

5 Strategies to Improve your Customer Marketing

Unlock the Potential of your Existing Customers

Within this eBook we introduce 5 simple initiatives to kick start your customer marketing strategy, helping you:

- Strengthen your current customer relationships
- Reduce existing customer attrition
- Generate customer referrals
- Up sell and cross sell your training courses
- Improve your training course delivery
- Identify new courses based upon customer demand

1. Customer References & Testimonials.

According to a recent Koyne Marketing [report](#), customer references and testimonials are the most widely used customer marketing activity, employed by 62% of companies surveyed.

Show of hands, how many of you have candid, honest, reviews of your training courses featured on your website? Nope, not the cherry-picked customer testimonials with glorious quotes about how your training forever changed the life of Mr Smith from London. We're talking genuine, honest, not-always-positive reviews that add an extra layer of transparency to your brand.

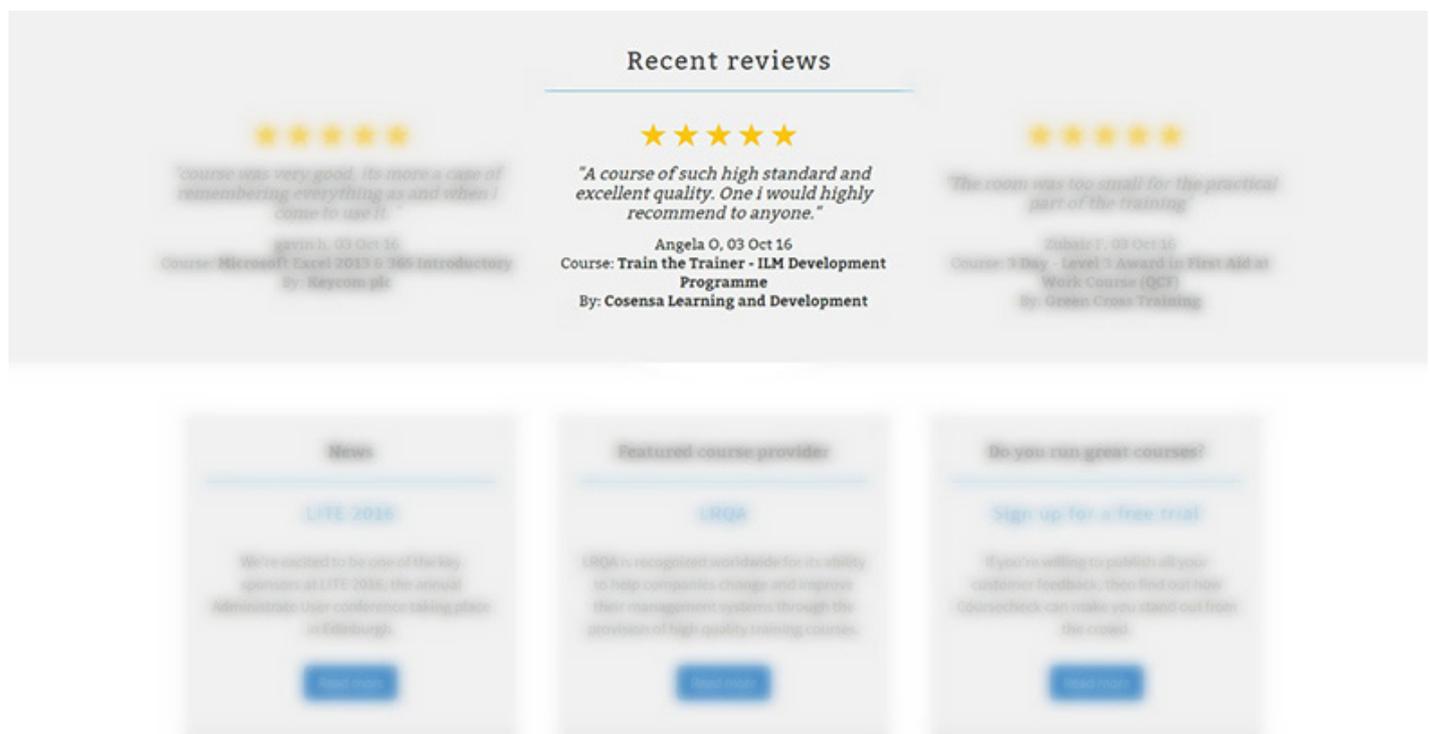
Try to put yourself in the shoes of potential new customers and envisage their buying process. When choosing a training course, what will make them select yours over the many other similar courses available? Beyond the usual criteria of price, location, instructor, accreditation et al, what will they ultimately care about? It's perhaps obvious, but they'll want to know, 'are these trainers actually any good?', 'sure their website says they're amazing, but can I really believe them?' When it comes to choosing a training course provider, existing customer reviews can be an excellent differentiator.

61% of customers read online reviews before making a purchase

and

63% of customers are more likely to make a purchase from a site that has user reviews

Econsultancy, July 2015



As Chris Wigglesworth, founder of Administrate partner, [Coursecheck](#), notes:

“These days, a brand is determined far more by the way that you’re seen to interact with your customers. The reality is that people care less about what you say about yourself; and more about what other people say about you.”

Don’t be afraid to share negative feedback from existing customers either. A [study by Reevoo](#) found that 68% of consumers trust reviews more when they see both good and bad scores, while 30% suspect that a company has employed censorship or fake reviews when they don’t see anything negative at all.

Actively encouraging your existing customers to provide customer references and testimonials achieves two key outcomes. It provides a reference point for prospective customers that you’ll deliver on your promises but it also makes your existing customers feel like their opinion is valued - they matter.

2. Customer Forums

Gathering customer feedback via online user groups or forums helps improve customer loyalty, building trust and brand evangelism amongst your customer base.

Research would suggest that this loyalty pays off too, customer relationship software [Zendesk](#) puts the average spend from repeat buyers as 5 times that of one-time shoppers.

5X - the average spend from repeat buyers vs. one-time shoppers

Zendesk

We’re big advocates of using customer forums at Administrate, operating our own to help centralise customer feedback on potential improvements to our software. This is regularly reviewed to find common themes, shaping the direction of our future [product roadmap](#).

3. Customer Events

A casual breakfast meeting, a mid-morning coffee ‘n’ donuts or an after work drink with nibbles, organising a customer event doesn’t need to cost the earth or be an organisational nightmare. Look to find a time that’s convenient to as many as possible and invite likeminded individuals you think would benefit from networking.

Grander plans? How about a user conference? We run an annual conference, [LITE](#), that blends a mix of user sessions (workshops on how to get the most from our software) alongside an enviable speaker line up with mass appeal. It's a great way to interact with customers and gain valuable feedback too.

Whatever the scale of your event, engaging with your customers strengthens the bond between you, helping lower customer attrition rates and shoring up future agreements.

4. Customer Satisfaction Surveys

Sometimes it can be a daunting prospect, asking your customers how satisfied they were with your training? You might have a suspicion that it didn't go as well as it could have and the survey results may be a difficult read. However, without proper evaluation, how can we ever expect to improve?

Our [SurveyMonkey integration](#) allows you to synchronise SurveyMonkey surveys with your classes in Administrate, meaning you can save time gathering feedback and evaluating responses, leaving you more time to focus on improving your overall offering.

A final note, we conduct regular [NPS](#) (Net Promoter Score) surveys to help benchmark our performance and better understand our customer satisfaction levels. It claims to be correlated with revenue growth too, so if you can grow your NPS, you should be on a steady path to financial success too.

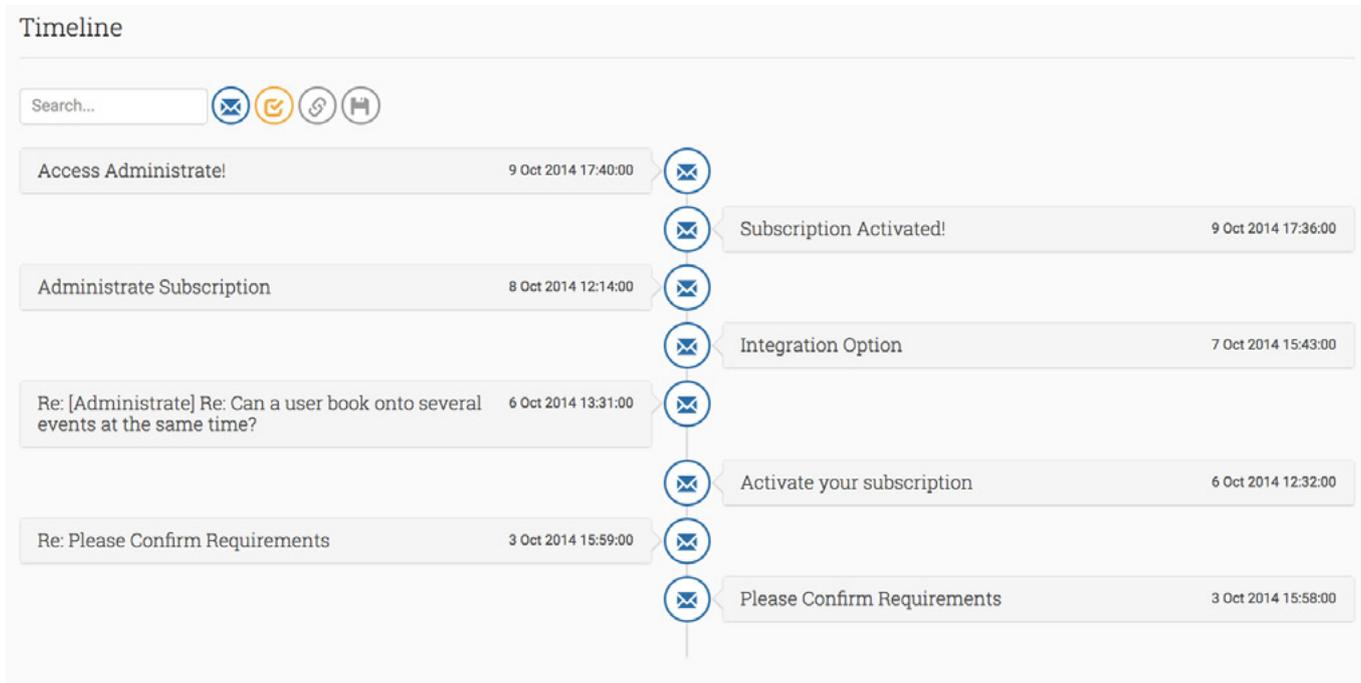
5. Email Marketing

Email newsletters were used as a customer marketing initiative by 41% of those [surveyed](#) within the Koyné Marketing report.

There's a good chance that you're already sending out a regular email campaign to your customers, perhaps a monthly newsletter or quarterly company update.

You're probably manually sending out course booking confirmations, course updates, scheduling reminders etc. too. Wouldn't it be great if you could automate that and have multiple customer touchpoints without the administrative headache? Guess what?

Our [Communication Triggers](#) work for both email and SMS (Short Message Service) allowing you to setup conditions that trigger an automatic communication to your customers.



For example, perhaps you offer annual accreditation training. Help ensure recurring annual revenue and repeat business by scheduling:

- An email/SMS reminder after 9 months - “Your annual accreditation training will require renewal soon, contact us to schedule it in”.
- An email/SMS reminder after 11 months - “Get in touch to ensure you don’t miss out on a place on your [Annual Accredited Course]”.
- A final email/SMS reminder 2 weeks after their accreditation ran out - “Our records show that your accreditation may have expired - get in touch soon to ensure you remain accredited”.
- An email/SMS confirmation when they register for the accredited course.
- An email/SMS confirmation of the venue and time one week before the course starts.
- An email/SMS to send them their certificate and congratulate them on passing the course once completed.

Et voila, multiple customer marketing touchpoints and a more predictable revenue stream for your training company, plus your customers will thank you for keeping them on track with their training needs!

Win, win.

Contact Us

Ready to advance your training with Administrate?

Sign up for a [free trial](#) to see how our software can help, or schedule a personalised [demo](#).



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