

ATTRACT ENGAGE NURTURE

How to Find and Keep Loyal Customers
in a Digital World



Ronald Thomas | Logical Measure

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“Here is a powerful yet simple rule. Always give people more than they expect to get.” – Nelson Boswell



Data has become the most valuable asset for most businesses. Measuring consumer behavior can determine the success of your digital marketing and business growth.



What I'm about to share with you is effective, powerful, and obvious. But far too many businesses fail to implement it.

If you're one of the few businesses that implement this simple process, you WILL succeed in gaining repeat buyers and more importantly, lifetime customers.



“A brand is no longer what we tell the consumer it is. It is what consumers tell each other it is.”

*~ Scott Cook
co-founder Intuit*

HOW TO CREATE REPEAT BUYERS AND LIFETIME CUSTOMERS

“Every contact we have with a customer influences whether or not they’ll come back. We have to be great every time or we’ll lose them.”

~ Kevin Stirtz, author of [More Loyal Customers](#)

You may have noticed a feature on some Amazon products that offers consumers the chance to “subscribe” to a product (automatically buy it every month), or make a one time purchase. If you were the merchant offering this, would you want buyers to click the “Subscribe” button, or the “One-time purchase” button? Hopefully you said the “Subscribe” button.

We all want happy, repeat customers, not one-time buyers. If you are in business to make money, customers that become repeat buyers are highly preferred over ones who only buy from you once. There's the obvious reason — consistent, repeated sales with little to no effort on your end.

“The way to a customer’s heart is much more than a loyalty program. Making customer evangelists is about creating experiences worth talking about.”

~Valeria Maltoni



If you want repeat customers, then you will have to make them want to stick around and not be tempted to run off with one of your competitors. This means you will have to provide continuous value and establish a meaningful relationship with your customer.

This starts the same way as if you were interested in getting to know someone who you would consider dating and spending significant time with — you court them. But once you’ve “married” them, so to speak, you’ve gotta have a regular date night to remind them how special, desirable and wonderful they are.

Many businesses aren’t in the business of courting the consumer, let alone making sure they stay happy. They just want to get their attention and engage with them long enough for them to buy something. Once they get what they want, they could care less about the buyer.

They have no plans or desire for developing a lasting relationship with the consumer. They just want to find the next person to make quick money from.

Businesses that are interested in building a lasting relationship with their consumers will be focused on giving the most value possible. This allows the consumer to fall in love, and stay in love with them.

They are not focused on the shiny object they sell, but they are focused on how they can provide solutions that give value to the consumer's daily life. They continue to give value long after the sale, they want to make sure the consumer is benefiting and seeing results from their purchase.

They want to make sure the customer reaches their desired outcome. This type of nurturing and follow-up is what turns your consumers into loyal buyers and brand ambassadors for your business.

Ideally, you would want every consumer that finds you to become an advocate that will refer more consumers to you. The consumer is seeking an end result and that's what they care about and value most.

Think of ways beyond your product or service to help consumers reach their end goal. This simple effort on your part will go a long way to converting them into an advocate or ambassador.



For example, I worked for a bicycle shop that sold bicycles online and in-store at over 100 bike shops across the country.

When I decided to buy a bicycle, my end goal was to stay fit. So, I was seeking information on the health and wellness benefits of cycling and what bike size and type would be best for me to achieve my goal.

Unfortunately, when I started my online journey I was bombarded with sales propaganda — like “10% off,” or “free shipping” offers. Nice to know, but not resonating with my personal goal.

It was tough to find an online bicycle website that focused on my needs rather than their sales. The one that did would have surely earned my business. Luckily, a few of my colleagues helped me out with the information I needed.

Aside from finding my own bike, I was puzzled why this sort of information wasn't front and center on our company's website. That extra effort would go a long way toward getting more consumers to really like the company. We could even take it a level higher and offer tips for staying healthy that didn't involve cycling. This would totally earn the consumer's trust.

The consumer's benefit, not the product, must be the focus. Companies that keep their business focused on meeting customer needs are the ones reaping big rewards.

By making the consumer the top priority around everything they do, the company will gain trust, loyalty and repeat business.

Look at Amazon. They deliver more products to people than any other company in the world, but it's their obsession over the consumer's happiness and frictionless buying process that has made them the behemoth they are.

Yep, I want my purchases on my doorstep the same or next day. Yep, I want a hassle free checkout. Yep, I want a liberal return policy. Yep, I want to easily open my package. I love the saying, "The experience is the product."

Amazon's product is the experience the consumer has when they interact with them, or buy from them. Amazon is just the facilitator of getting the product to the consumer. Your business should be a facilitator of getting the consumer to their desired result.

From my personal experience Panera Bread is another good example because they make me feel like I'm putting clean food in my body. Their restaurant design, fireplace and comfortable settings also make me feel like I'm eating at my house.

I can relax and enjoy my meal and my time there because of the extra attention they've put into making their customer's experience positive. In addition, Panera Bread:

- Allows me to order from a person or kiosk
- Tells me where my order is in the queue
- Rewards me with a free daily bagel for a month
- Allows me to order ahead and just grab and go

When I walk into Panera Bread, I know the free wifi is reliable. I feel welcomed seeing the fireplace, and I know I can use the kiosk if there is a line at the counter. I know my experience will be frictionless and consistent, for which I happily pay more to eat there.

I guess that's why I see people playing board games there. They just love the experience of feeling at home there. I could go on and on about the importance of the consumer experience and I will touch on it a little deeper later in the book.

Before the Internet allowed consumers and businesses access to so much data, it's understandable that many businesses were more focused on product features and price rather than the consumer's desired outcome.

Today, however, there is real-time data, reviews, and opinions for the consumer as they research a possible purchase. Analyze the data trail consumers leave behind when researching a purchase and navigating your website to improve the consumer experience and help them achieve their goal, or solve their pain points.

I would venture to say, if your focus is all about the product and not all about the consumer, then your business is operating at a disadvantage.

Focusing on getting consumers to their desired outcome in the most delightful experience possible is a sure fire way to have them “fall in love with you.”



BUILDING TRUST

How do you go about getting consumers to trust you?

Fortunately you don't have to guess at this. There's a proven process. First, you must create valuable content that attracts, engages, and nurtures. Going forward we will refer to this as **AEN** (Attract, Engage, Nurture). The AEN lifecycle should funnel consumers down the relationship status from "look at me, to like me, to love me."

If you want someone to trust you, first you have to get them to notice you. The attraction phase is all about getting your consumer to notice you — attracting their attention. This may require you to go where they hangout.

In the physical world you could reach the consumer at a conference, mall, highway, airport or other gathering spot. In the virtual world this may be a social media site.

If digital is your focus, you may want to distribute content where potential customers may see it on social media in the form of a video. Content created to attract consumers should be about what value you can deliver and what principles your business is all about.

Your website's "About" page is the most often read, and most useful page for encouraging your customer to pursue your product/service. If they like what they see and read there, they're more likely to engage with you.

Now that you have someone's attention, you want to offer them more value in the hopes of gaining some type of engagement or interaction with them.

At this point it might be a good idea to put your knowledge, expertise, and experience on display. It's time to impress the consumer by showing them you have solutions that will address their needs. Now that you have caught their eye, you can draw them onto your turf where you can exhibit that you're an authority in this space.

This is not the time to focus on product or price — this is where many businesses get it wrong. They skip the critical part about explaining the value before they leap ahead and ask the consumer to buy. A popular informative blog post just may do the trick. It also allows for a non intrusive two-way communication. Hopefully, they like, comment or share the post to indicate the feeling is mutual.

A few consumers may be ready to buy at this point, but most need some more convincing. Now would be a good time to ask for their email for access to a newsletter to continue the conversation later and possibly set up a first date or meeting.

Now that we have engaged with the consumer, we've shown them we know our product and are offering them value for their time, we must now gain their trust so they fall in love with us. The best way to gain trust is to continue giving value whether they purchase from you or not.

Don't punish a consumer if they don't buy by ignoring or shunning them. Continue to be pleasant, helpful and offer resources and content to them. As I mentioned earlier, consumers value accomplishing their goals, and eliminating their pain point (the thing causing them problems) the most.

If you can provide a way for them to do so without forcing them to purchase something from you, then their trust factor will spike higher.

For instance, maybe your company doesn't offer the product or service they really need, but you know a company who does. If you know a salesperson at that company (networking), all the better.

Refer your customer to them. Not only will you impress the customer, you'll gain status with the salesperson you've referred them to. They're likely to do the same for you.

On the other hand, if someone has purchased from you, then the follow-up is a key factor to build trust. Did the product work for them? Did they have any concerns, problems, or questions once they got it home and tried it out?

Many may see this as *customer service*. To a certain degree — it is. But there is a much broader term known as *consumer experience* that is much more important to address. Consumer experience involves every touchpoint throughout the consumer's journey, not just post purchase.

This is really important to dig deeper into because it's a big part of nurturing the consumer. Unfortunately, it's also difficult for most companies to implement effectively, so we'll spend some time discussing it now.

I touched on consumer experience earlier in the book when I stated "The experience is the product." Going back to our relationship analogy, if you create a great memorable experience with someone, that memorable experience is more likely to create more trust and love.

Consumer experience plays an integral part in determining the success of your business and can provide you with a competitive advantage over your competition if done correctly.

The consumer will interact with your brand at many entry points and it is up to you to ensure their interaction is consistent, painless, and effortless.

Your website, social media, and email interactions must constantly be monitored to address any inconsistencies that may be giving the consumer an undesirable experience. The goal is to ultimately wow them so they share their experience with others.

A couple of examples come to mind. When I use my gmail to compose mail, I love the pre-populated text that predicts what I may want to write. For me, it just makes composing an email effortless and saves me time in the process.

Using another restaurant example, something as little as saying “How may I serve you?” or “My pleasure,” which are used by Chick-fil-A employees, can make you want to return. Consistency is key because I’m sure we all have our horrible stories about unpleasant fast food visits.

This brings me to another point, the entire culture of the organization must be on board with the consumer focused approach. This is usually the biggest hurdle because so many businesses have the product focus approach so ingrained.

Companies should also treat their employees in the same way as their consumers to promote the consumer experience. I’m sure Chick-fil-A employees enjoy the fact that they don’t work on Sunday even if it’s for reasons unrelated to the employee's morale.

Improving the consumer experience will involve putting yourself in the shoes of the consumer. You want to walk in their shoes so to speak.

For example, during the writing of this book the world is going through the COVID-19 pandemic which is dramatically changing the consumer experience. Those companies that adapt and empathize with the new behaviors of the consumer will be the ones that survive and thrive during this time of uncertainty.

Going back to my goal to stay fit, my gym Planet Fitness immediately started providing free live workout videos on Facebook so their customers could continue towards their desired outcome while the gym's were closed.

This is a great example of how leveraging the internet and innovation can provide memorable experiences that your consumers will certainly share with their circle. You want to understand how they navigate every interaction with your brand. You want to feel what the experience is like for them. You may need to survey them to obtain this data.

There is tons of digital data of the consumer's behavior during their journey with your brand available. You must use it to optimize the consumer experience. Use consumer behavior data to think of ways to improve the consumers experience. We'll speak more about data later in the book.

Changing the consumer experience could be something as simple as implementing a new policy, or as advanced as adding artificial intelligence automation to your company.

Every business and industry is different, so it is up to you to identify what you can do for your consumer to improve their experience with you and help them reach their desired outcome.

Far too many businesses spend time in their boardrooms trying to devise a tactic, policy, or procedure to deceive the consumer to get their money. That time would be much better spent devising a tactic, policy, or procedure to give the consumer a great experience at every touchpoint during their journey with you. The consumer will willingly give you their money and tell their network.

By doing this you're showing you do care about your consumers before, during, and after a sale. You're also developing customer trust in your company. In many cases the customer will want to be resupplied, or add-on related products the item offers. Don't contact them hoping for additional sales, but do contact them with a sincere interest in their experience with your product.

This is a great way to troubleshoot any issues and stop bad word of mouth about a product before it gets going. Believe it or not, helping someone who is experiencing problems with their purchase generates trust. They see you really do want to help them.

You must nurture them along the way to implementation of the product, ensuring proven results. Because getting results is the key for the consumer, it is our job to make sure our solution helps them to that destination, else they won't recommend us to the people they know.

The last thing you want your customer to do is not use your product because they were not clear about how to use it or they faced obstacles implementing or consuming it. Make sure they know when they purchase it that they can contact you at any time, for any reason if they have issues with the product.

Also let them know they can access additional content online if they prefer, or in addition to calling you. Always have content that addresses issues buyers have faced in the past. That content may be in the form of a FAQ page, a how-to guide, a video, or podcast, or all the above.

Some people learn or understand by watching a video, others like to read directions, or listen to content. Share a link to the content, whatever it is, via email immediately after their purchase. Additionally, check-in frequently with more valuable or additional tips or to check on progress or just to say you're thinking about them.

Winning the follow-up will certainly get your customer to trust you. If they love you, they will tell everyone they know about you. Besides, by nature, a referral starts with a certain level of trust. Even better, you aren't spending time and money to attract these new customers. Remember, it can be expensive to acquire new consumers, but acquiring new customers is free if they come from a referral.

Let's dive a little deeper into the content we should create. Remember, we want it to attract, engage, and nurture in order to build a long lasting relationship with our consumers. We ultimately want our content to resonate with our target audience in a way that gives them value.

We already talked about getting consumers to their goals as a key value element. However, there are some standard value elements that you may provide along the way to that successful experience.

The more elements of value you can provide, the more valuable your content will be to the consumer.

Your product or service will typically address a problem the consumer is having. It's your job to diagnose their problem and educate them about how to fix it.

Advise them how your solution, including the product features themselves, will fix the problem. Explain the additional value they will receive. For example, going back to my bicycle example and my goal to stay fit, I realized cycling provided me with a therapeutic side effect I didn't foresee.

This will resonate much more as opposed to focusing on the product features and the fact that it's on sale for 20% off. I highly believe in marketing the solution (and benefits), not the product or service.

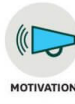
THE VALUE PYRAMID

[This illustration](#) shows some components you may want to address to drive consumers to their desired outcome. Every piece of content you produce should address at least one of these elements.

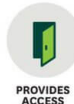
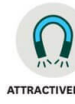
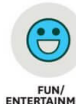
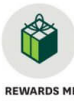
Social impact



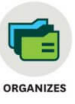
Life changing



Emotional



Functional

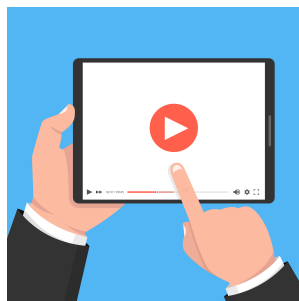




WRITTEN



AUDIO



VIDEO

CONTENT TYPES

Now let's talk about what form of content you should produce and how to get it seen. Let's add a new acronym to our discussion — **WAV (Written, Audio, Video)** content. I believe you should ultimately have at least one piece of each WAV content that addresses your solution. You should consider three things when determining the type of WAV content you should generate:

(1) How is your audience consuming content?

You may have noticed that not everyone likes to read their content. Some prefer to listen to podcasts or recordings (books on tape for instance), while others prefer watching videos. What does your audience prefer? They may utilize all three methods, but what is their favorite?

(2) What kinds of content are you good at producing?

What you are good at producing may only be relevant if you are the producer.

If so, you should start with what you are good at creating. However, it's more important to understand how your consumer *consumes* content. This is easy to determine once you have figured out what social medium platform, Internet space (YouTube, Instagram, etc.) they hangout at.

How do you figure out where your consumer hangs out? [SparkToro](#) is a free tool to identify where your target audience may hang out. Are they on a forum, a podcast, or YouTube?

(3) What's the preferred medium on that particular platform?

Your answers will lead to the **WAV** (Written Audio Video) content you should begin with first. For instance, video is the prominent medium on YouTube. So, if your audience is there you need to create video content. The table on the next page simplifies things and suggests the types of information or content that work best for each platform.

WAV CONTENT TYPES

	Attract	Engage	Nurture
WRITTEN	<ul style="list-style-type: none"> ❖ About Page ❖ eBook ❖ Tip Sheet ❖ Checklist ❖ Infographic 	<ul style="list-style-type: none"> ❖ Blog Post ❖ Chat Box ❖ Template ❖ Tool/App ❖ FAQ Page 	<ul style="list-style-type: none"> ❖ Newsletter ❖ Survey ❖ Manuals ❖ Email ❖ Text
AUDIO	<ul style="list-style-type: none"> ❖ Podcast ❖ Webinar ❖ Testimonial ❖ Interview 	<ul style="list-style-type: none"> ❖ Live Webinar ❖ AudioBook ❖ Audio Blog 	<ul style="list-style-type: none"> ❖ Podcast ❖ Phone Call
VIDEO	<ul style="list-style-type: none"> ❖ How-To ❖ Testimonial ❖ Interview 	<ul style="list-style-type: none"> ❖ Demo ❖ Vlog ❖ Tutorial ❖ Case Study ❖ Online Course 	<ul style="list-style-type: none"> ❖ Manuals ❖ Maintenance

Figure 1.2 WAV Content Types

AUDIO

Figure 1.2 WAV Content Types on page 27 clearly show the different media (Written, Audio, and Video) as well as the techniques used to Attract, Engage, and Nurture for each. If you're doing video for instance, creating a "How-To" video, a testimonial, or interviewing someone your readers want to hear from (another expert, or a celebrity or popular influencer) are the top three kinds of video formats to consider.

If all things were equal, I would start with audio. Your consumer can consume audio (listen) and multitask much easier than other forms of content — like driving while listening to music, or an audiobook in a car.

VIDEO

Video would be my second choice because a picture is worth a thousand words. I would also convert all my videos to written content if the video has audio, and the audio is valuable on its own without the visual. Obviously, written content would be my last option simply because it can easily be generated from your existing audio and video. Written content is also more time consuming and can be costly to create and edit.

Please see my list of references in the Appendix to get you started creating content for various marketing channels. Those are my referrals to you. [Hubspot](#) is a one-stop-shop resource for most content marketing needs.

Now that we have chosen the format of our content, we just have to remember to address at least one element of value before we publish. Please see my list of references in the Appendix to get you started creating content for various marketing channels. Those are my referrals to you.



Video | Audio | Written

WHERE YOUR CONTENT LIVES

Let's now talk about where your content will live. Preferably you want your content to live on a platform you have complete control over, such as a website.

You definitely want to publish content on property you own first before publishing somewhere else so you get credit for its original origin.

However, to get more exposure you will want to distribute on other platforms (social media) with much larger audiences to expand your reach.

Of course, that additional reach comes at the expense of your control, you are now at the mercy of that platform and must abide by their rules. I like to think of it as owning your platform or renting on someone else's. Just be aware when you build on rented property that you could lose everything you built there overnight.

That is why when I publish on rented property, I try to funnel anyone who engages with my content back to my website in hopes of capturing their email. In some cases I will capture their email right from the rented property and straight into my email list. This way if anything happens with that rented property, I can still reach out to the audience that engaged with me there.

Since we do want to expand our reach especially if that's where our target audience hangs out, we must learn how to navigate rented properties most effectively and efficiently.



***Read, study
and implement
these
strategies and
you'll be **THAT**
much closer to
success!***

In order to get organic (non paid) exposure you must engage, engage, and engage with the community that finds you there. This is the best way to get free, extended reach on rented property.

The more engagement you generate, the more equity you will build with the property owner. The more equity and engagement you have with the owner, the more you will be rewarded with additional exposure.

If your content is valuable, as we described earlier, it should be much easier to drum up lots of engagement. Just remember to interact with value and their goals in mind.

Your property owner will decide what content gets the most exposure. This is typically done with an algorithm triggered by keywords or search terms. **Think Google!** Most, if not all, property owners will have a search box on their website.

The algorithm will match up search terms from the search box with text in the content they own and provide the searcher with relevant results, preferably yours. While some small attention should be paid to the text in your content, I would not spend much time trying to match your content text with what the algorithm might match up with. Just write naturally to add value. Then focus on engagement and everything else will take care of itself.

Viral content doesn't go viral unless there is super high engagement. If someone sees your content and doesn't find it valuable, then they will not engage with it. Valuable content will usually be found, so focus more heavily on creating value than on being found.

Our second option to generate reach on any rented property is to pay for it. (I'm personally not a big fan of paying rent.) I'd much rather spend \$ developing a tool or app that drives traffic to the site. This alternative helps the consumer reach their desired outcome faster. For example, look at the measurement tool on www.logicalmeasure.com.

Paid reach obviously comes with a cost, so you must measure the value of your results and hope it offsets the spend you paid to get that exposure. The other factor with paid reach is that you must create ads that will trigger some type of call to action (likely a click) from the consumer.

The ad they click that leads to your content should represent the same elements of value discussed earlier. Many marketers forget about promoting the solution when crafting these ads or they will resort to click bait.

Stick to your guns and provide the same value in the ads as you did for your content. The big advantage of paid reach is the ability to get instant results. Your initial spend for paid reach is an investment if just for the data you collect about consumer behavior.

It really doesn't matter if anyone purchased anything or not because you will have data about what the consumer liked or didn't like.

This brings me to my final point about paid reach, you should vary your ads to see what resonates with your audience. The ads you create can be the single variable that determines paid reach success or failure.

So you must A/B test to identify which ads are working to optimize your reach. Use the data that paid reach provides to optimize your spend and the consumer experience. Like I mentioned earlier, we'll deal with the role of data now. The data you collect will be invaluable in determining how well your content is performing and how good of an experience the consumer is having.

Since you will be spending valuable resources on creating AEN content, you will want to measure what is working well. When you know what works well you can create more of it. It's hard to guess what might resonate with your audience so it's better to use data as opposed to guessing. You'll want to know what content is consumed more than others and what drives consumers to spend more time on your website.

I've seen companies spend 10's of thousands of dollars a month on paid ads. Because ads can be expensive, you want to make sure the ads you create will effectively and efficiently send consumers to content on your website.

Customer Acquisition Cost, (CAC) is a metric you'll want to monitor for any paid reach. It's the dollars spent reaching consumers divided by the number of converted customers.

Your paid spend is essentially working the attract phase in the AEN process.

Some of the important **rented property Key Performance Indicators (KPI)** you'll be focused on are:

- **Reach** - the number of people exposed to your post or impression
- **Engagement Rate** - the number of people who liked, commented, followed, etc. divided by reach
- **Click-Through Rate (CTR)** - the number of clicks to a call-to-action divided by reach
- **Conversion Rate** - the number of visitors completing a desired action divided by number of visitors

Hopefully, your paid spend is driving traffic to your website, where you can evaluate the content you created. If your paid spend does its job, you'll have an opportunity to see how much interaction your content received on your website. If all goes well you'll get the engagement you expect.

Some of the important **website engagement KPI's** to focus on are:

- **Bounce Rate** - the percentage of visitors that only visit one page before leaving
- **Average Session Duration** - combined duration of all visitors divided by the number of visits
- **Recency** - number of days between visitor's last visit
- **Average Order Value** - revenue divided by the number of order transactions

Now that we are getting some engagement from the consumers we have attracted, we want to measure the experience they are having with our brand at every touchpoint.

While we'll be able to determine consumer behavior based on data we collect from their engagement with us; we'll also have to collect data directly from the consumer by way of surveys. This is how we can truly understand the consumer's experience.

Some of the important **consumer experience KPI's** to focus on are:

- **Net Promoter Score** - percent of customers that would recommend to family and friends
- **Retention Rate** - percent of customers that make the 2nd purchase within a fixed period
- **Customer Effort Score** - percent of consumers that say it was simple to complete tasks
- **Cart Abandonment Rate** - percent of consumers that leave items in the cart without buying

It's very important to use data from various internal and external sources to optimize consumer content and experience. Of course, Google has been the major source for driving traffic to websites for many years.

Businesses must weaponize the data they have at their disposal to effectively allocate spend, identify friction, and capitalize on opportunities.

One of my deliverables with my 60-minutes consultation session on logicalmeasure.com is a template dashboard for your business to start tracking meaningful metrics for your business.

Let's finish with your own property where you have built some valuable content.

The old adage that says "build it and they will come," does not necessarily always apply to content. I know I said "valuable content will generally be found," but part of that is getting your initial visitors to your site. It's like priming a pump — for those of you familiar with that metaphor.

Most likely no one is paying you big money to get exposure to the audience that visits your blog. So we must promote our content to bring the audience onto our property. This means you have to aggressively use resources that can drive consumers to your website.

The rule of thumb is to spend 20% creating your content and 80% promoting it. Of course, Google has been the major source for driving traffic to websites for many years. Every business wants to be on the first page of Google for their product or service. [SEMrush](https://www.semrush.com) has great tools to help achieve this goal."

For years Google struggled with providing good search results because websites would optimize for keywords. This led to websites getting exposure that best matched the search terms the algorithm was looking for without regard to the consumers' actual experience on that website or if they achieved their goal or found what they were looking for.

Today, Google's machine learning algorithm factors in consumer behavior signals on the website to determine if the experience was good for the searcher.

So, it's more important than ever to focus on giving the consumer value vs just mentioning keywords related to your product or service on your webpages. Once more — focus on the solution and the outcomes the consumer expects.

Google's “**Grow with Google**” initiative is a great example of them focusing on the end result because they know consumers ultimately want to grow their business.

Google has products and tools for them to do so, but that's not what they are promoting.

Businesses that want to be on the first page of Google should focus on a great consumer experience and they will have a better chance of getting there and growing their business.

Promoting and distributing valuable content that resonates with the consumer allows you to focus more on your business and less on an algorithm. If you're chasing algorithms and keywords, you probably don't have a good solution for consumers.

I'd much rather focus on solutions that correlate more closely to my business as opposed to algorithms that don't. Your reason for starting a business in the first place should be to provide solutions for consumers.

I'm amazed at how far businesses can expand their reach today, I realize most, if not all, of it has to do with the Internet. It has really changed the way we do business forever.

Physical assets such as real estate, plants and equipment, inventory, and transport are not absolute requirements for starting a business anymore. Nor do they pose a huge monetary barrier to entry for a business.

In today's world your main asset is the consumers living in your customer database. Of course this doesn't apply to every business, but take a look at Facebook, Uber, Netflix, Airbnb. What are their physical assets? Their audience! It might make sense to obsess over them.

Now I understand why I've heard that every business should act like a media company — because the Internet has allowed them to reach people like the newspaper, radio, and television did pre-Internet.

That's why WAV content is so important and why AEN puts the focus on the consumer.

CONCLUSION

The content we create has the ability to reach the consumer like never before. The ability to reach so many consumers has created the mindset for many businesses that there will always be an endless flow of new consumers to target for their business.

They assume this means they don't have to go out of their way to impress consumers, let alone bother to build a relationship with them. This is absolutely the wrong mindset to adopt because if you don't deliver value and a good experience, then those consumers will not only just become a one time visitor, they'll tell five to fifteen of their friends about their bad experience as well. You haven't just lost one customer — you've lost at least ten!

But if your content gives consumers value and helps them address their needs, then that visit will lead to a purchase and likely another consumer by word-of-mouth. Why should you care about word-of-mouth-marketing?

According to the Invesp.com blog, 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing.

And, 82% of marketers use word of mouth marketing to increase their brand awareness. **Invesp** also says, “Word-of-mouth marketing drives \$6 trillion of annual consumer spending and is estimated to account for 13% of consumer sales. Word-of-mouth marketing impression results in 5 times more sales than a paid media impression and people are 90% more likely to trust and buy from a brand recommended by a friend.”

That’s just part of why I strongly believe that every business should run as if all new business comes from word of mouth referrals. This would change the way businesses treat the consumer and they would be obsessed with giving value and building relationships.

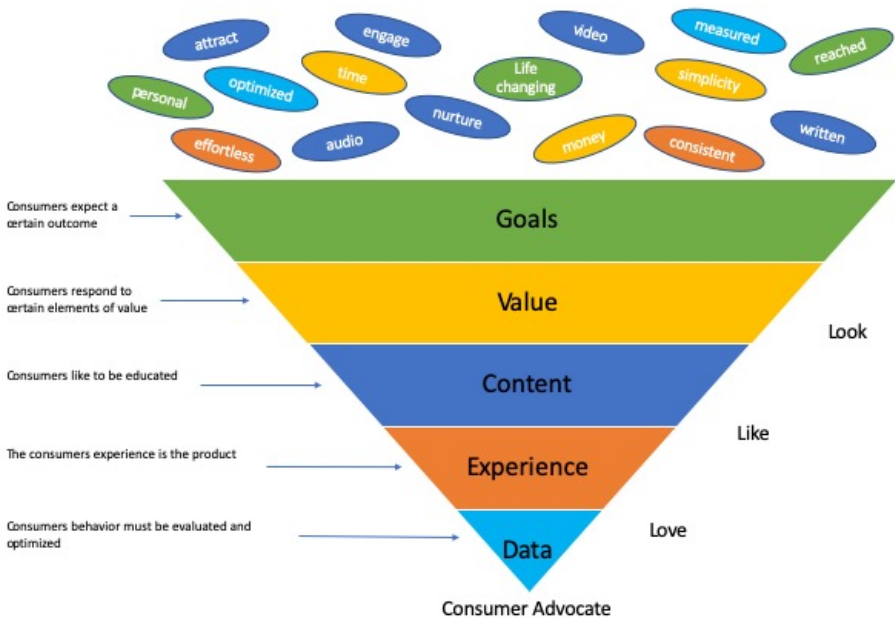
A referral is much greater than a purchase because it brings in a new consumer that already has some trust and confidence because they trust their friend or the person who referred them. Referrals also build your brand authority in a way that a simple purchase can’t.

Many businesses invest so much time and money trying to acquire new business and chase the next new tactic to drive more traffic to their website.

These tactics distract you from running your business because they constantly change and are often short lived because they don't focus on giving value. It's much simpler, easier, and more cost effective to rely on your current consumers. You can acquire new business because you ensure your existing customers had a great experience.

This fact of life about referrals was true before the Internet and will always be tried and true. The Internet has changed how we do things, but human nature remains the same. The Internet has extended our capacity to reach consumers digitally, but it has also extended word-of-mouth reach to our digital network. Allow your advocates to shout in their bullhorn how much they love you, then sit back and watch your business grow.

THE RELATIONSHIP FUNNEL



See a larger version of the Relationship Funnel Infographic [here](#).

**I hope this content gives you an
approach to getting your
consumers to fall in love with you
so they can let everyone know
how great you are!**



ABOUT US



Logical Measure Founder CEO – Ronald Thomas



We like to think of ourselves as architects that design the blueprint to help you build a successful digital footprint. Entrepreneurs who are just getting started or have been struggling with their digital marketing efforts would benefit most from our approach.

However, because this process was born from a quarter of a billion revenue corporation, it would also benefit marketing VP's and CMO's alike.

If you want to start/transform your online presence, or question the ROI of your paid campaigns, or want to increase consumer loyalty, then you found the right spot.

WHAT'S IN IT FOR YOU

Our bottom line objective here is to educate our audience how to foster nurturing relationships with consumers so they become brand ambassadors. In doing so, we know this will significantly grow your business – Isn't that your bottom line? We strongly believe that focusing on the consumer's end result is the best way to get consumers to fall in love with your brand.

Our simple 7-question approach connects your mission, audience, content, and data to produce a measurement plan that encompasses your marketing strategy. Our newsletter, blog, and podcast will nurture you along the way towards business growth.

WHY US

We are different and believe every business should run as if new business only comes by way of referral.

We pride ourselves on being consumer-centric because you build relationships with consumers, not products.

Additionally, we will be as transparent as possible because we believe that builds trust. We will rely on a data-driven approach to optimize results because we value facts over opinion.

Lastly, we value simplicity because it reduces friction along the path to obtaining your goals. We realize anyone reading this is probably looking to grow their business online. We are here to get you that end result.

HOW WE BECAME US

Logical Measure was formed after three years of trying to convince my former employer that the company's product-centric focus was no longer effective in today's digital world. I advocated for a more consumer-friendly culture that would market solutions, not products.

With my initial project as the company's web analyst and SEO specialist, I launched a consumer-facing SEO implementation that increased traffic by 50% and doubled revenue from search within my first 9 months. I knew Google's machine learning algorithm would value the consumer experience more than keywords on a page.

I pushed for a consumer focus approach throughout the organization because I knew it would have a huge impact across all channels, not just search.

In the end, my efforts fell on deaf ears. I believe leadership heard me and knew it was important and necessary, but no action was taken. The company filed for bankruptcy three months after I decided to leave. However, my efforts forced me to design a simplistic approach that nurtures an audience and converts them from consumers to advocates.

WHAT'S NEXT FOR YOU

Our measurement plan ensures that you measure what's important to your business and that your content is relevant to your audience expected result, and that campaign progress is measured against meaningful KPI targets.

Content is always the big variable and this is where many marketers are tempted by the shiny object that is often short-lived, costly, and damaging to your brand. Try our method to stay the course of relationships building as opposed to product selling.

If you want to jump start your digital marketing or just feel stuck or need guidance, I'm available for one-on-one consultation. <http://logicalmeasure.com>

DIGITAL MARKETING REFERENCE LIST

Online Marketing

[Google Online Marketing Challenge](#) : This is a great opportunity for students. It's a unique opportunity for students to get real-world experience creating and executing online marketing campaigns for real nonprofits using a \$10,000 USD monthly budget of in-kind Google Ads advertising credit through the Google Ad Grants program.

Social Media Quickstarter - Social Media 101

[Constant Contact](#) & [Facebook Blueprint](#) : Constant Contact is an email program with a free, social media kickstarter to see if social media is right for you. It includes a look at, among others, these popular social media sites:

- Facebook
- Pinterest
- Twitter
- Instagram
- Youtube

Search Engine Optimization

[Brian Dean](#) & [SEMRush Academy](#): Brian Dean shows you how to start and take your YouTube Channel to success, and SEMRush leads you through SEO, and the SEMRush Academy Marketing Toolkit.

Paid Media

[Google Skillshop](#) : You probably already use these tools at work, now learn to use them at home, with your own business. FREE e-learning courses designed by Google experts let you learn at your own pace AND get Google certified.

Email Marketing

[Constant Contact](#) : Once you're ready to implement email marketing to grow your business, Constant Contact gives you a FREE 60-Day Trial to do so.

Content Marketing

[Copyblogger](#) & [SEMRush Academy](#) : Two of the best websites on the Internet for all things Blogging and SEO related. Get certified and learn how to conduct organic research, do keyword, backlink and traffic analysis and much more.

Website & Podcasting

[Pat Flynn](#) : Pat Flynn has generated over \$5 million in earnings through a diverse set of income streams: digital products, affiliate marketing, software, books, coaching, public speaking, advertising, and more. Lots to learn here.

All-in-one

[Hubspot Academy](#) : This site has it all. Sign up for free courses and take your professional skills to the next level with free, online training. Quick, practical courses to comprehensive certifications.

Analytics

[Google Skillshop](#) : Get Google Certified! Develop skills you can apply right away, with e-learning courses designed by Google product experts. Get Google product certified **FREE**.

Growth Marketing

[Growth Tribe](#) : Growth Tribe is Europe's first growth academy. They empower people and companies to rapidly gain skills in areas such as 'data-driven growth marketing' or 'A.I. without code'.

ARE YOU READY TO LAUNCH YOUR BUSINESS OR SEE IT TAKE OFF?



Do you have Questions or Comments?

Do you want to know more about
LogicalMeasure.com and what we can do for you
and your business?

Contact us at the Link above.

ONE LAST THING!

Has this book been helpful to you?

Did you find the information useful or intriguing? If so, I'd appreciate it if you'd leave an honest review on my website, or share the information with a friend or colleague.

We all benefit when useful information is shared. Not only that, sharing or posting a review allows you to meet, engage with, and network with other business people in your contacts.