

HOW TO SECURE BUSINESS GROWTH WITH RETENTION MARKETING



Workshop with
Dorien Morin-van Dam



INTRO



We have **THREE HOURS** to:

- Understand What Retention Marketing Can Do For Your Bottom Line
- Learn How To Identify What Your Current Customers Want From You
- Receive Actionable Tips To Start A Retention Marketing Campaign
- Plan Out a Strategy for Using Social Media To Create Champion Customers
- Master Maximizing the Value Of An Existing Customer



AGENDA

1. INTRO (5 min)
2. Old school retention vs social media retention methods (25 Min)
3. Your brand's 'status quo' (25 min)
4. Brainstorming ideas! (25 min)
5. Break (15 min)
6. Matching ideas to your brand (25 min)
7. Social media implementation of retention plans (25 min)
8. Retention marketing in action (25 min)
9. Q & A (10 min)



Old school retention vs social media retention methods



CASE STUDY

MEDIA & ENTERTAINMENT
industry



OLD SCHOOL retention marketing



TV GUIDE ARTICLES
CHARACTERS & DOLLS/TOYS
COLLECTABLES
NIELSEN RATINGS
RERUNS
AWARD-WINNERS

CASE STUDY



NBCUniversal's Mr. Robot, a dystopian video series about hacker culture on the USA Network

RETENTION THROUGH DECISIVE ACTION

connecting with storylines and characters in the environments where viewers desired that emotional and social connectivity:

- Original content for multiple social media platforms
- Virtual reality simulcast at Comic-Con
- *Mr. Robot* experience in storefront in NYC

“Fan”-centric business model

<https://www.strategyand.pwc.com/gx/en/insights/industry-trends/2017-entertainment-and-media-trends.html>



“For many consumer entertainment and media businesses, avid or loyal fans – who typically represent 10 to 20 percent of a franchise’s user base – can drive 80 percent or more of that franchise’s overall business value. Content efforts therefore must prioritize initiatives aimed at super-serving them – deepening engagement with avid fans and simultaneously extending the brands and franchises associated with these passionate fans into new areas.

WORKBOOK

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GROUP DISCUSSION

**WHAT CHALLENGES DO YOU SEE
REACHING & RETAINING CUSTOMERS
IN THE AGE OF SOCIAL MEDIA?**



Your brand's 'status quo'



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PARTNER UP



**ASK YOUR PARTNER
WHO THEY THINK YOUR
CUSTOMER IS!**

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**READ
RESOURCE
PAGES 4 + 5**



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GROUP DISCUSSION



**DO YOU FEEL INFORMED?
IS THERE INFORMATION YOU NEED
THAT YOU DO NOT HAVE ACCESS TO?**

Brainstorming Ideas!



CASE STUDY

BUSINESS COACHING industry



RETENTION THROUGH GIFTS & ACTIONS

connecting with and delighting customers through small gifts and gestures that surprise, delight and inspire.

- Stickers, postcards and bracelets; real mail!
- Perks, perks, perks!
- Friday night pizza give-away

Brings a sense of belonging to a global community

<https://www.andrewandpete.com/>



“be different in business; be real, authentic and follow through.

You retain current members, customers, clients by delivering the goods and then some! Give perks, perks and more perks. Send love notes in the mail - do the unexpected to keep on-top-of-mind. Treat your customer like royalty, or your treasured grandma, and s/he will stick around!

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PARTNER UP



**DISCUSS RETENTION IDEAS
AND ADD YOUR PARTNER'S FAVORITE TO YOUR LIST**

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GROUP DISCUSSION

SHARING NEGATIVE EXPERIENCES TURNED POSITIVE



BREAK



- POWER UP
- PHOTO OPP
- POST USING #SMSsummit



Matching ideas to your brand



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GROUP DISCUSSION



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PARTNER UP



WORK WITH A PARTNER ON PAGE 14

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GROUP DISCUSSION



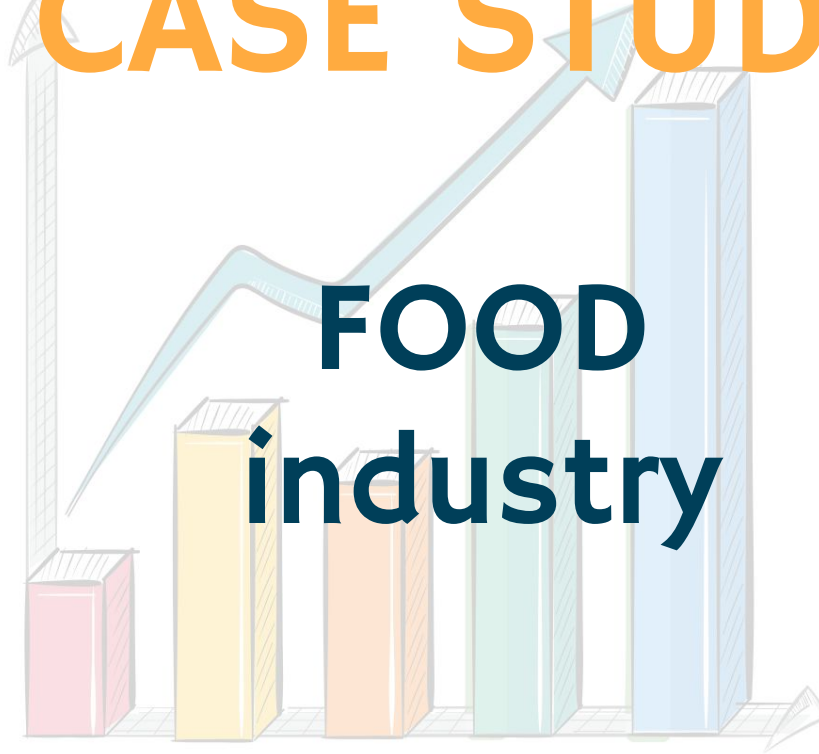
ARE YOU FINDING SOME NEW IDEAS
FOR YOUR AVATAR?
LET'S MATCH IDEAS TO PLATFORMS

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Social media implementation of retention plans

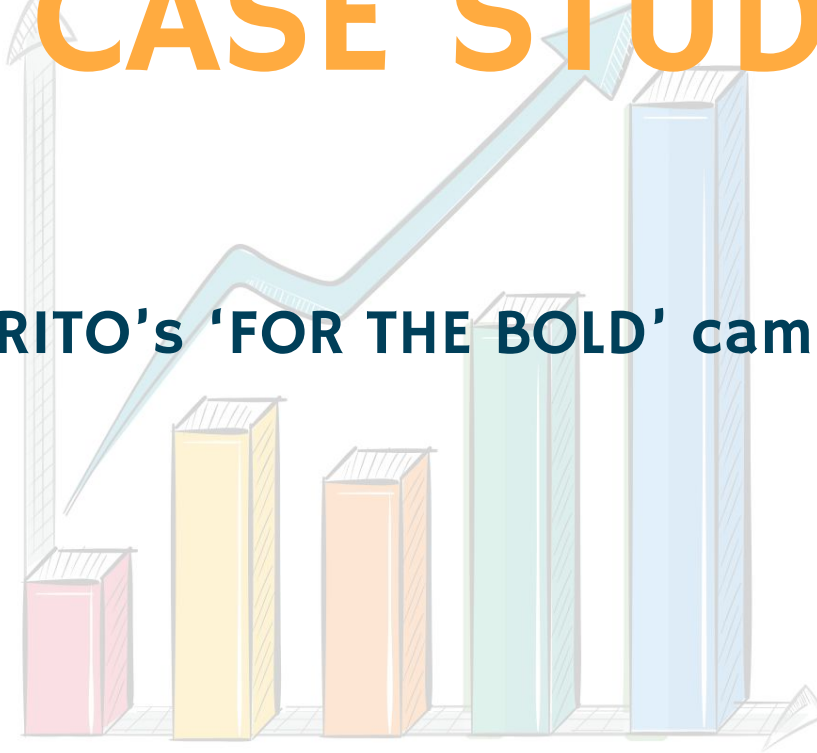


CASE STUDY



CASE STUDY

DORITO's 'FOR THE BOLD' campaign



RETENTION THROUGH USER-EXPERIENCE

Consumers don't just buy brands, they buy into a brand:

- 3 story vending machine stage at SxSW - tweets controlled the experience and fans from around the globe could watch and listen in real-time to the mobile 360 conference
- speaking to people in the street and asking them "are you bold enough?" now or never and be kidnapped to go to SxSW.

Consumers want to hear from other consumers

<https://www.simplemarketingnow.com/blog/flooring-the-consumer/connecting-with-customers-in-a-world-of-demand-doritos-brite15>



“Gone are the days when brands called the shots, considering themselves the only experts. Consumers rule. Not only do they have infinite options, but they are digitally savvy, have access to knowledge and want to participate in the brands they care about. As marketers we must learn how to market in a world of demand.”

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GROUP DISCUSSION



What **NEW** ways of reaching your customers **AT THEIR LOCATION** will you give a try?

Retention marketing in action



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GROUP DISCUSSION



LET'S SHARE ACTION YOU PLAN TO TAKE!

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Q & A



**ADDITIONAL COPIES
OF THIS WORKBOOK
ARE AVAILABLE!**



<https://www.moreinmedia.com/smss-nyc>



MEET OUR SPEAKER

DORIEN MORIN-VAN DAM



**SOCIAL MEDIA
STRATEGIES SUMMIT**

OCTOBER 15-17, 2019 / NEW YORK CITY

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