



Customer Obsessed = Customer Advocacy

Develop an overall understanding of each client's business, their product utilization, and their relationships.

Customer Advocacy

There are many definitions of the term Customer Advocacy, from Customer Relationship Management (CRM) activity with a strong Customer Experience (CX) component that turns customers into advocates ("evangelists" or "fans") of a company, (1).

Recommending and promoting a service, product, or brand, is an act of customer advocacy. Customer loyalty is initiated by the first experience a customer has with a brand.

Customer satisfaction goes further than just customer gratification and indicates a greater level of allegiance.



Customer advocates serve as allies willing to share positive feedback with others via phone conversations, social media online reviews, success story videos, willingness to engage in a case study, and numerous other possibilities.

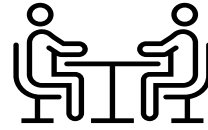
Recommendations and testimonials can drastically affect a brand's reputation and credibility. Advocates are willing to go beyond a simple reference.

Deep-rooted advocate connections make a true impact on the bottom line.

No matter the definition we are working toward the same goal of increasing the customer experience and to accomplish change for the better. Customer advocacy is the structure on which a customer-centric enterprise is built around and is a focus on your customer's needs.

These customers will end up being the lifeline of your business. Deep-rooted advocate connections make a true impact on the bottom line. Building an arsenal of connections with individuals who are in the situation to make decisions is essential.

"Advocates are willing to go beyond a simple reference."



Promoting Your Brand

One of the most economical and effective ways to increase your organization's capacity and drive conversions is leveraging resolute supporters through a customer advocacy program.

Promoting your brand requires successful connections with those customers who influence their peer group to make the impact of your brand effective.

Peer-to-peer word of mouth drives 20-50% of all purchase decisions, (2). Amongst other beneficial objectives, your organizational goals would be to increase web traffic, social media engagement, and brand awareness.



Marketing

Unlike traditional promotions, where the marketing department supports net new sales, in a customer-centric organization, supporting the customer success and customer support organization should be a top focus.

If you think about cross-selling and up-selling, marketing can help to develop the account and generate a lasting brand appreciation for retention creating an organizational endeavor. Join forces within your organization. It is crucial to find the way out of a silo mentality. Departmental position and alignment are essential for success in an advocacy-centric campaign.

Forming Customer Advocates



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Targeting other departments within your current account base with account-based advertising campaigns helps stakeholders seek out your product to adopt into their processes.

Use this opportunity to customize for an expanding group of stakeholders, whether they are champions, power users, or even detractors.

Leaders are uncomfortably mindful of how a business can be impacted by outside influences and are rarely ready or willing to harness the true potential of an advocacy program as the program requires a give-and-take momentum. Advocates usually want something in return.

Success Plan

Have an active Success Plan Document. This is the first step in the strategic alignment of key stakeholder relationships and client mitigation.

Key Stakeholder Relationships

Build and manage relationships with key stakeholders. Overall understanding of client business roadmap, system goals, and challenges. Customer success is an exceptionally effective role for the long life and delight of your clients. Generating repeatable success plans is a great way to guarantee the success of you and your clients.

General customer Information

Regularly research your clients. Utilize Google, LinkedIn, and Financial 10K for publicly traded companies. Do this so that you understand client profit, needs.

At Risk Updates

Regularly monitor at-risk clients by developing and updating a remediation plan and follow through with the plan.

Relationship Assessment

This will help you analyze the client's relationships with other third parties including technology, business, financial, consulting, auditor, market research, and other significant influential parties. Current and Potential Strategic Relationships with Partners Why should the client invest in building a stronger relationship with them? Why shouldn't the client continue to invest in building a stronger relationship with them?

Opportunities

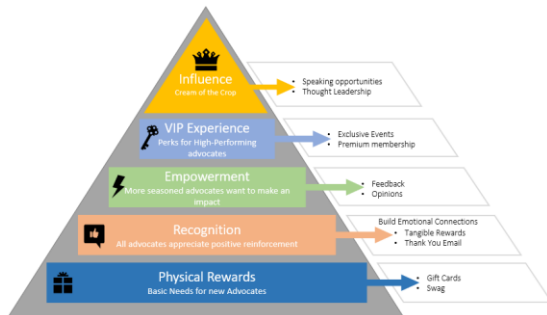
Regularly engage with clients and listen for potential opportunities.

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A client who is taking the risk of putting their reputation on the line needs you to succeed

Rewards

Enticing rewards is a way to get new advocates on board. Below is one hierarchical example of what divides advocates.



Physical rewards: This is a simple basic reward such as a gift card and follow it up with a helpful product experience.

Recognition: Nothing says thank you like a public mention on social media or a personal message of gratitude.

Empowerment: Customers like knowing that their feedback has managed to make a positive change. Celebrate that success with them.

VIP Experience: So many positive tipping points. Use private incentives reserved for the few, such as unique features for free.

Influence: Allow customers to piggyback off your company recognition and build their influence. Offer opportunities to share their knowledge in podcasts, webinars, videos, or at events, (3).

Understanding Your Products

Overview demos of products:



See how the products function and get an overview of what clients see in a demo.

Project Management Overview and Product Roadmap:



Understand the landscape of the industry and how your solution meets the challenges in this space.

Market Strategies/Positioning:



Understand marketplace messaging to prospects, and characteristics of companies/personas we want to target.

Professional Services:



Know the rules of engagement with Professional Services and how to leverage their support in a sales cycle and the process for Statement of Work (SOW) Development. Participate in client kickoff meetings and conduct weekly updates concerning projects, escalations, and on-going partnership primarily regarding client enhancement requests.

Support:



Partnership with the Support team primarily regarding client escalations.

Product Roadmap:



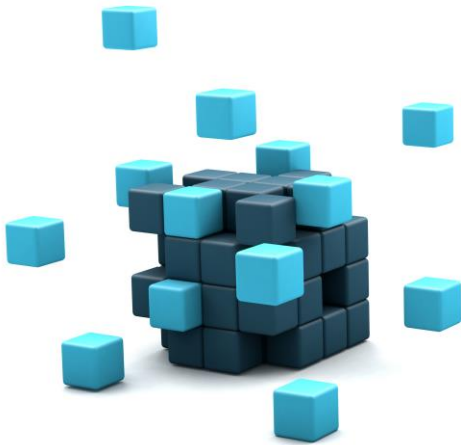
Understand the current state of the product, the key differentiators, the shortcomings, and the upcoming development plan.

Pricing:



Strategy and Mechanics of Pricing.

Customers like knowing that their feedback has managed to make a positive change.



Success

A client who is taking the risk of putting their reputation on the line needs you to succeed.

To build an effective program requires great attention to fostering relationships. Seeing bottom line returns depends on it.

As the advocacy program matures, it will be essential to utilize more advanced tools that will empower your Customer Success Managers to ascertain new advocates, connect and manage the program at scale.

References

1. [Importance of "Customer Advocacy" in Customer Management](#) Published on January 1, 2021
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