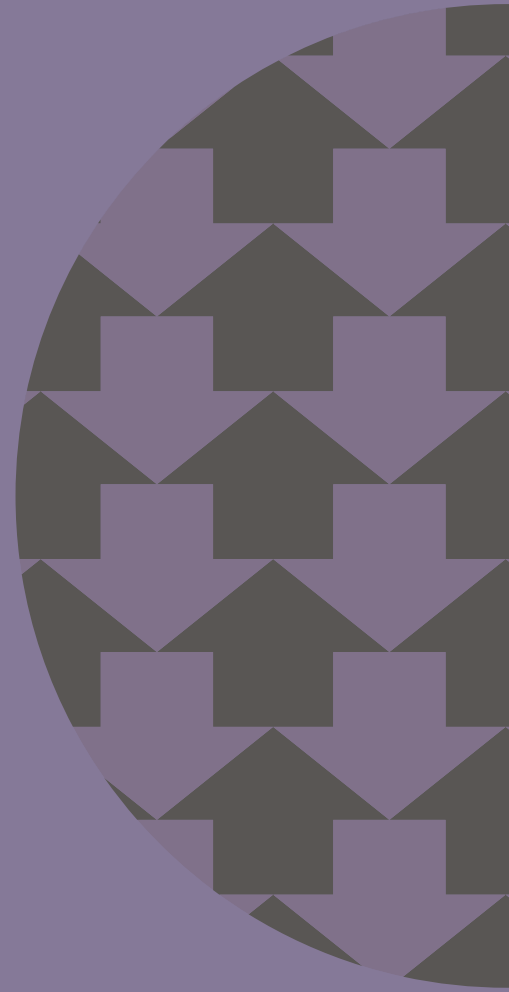


DESIGN.

Point of View Paper

Customer acquisition –
The battle for customer attention



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The battle for customers, their attention, and their loyalty, is an ongoing challenge for marketing teams across all industries.

Prospective customers face constant daily distractions. Unprecedented levels of marketing communications. Across an ever-growing number of channels. Fast changing consumer and business priorities, and growing information availability are leading to overwhelm for customers and complexities for sellers.

The ability of marketing teams to act as a facilitator of the customer journey, whilst building relationships with customers, is what will continue to differentiate organizations in their customer acquisition strategy, and in their ability to gain market share.

STRATEGIC LANDSCAPE.

In a world where customer attention is increasingly fragile and customer expectations are growing, how can marketing operations managers ensure they are meeting efficiency targets in campaign performance and cost per acquisition, whilst improving customer journeys and relationships?

For marketing teams, the expectation of creating personalized and multichannel communications, is making it more and more difficult to deliver consistent, valuable, and engaged experiences to drive customer acquisition and gain market share.

Whilst some will see this as a significant problem, for those who can cut through the noise to better target, capture, prioritize and understand their customers, the impact on driving customer acquisition will be instrumental.

DESIGNING YOUR CUSTOMER ACQUISITION STRATEGY.

- ➔ *Improve visibility of your customers, consistency of data, processes and drive efficiency in short term tasks and objectives through long term alignment and collaboration.*
- ➔ *Unlock platform capabilities to make better decisions with the tools, people and tech available.*
- ➔ *Reduce time and resources spent on inefficient customer acquisition and customer journey activities.*

Trace marketing investment and activities. Effectively monitor these to gain a clearer understanding of channel and campaign performance. Collectively this will not only assist in effectively allocating marketing budget, but also in developing more impactful and meaningful relationships with your new and existing customers to drive customer acquisition and retention.

USE DATA AND TECHNOLOGY TO DRIVE GROWTH THROUGH VALUE AND IMPACT.

How can leaders utilise data and technology to achieve impactful customer value exchanges and drive growth from efficient and effective performance?

The challenges of overcoming (often complex and burdensome) cross-departmental procedures and teams, can lead to constrained marketing operations. This can reduce the impact of marketing outputs and strategies, whilst adding to the difficulties of driving a high-performance marketing and sales function.

A clear strategy which enhances these cross-functional goals, whilst setting clear responsibilities and roles for the relevant functions, is needed to:

- ➔ *Deliver high value customer journeys and marketing communications to drive and improve customer acquisition.*
- ➔ *Meet efficiency targets in campaign performance, cost per acquisition, cost per action.*
- ➔ *Manage multiple software platforms from marketing owned and cross departmental collaborative platforms.*

KNOWING YOUR CUSTOMER.

Customer acquisition in the digital world requires more than simply knowing about your customer through data. It requires the action of this data and a proactive organizational mindset of developing and deepening relationships.

Utilize your customer data to design and deliver highly personalized, tailored, and supportive customer journeys with key touchpoints.

All whilst monitoring and measuring the performance to clearly understand the potential areas for additional optimization and growth.

Access higher quality data, practices and insights to drive your understanding of the business and most importantly, the customers that grow the business.

BLUPRINTX ACTION PLAN FOR GROWTH

We've helped many businesses develop a customer focused acquisition strategy that drives growth.

We will work with you to design your strategic plan for customer acquisition and growth. Through clarifying and aligning on immediate tactical objectives, mid-term strategic goals, and long-term vision. You can expect to grow revenue and gain market share, through improved customer acquisition and customer engagements. Whilst driving productivity through efficient processes and effective planning.

Our action plan for growth will assist you in understanding your unique business goals, analyse your current state, and design a tailored approach based on your maturity and the best practices. Tied to your budget, timeline and operating models. With our help, clients have been able to turn investment into outcomes, drive top line growth, better understand their customers and leapfrog their competition.

Drive growth and win market share regardless of buying complexity, competition and market forces. With thousands of successful campaigns under our belt, we can help you quickly zero in on proven strategies.

Through a combination of:

- *Growth Effectiveness Action Plan*
- *Customer 360 Action Plan*
- *Technology & Data Action Plan*
- *Organisational Design & Operating Model Action Plan — Work Management, DAM*
- *Go to Market & New Business Model Action Plan — DXM, MAP*

SERVICE DELIVERABLES.

Our action plan comprises of core deliverables that you can act on immediately as well as a customized strategy for near-, mid- and long-term efficient growth.

STRATEGY FOR GROWTH — an executable strategy that ties outcomes, initiatives, guiding principles, enablers and your business use cases into a cohesive plan.

BUSINESS REQUIREMENTS & KEY USE CASES — a prioritized set of business requirements that align your strategy, initiatives and business use cases.

PROGRAM OF WORK & ROADMAP — a program of work and a roadmap of phased initiatives that will deliver on your business use cases.

SOLUTION DESIGNS (OPTIONAL) — supporting designs as necessary to achieve your objectives such as workflows and technology architecture.

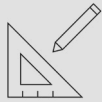
THE PROCESS.

Typically, our action plans take two — three months depending on scope and availability of key stakeholders. Our approach is simple.



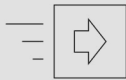
STAGE 1

Discover — an initial business discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/ category research. This allows us to understand your unique symptoms and business challenges.



STAGE 2

Diagnose — a thorough examination through targeted discovery, research, audits, maturity assessment or lite testing. This helps us cut to the underlying issues causing the symptoms and get to the heart of what really matters.



STAGE 3

Design — we design your custom plan and gain handshake agreement so you can start implementing solutions immediately.

Sources

¹Gartner CMO Leaders

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Dallas | Sydney | London | Liverpool | Amsterdam | St Louis

Bluprintx

GROWTH. BY DESIGN.