# Customer Relationships

## Getting Customers

**Get customers: Customer Acquisition Funnel**



Source: http://jrom.net/metrics-for-pirates
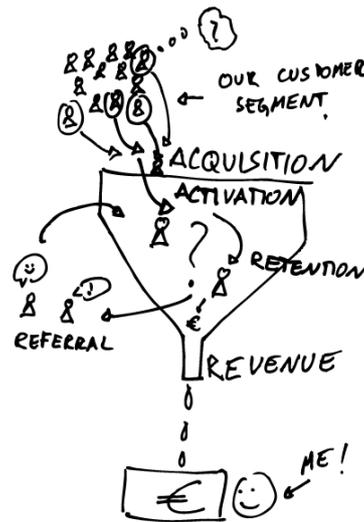
In order to manage to get the potential customers create revenues, or in other words, to make them pay for the very first time, our start-up have to run through a 4 stage funnel that mass of people before turning them into actual customers. The 4 stages and the tools LeadTeam will use for getting customers are presented as follows:

### Acquisition

This first step is about getting the attention from somebody in your customers segment. In our case is when we manage that someone visits our landing page or website. For that we are using the following tools:

- SEO (Google Analytics)
- SEM (Google Ad words)
- Social Networks (Facebook, Linkedin, Pinterest, Instagram)
- E-mail (Mainly for our B2B customer segment)

## Activation

Once we get someone's attention, we need to activate them, and this means to make the users of our webpage happy for visiting so they do not regret for have had their first contact with our product. For this phase, the following are the tools we will use:

- Several tests through landing pages will allow us to validate hypothesis and adapt contents to our customer target's interests.
- In our Blog people will be able to find interesting and further information regarding our product, the entrepreneurial experience and other aspects of the business.
- A/B testing in order to identify what do the users like and improve their experience.
- Videos and information provided though images.
- Offer a free beta version of our premium version.

## Retention

This third stage is about having repeated interest in our products of those customers who had already visit our site or had had a first contact with us. This interest should be showed by customers who come back to our website, who follow us in the social networks, who like our posts, who continue using our beta version, etc. Our tactics for achieving that will be:

- Sending e-mails to those people who had registered in our landing page highlighting our product features and the experiences of actual users.
- Promoting our social networks' profiles and posting continuously.
- Keeping track if the people who had subscribed for our free beta version are constantly using it.

## Sale

Certainly, someone's willingness to pay or to use for our product (basic version is for free) is going to be mainly the consequence of the pre stages in the getting a customer process. However, to finally make a customer make the decision of buying we will rely on the following:

- Promotions regarding price and bundling.
- Endorsements by other blogs, magazines, users and others.
- Message creativity. Transmitting in a simple and different way our message.
- Facebook Adds.

# Keeping Customers

| Actualization | Communication | Personalization |
|---|---|---|
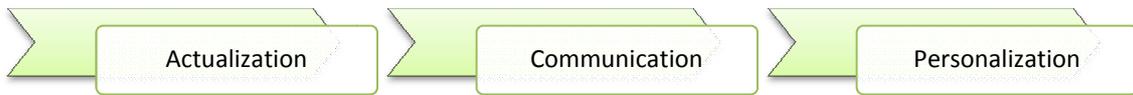
Once inviting people at our door and converting them into customers, the next step focuses on how to keep them from leaving and get our potential customers loyal to our small business LeadTeam. Free trials, new features development, special offers ("get + cloud by inviting friends to join the LeadTeam community") and discounts will be our methods and we will build our customer relation though the following media:

## Social Media – Facebook, LinkedIn, Pinterest, Instagram, Slideshare– to communicate

We believe social media is the best way to keep in touch with customers <u>to stay at the forefront in their minds</u>. That's why, it's crucial to post, generate traffic, interact and build a close relationship with our users on those networks mainly by fostering their enthusiasm (likes, followers, pins).

However, we plan to <u>communicate in a different way</u> in terms of post content hence, send accurate messages to customers. Obviously, users don't expect the same kind of content on Instagram than on LinkedIn. For instance, we assume it's important to develop a friendly relationship on Facebook, Pinterest and Instagram by sharing photos and posting fresh and cool messages because we address to a young student segment whereas we are building a more business-oriented relation on LinkedIn, SlideShare and our blog.

To promote the premium platform version, we will be mainly communicating on Facebook and LinkedIn to offer customers free trials and discounts.

## The LeadTeamer community

To keep them from leaving we believe we need to give them a strong reason to stay: <u>developing a big leadteamers community </u>will influence them in staying with us. The power of the crowd is essential and social media are likely to help us to answer clients questions and allow them to interact between themselves. As an incentive, students might get more cloud space if they invite their friends.

## LeadTeam Startup Weebly Blog

<u>Make users feel part and builders</u> of our business strategy by sharing with them how we work and what are our future projects ideas. Indeed, to keep them as users we need to show them we are developing, looking further hence, <u>a long term relationship is being building</u>. That's why, we are also working on opening a page "give us a hand" to get their feedback and make them contribute to offer them future services which fit perfectly their expectations.

Our blog is also a way to communicate our business model with <u>other start-ups</u> by interacting with them sharing our ideas. Besides, why not <u>collaborate </u>(eventual partnership in the future)?

## Newsletters and email club to keep them updated about features and promote

To personalize our messages to targeted universities and students, <u>different mailing list must be created </u>to target better our customer segment interest: beta version users, universities, university students.

As subscribers of the monthly newsletter, beta version users students will get know about our new features and will be rewarded with <u>discounts and free upgrades coupon</u> (trial of new features for free for a limited time) for patronizing LeadTeam.

Client universities want to get more information about what is going on. Information newsletter to universities will focus on new features and also about <u>the increasing spreading of LeadTeam over the world</u>. They might be interested in knowing: "*How many and which universities recently became LeadTeamer users? "; "What partnerships we are making?"; "What are the main features used?"; "What are the ones requested by students?" etc.*

## Drip Marketing

To personalize cleverly our communication with users –students- and customers –universities-, drip marketing nurturing method is likely to help us in a significant way. The idea is to send pre-written personalized set of messages on a daily basis. Given LeadTeam is an online platform, <u>linked accounts</u> (email, facebook, slideshare, linkedin) will be an interesting option thus, LeadTeamers will get notified very frequently about up-to-date information according how their teamwork are going: new messages, posts and content within their different groups. The <u>reminder feature</u> is also a way to be always <u>present in</u>

<u>their mind</u>. Plus, through email marketing, automatic messages will be sent to test users willingness to get and use our features.

## Growing Customers

**Recommendation**, the word-of-mouth system. We count a lot on this technique to expand our customers. Students use a lot of word-of-mouth concerning new trendy apps or websites for example. We can use the social media channel, through the Facebook page for example, which will be easy for them to share.

**Cross-selling** is a practice of selling an additional product or service to an existing customer. We don't have any additional service to propose, except the premium version, but for this we will use the up-selling technique.

**Up-selling** induces the customer to purchase more expensive items. In order to make our customers purchase our premium version, we can promote it in our website and our social medias channels.

**Next-selling** uses transactional email to sell other products related to the first item you bought. Transactional email is the plain text email you receive after you've made a purchase, the email confirming that your package is in transit for example. We can use this technique once they downloaded the free version of our platform, they would receive an email informing them about the way the free version of the app works, and use it to sell our premium version.