3 Smart Customer Experience Marketing Strategies To Drive Loyalty and Revenue

In this how-to, we define Customer Experience Marketing and provide three examples of Customer Experience Marketing strategies to incorporate into your marketing mix, to generate more demand, drive revenue for your organization and inspire customer loyalty and advocacy.

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The customer experience doesn't matter," said no marketer ever. Any marketing campaign worth executing would fall flat on customers whose experience with the brand didn't match up with its promises. But the extent to which marketing can influence the customer experience is growing — giving rise to a new group of marketing strategies collectively referred to as "Customer Experience Marketing."

What Is Customer Experience Marketing?

Historically, marketing departments have focused primarily on generating leads, with the goal of acquiring new customers. But in recent years, marketers have realized that acquisition is only the tip of the iceberg.

Once a lead is converted, ensuring the customer continues to have positive experiences with the brand throughout their journey builds customer loyalty, helping to maximize the lifetime value of the account. It also inspires customers to advocate for the brand, which helps to generate new business.

Customer Experience Marketing takes into account every customer touchpoint — from their initial interaction with your company, to follow-up communications, to post-sale interactions. Ongoing customer engagement is also critical, whether via email communications, social channels, in-product messaging, upsell and cross-sell offers or by other means. Ensuring consistency in how the brand is represented across all interactions in terms of messaging, tone, style, and look and feel falls squarely in marketing's purview.

Why should marketers care about Customer Experience Marketing? Because businesses that earn $1 billion annually can earn, on average, $700 million more within just three years if they invest in strategies for improving the customer experience.

Customer Experience Marketing Strategies That Stand Out

Doing Customer Experience Marketing right involves tapping into data across all channels — online and offline — and using it to understand customer needs and preferences. From there you can develop strategies that help create an intimate and emotional connection with customers that begins at the first touchpoint and builds throughout every customer interaction over time.

Leading brands are paving the way with innovative Customer Experience Marketing strategies and tactics, leveraging data and new technologies to stand out from competitors. Here are a few key strategies, along with real-world examples that we think are pretty cool:

1 **Immersive experiences**

2 **Personalization**

3 **Online engagement via social channels and brand communities**

1 Immersive experiences

More and more brands are creating immersive experiences for customers and prospects that make a big impression. Rather than using traditional methods, such as ads and direct mail, to draw customers in, they create real-world experiences where customers can try out products prior to making a purchase.

A standout example of experiential marketing done well is Cisco's virtual tradeshow event, which drew 3,778 registrants and more than 1,300 attendees. How did they generate so much interest? By giving attendees private access to top company execs and other industry leaders, interest-based breakout "booths" that grouped similar technologies together, and the ability to launch one-on-one chats with product experts on the spot.

② Personalization

Research shows that consumers want personalization. In fact, consumers are more likely to shop with brands that provide relevant offers and recommendations, and are more likely to purchase products from brands that provide personalized experiences. Of course, Amazon is the king of personalization, but there are many great examples.
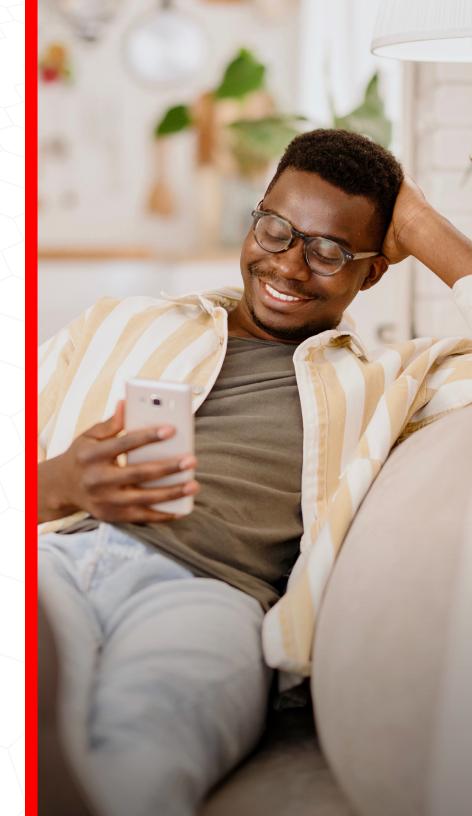
HubSpot, for instance, offers a [CMS](#) that enables you to build and manage personalized websites, test out various pages and options, and quickly determine how to personalize your final design to deliver the most value to your target customers. Additionally, HubSpot's [Make My Persona](#) tool enables you to create a snapshot of your target buyer and apply it across marketing campaigns, product launches and websites.

3 Online engagement via social channels and brand communities

In this increasingly digital world, reviews and social commentary can make or break a brand. Positive feedback on social channels drive business, but negative feedback can damage a brand's reputation, driving business away. Online reputation management is Marketing's job, and organizations adopting a Customer Experience Marketing approach keep a close eye on social chatter and online feedback, and make sure they're actively and consistently engaging with customers on those channels.

Leading brands may also create online brand communities, where customers can interact with the brand as well as each other, and share experiences, stories, opinions and knowledge about a brand's products and services. Take, for example, Salesforce's Trailblazer Community, where Salesforce users can network with other users, ask questions and build their Salesforce skills. Or Zendesk, whose online user community serves as a rich knowledge base and go-to website for industry events, product updates, developer resources and more. Communities such as these strengthen the customer's connection with the brand and help to ensure a great customer experience over the long term.

Strategize. Execute. Repeat.

As Customer Experience Marketing gains momentum as a way to encourage connection, engagement and loyalty among customers, brands will need to have the tools and processes in place to implement Customer Experience Marketing strategies and tactics. This requires bringing together the best technology, processes, data and analytics in a seamless, optimized way.

Whatever your Customer Experience Marketing goals, BDO Digital can help you achieve them.

Learn how we can support your Customer Experience Marketing initiatives.

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