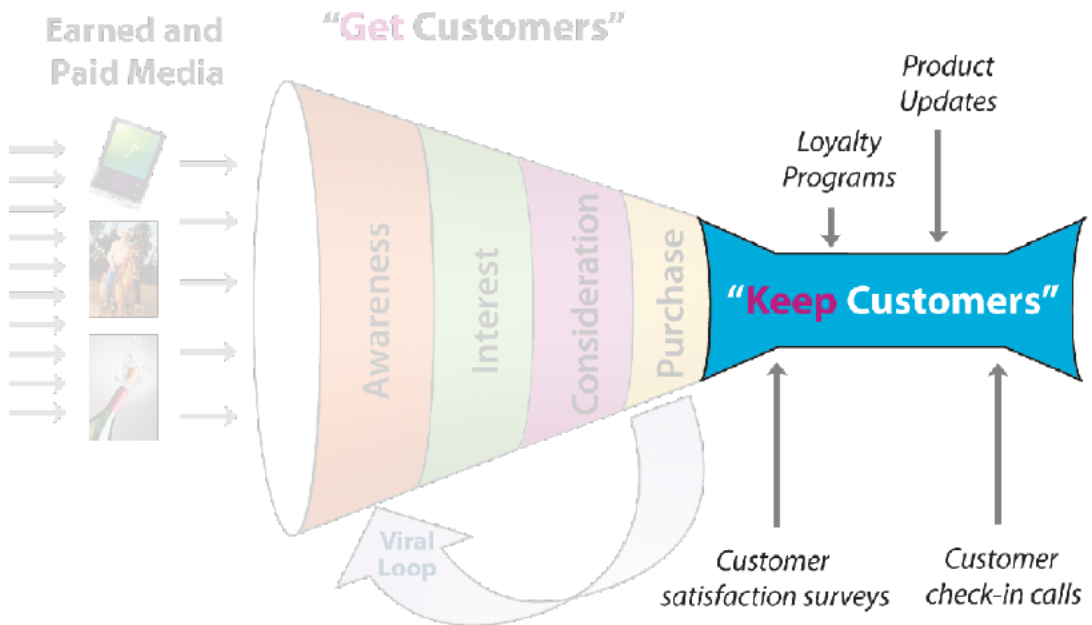


Customer Relationships
Physical Products – Get Customers

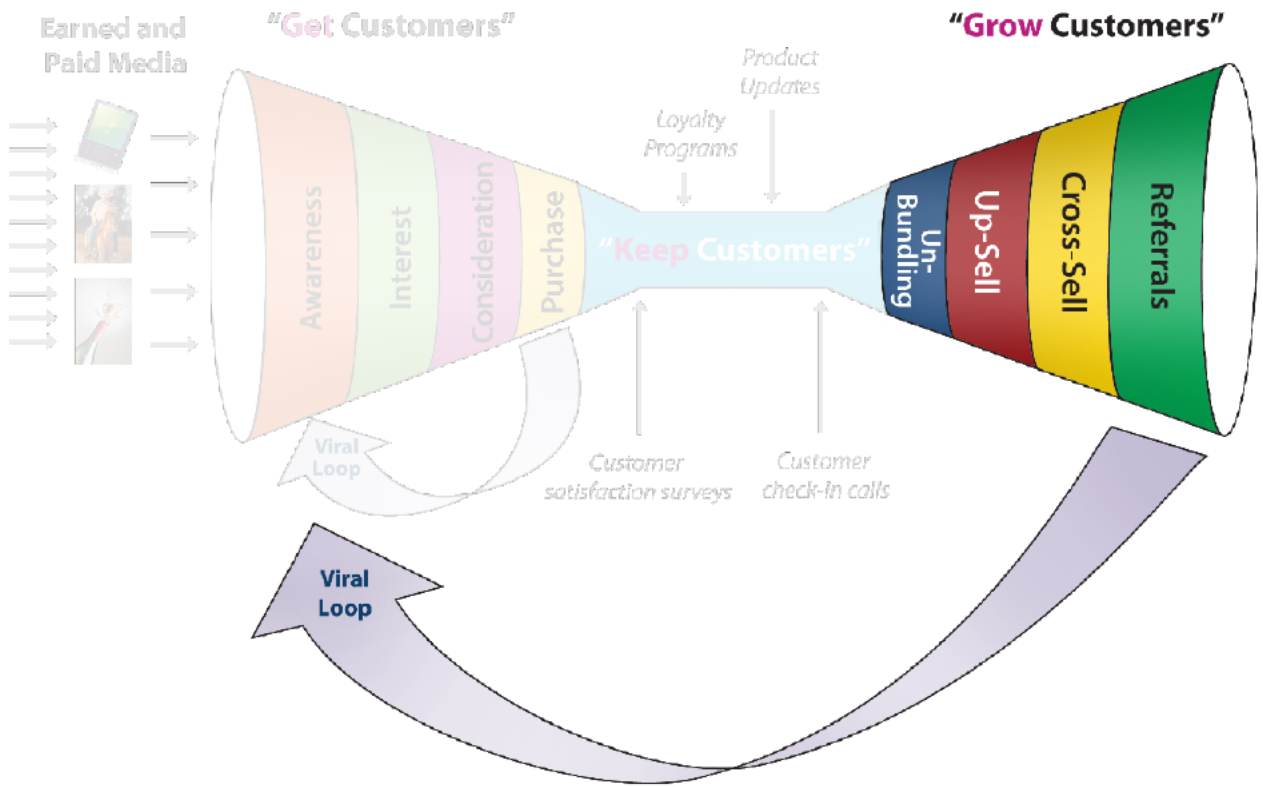


CAC =
Customer Acquisition Cost

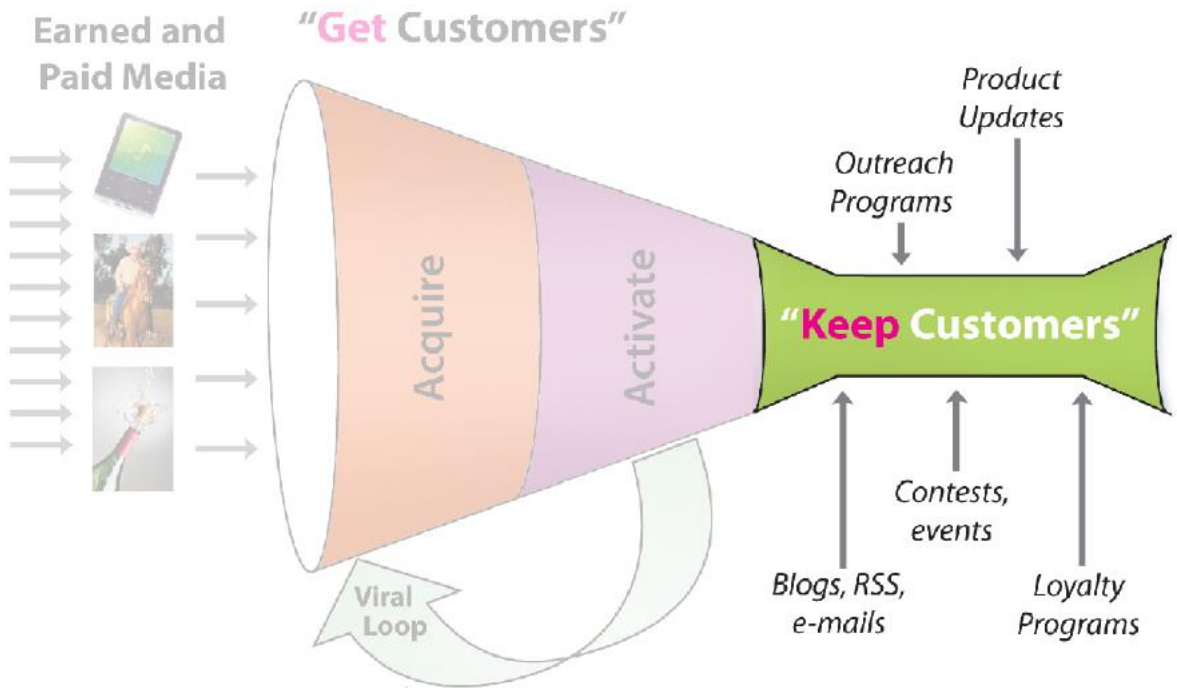
Customer Relationships
Physical Products – Keep Customers

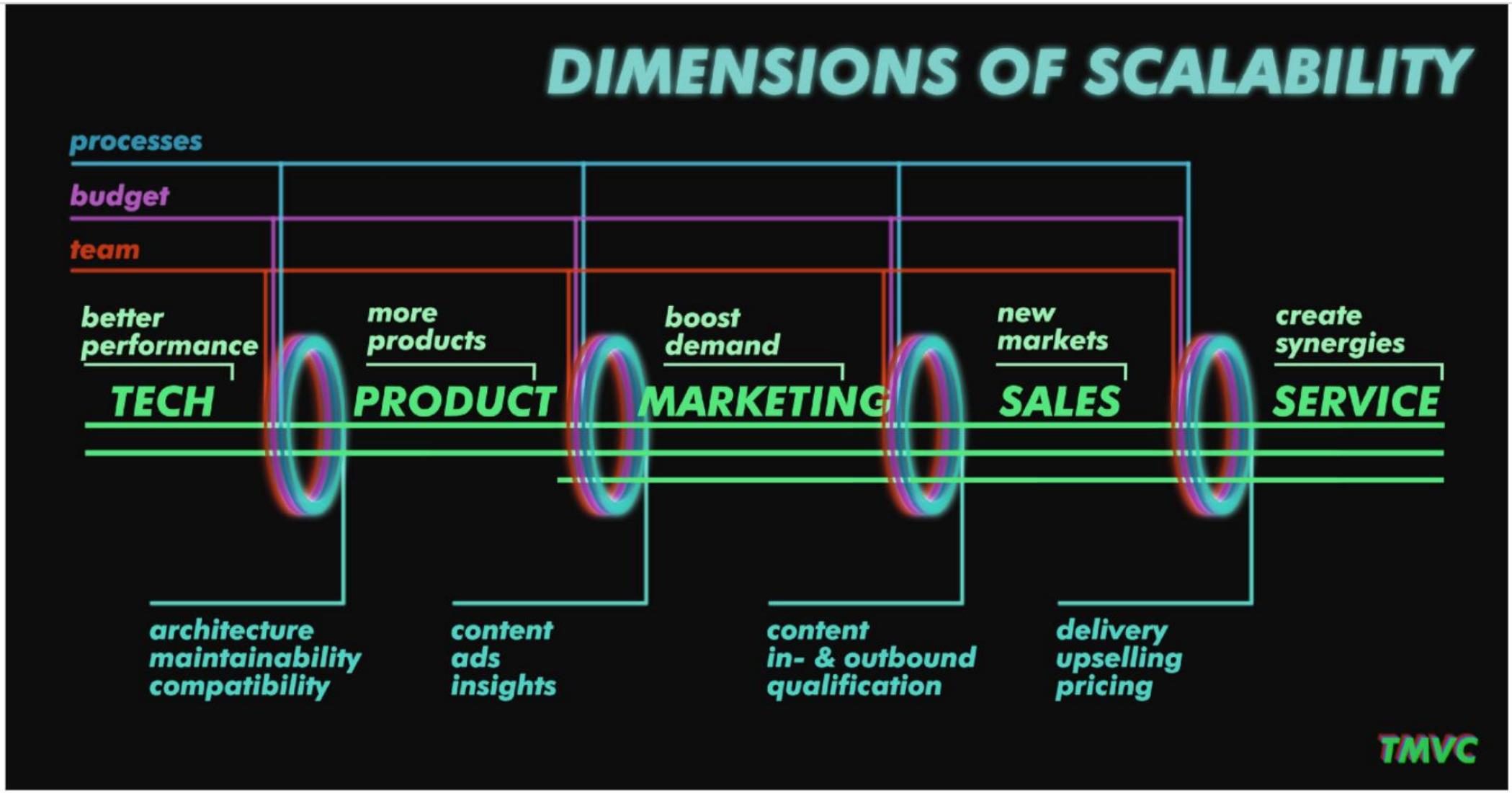


Customer Relationships
Physical Products – Grow Customers



Web/Mobile Products– Keep Customers




DIMENSIONS OF SCALABILITY
processes
budget
team
better performance
more products
boost demand
new markets
create synergies
TECH
PRODUCT
MARKETING
SALES
SERVICE
architecture
maintainability
compatibility
content
ads
insights
content
in- & outbound
qualification
delivery
upselling
pricing
TMVC