

Digital Strategies for Business Transformation (Online)

Module 2: Domain 1: Customers

Quick Reference Guide

Learning Outcomes

1. Analyze the touchpoints that influence your decision most in making a purchase.
2. Describe the five core behaviors of customer networks.
3. Develop ideas for strategies that leverage each of the five core behaviors of customer networks for an organization.

The Marketing Funnel

Psychological states are phases through which potential customers need to move for an organization to grow.

- Awareness: customers become aware of an organization, product, or service, and learn of it, for example through search engines or blogs
- Consideration: customers see possible value in what you are offering, for example through online research and user reviews
- Preference: customers decide what they are going to buy, for example through social networks and public opinions
- Action: it is typically purchase but could also be a subscription, for example through group discounts
- Loyalty: customers stay engaged and connected to the brand, for example through social media engagement and customized upselling
- Advocacy: customers amplify their voices and refer the brands

In the marketing funnel of B2B selling:

- The process from awareness to advocacy tends to be a longer process
- There are more constituents in the buying decision
- Decision-making tends to be more rational or utilitarian
- The buyer's behavior is usually more information-seeking
- It is important to keep customers informed and to engage them with rich content at each stage

The three types of behavioral models

1. Path-to-purchase model: looks at specific touchpoints for your organization and tries to measure the purchase cycle of a customer
2. Micro-moments model: helps you understand the customer's journey and gives a change to interact with them
3. Customer journey model: identifies the archetype of the customer and divides their experiences into broad categories, and observes them at each stage

Five Core Behaviors of Customer Networks

1. Access: allowing customers easy access to products, services, and solutions
2. Engage: drawing attention with content that is informative, entertaining, and immersive across different kinds of media.
3. Customize: providing choice to customers with something that suits their interests and needs
4. Connect: allowing customers to communicate their ideas using digital tools
5. Collaborate: providing customers with tools that allow them to work together toward a shared goal.

Ideas for Strategies That Leverage Each of the Five Core Behaviors of Customer Networks for an Organization

1. Access Strategy
 - Bring retail experiences to customers on their phones and apps
 - Connect to the customer experience through connected devices
 - Provide services on demand that can be used at any time in any place
 - Provide software as a service through the web in B2B
 - Skip traditional channels entirely and going directly to consumers
2. Engage Strategy
 - Create content that customers choose to watch, read, or listen to
 - Address customers' needs
 - Focus on the core customers
 - Create content for experts in their industry
3. Customize Strategy
 - Incorporate recommendation tools
 - Personalize the interface
 - Consider the kind of product to personalize
 - Link the data about different customers to their service experience for services customization
4. Connect Strategy
 - Connect customers through social media
 - Listen to customer conversations and learn from them
 - Ask customers to vote ideas
 - Connect during live events
 - Get your customers to share their stories
 - Build a community of users
5. Collaboration Strategy
 - Invite your customers to help build your enterprise
 - Organize grassroots and political campaigns using digital tools
 - Use crowdfunding to raise money for a new business

Applying five customer behaviors

You should:

- Use a combination of these five behaviors
- Look at each of these behaviors and strategies, and think about how you should leverage them to create value with your customers

You should not:

- Choose just one strategy
- Apply the strategies in sequence (first one, then another)

If you can help your customers to access, engage, customise, connect, and collaborate with each other and with you, you will create new opportunities for growth in the digital era.