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MOMENTUM
MIND LAB

5

WAYS TO GET AND KEEP

MORE CUSTOMERS IN YOUR BUSINESS

THROUGH FLYWHEEL MARKETING

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INTRODUCTION

For any business to survive today, it needs to do more than just make sales. As a business owner, you need to build long term relationships with your customers.

People like to interact with their favourite brands on social media and elsewhere online. They want to feel like the brands they buy from are trusted friends and helpful experts, not just marketers trying to make money off them. In fact, studies show that people are buying experiences via goods and services and they will pay more when it's a great brand experience. Therefore, Customer Lifestyle Marketing is so successful.

It puts the customer at the centre of the entire marketing process, making them the focal point instead of just focusing on sales. By using this model, you can gain lifetime customers who buy from you again and again and become your biggest brand advocates.

If you are stuck in the traditional sales funnel and not seeing the growth you want, then the FlyWheel Marketing Model is the path forward to success.

The FlyWheel Marketing Model addresses the journey your customers take throughout their experience with you. It's a holistic and organic approach that more accurately reflects your relationship with your prospects and customers.

You're probably familiar with the sales funnel. This is a model that brings prospects into your orbit where you can learn about them and pitch offers to them. Through successive offers, you qualify these leads and learn which are likely to buy and which aren't.

The key difference between the funnel and FlyWheel Marketing (FWM) is that instead of a filter that ends with a paying customer, the FWM retains qualified leads AND nurtures customers post-purchase. That mentality enables you to turn more leads into customers and to turn customers into repeat buyers and loyal brand advocates.

In today's highly competitive digital landscape, you need to create a relationship with your customer that's personal and long-term. The FlyWheel Marketing Model is designed to do exactly that.

There are five key reasons why FWM is more effective than the old sales funnel approach.

We'll explore them more.



1

MEET YOUR CUSTOMERS WHEREVER THEY ARE

The entrance to the sales funnel is a single point in the customer's experience.

It's at the stage of awareness when they are looking for a way to solve their problem (or answer their question) and first encounter your solution.

But the reality is that a customer can come to you at any point in their buying journey. With the sales funnel, you lose people who are not at the exact point you're aiming for.

A customer might already know who you are. They may already be interacting with you online somewhere. Rather than the initial awareness phase, they might already be deep into considering options where they need motivation to make the purchase. If so, you need to meet them here and start encouraging them to make a buying decision.

A customer could also be a repeat purchaser. Maybe they've bought from you in the past and now they're coming back to see what else you offer. The sales funnel doesn't take into account that someone may already have a relationship with you.

The FlyWheel Marketing Model is more flexible when it comes to sources too. A lead might have found you by reading an article or blog post.

They may have found you through a Google search or an email message. A referral from a friend or an encounter at an offline conference may have brought them to you. Your marketing model needs to take this into account.

NEXT STEPS:

WHERE ARE MOST OF YOUR CUSTOMERS COMING INTO YOUR SALES FUNNEL?
HOW WOULD THE FLYWHEEL MARKETING MODEL BETTER SERVE THEIR NEEDS?

2

CREATE A MORE FLEXIBLE PATH FOR YOUR CUSTOMERS

The sales funnel gives your leads two directions to go: Down the funnel or out of it doesn't offer much in the way of choices, so if you've done your marketing right, they'll sail right through and make the purchase at the end.

But the flexible path the FlyWheel Marketing Model gives your audience is its strength. A person can move through your marketing in different directions, not just from top to bottom. This is a more valuable experience for them.

3 Phases of the FWM Model

ATTRACT

This is where you provide information and learn about the person's needs to see whether you can help them. Both parties are just getting to know each other.

MOTIVATE

At this stage, you help the person make their purchasing decision and encourage them to take action.

DELIGHT

This phase is where you start to really build a longterm relationship beyond the first sale. You reach back out to the customer to see whether they're happy and what else you can do for them.

In this model, a person might move back and forth between the stages, rather than straight down to the purchase. It works because a lead's needs may change during this time and you can adapt to the changes and still meet their needs.

NEXT STEPS:

HOW CAN YOU APPLY THE THREE PHASES OF ATTRACT, MOTIVATE, AND DELIGHT TO YOUR CURRENT MARKETING PLAN?

3

NURTURE LEADS IN A MORE ORGANIC AND PERSONAL WAY

Because of the flexibility and support it offers, the FlyWheel Marketing Model nurtures leads in a more organic and personal way, and that's absolutely essential today for savvy consumer attraction.

People don't like to feel like a number. They don't want to be "marketed to," and they can tell when it's happening. What they want is someone who responds to their needs and gives them personal attention.

Traditional marketing methods don't provide that. The sales funnel is a one-size-fits-all approach. It's effective in certain situations, such as a one-time promotion where you want to sell but also gather data about your target market. There are times when its simplicity is a virtue. But in general, if you want to build truly long-lasting relationships with your customers, you should be offering real human interaction.

Using FWM, you can get to know your market well and allow them to get to know you too. Your audience will have access to your entire range of products and services. It's a much more authentic approach.

NEXT STEPS:

HOW CAN YOU MAKE YOUR APPROACH TO YOUR CUSTOMERS MORE PERSONAL?

4

BUILD LONG-TERM RELATIONSHIPS

Build Long-Term Relationships The sales funnel ends when a customer makes their purchase. You might keep them in your orbit through something like email marketing to let them know about future offers. You may give them upsell and cross-sell offers. But you're not paying the same level of personal attention to them any longer, and that's when a disconnect can occur and you lose their interest. FlyWheel Marketing, on the other hand, is focused on repeat sales and lifetime loyalty.

It costs much more to raise awareness and advertise to new leads than to market to your existing customers. This long-term strategy allows you to use the relationship you've already built to get more sales, which is a much more cost-effective approach.

This really takes off after the first sale in what's known as onboarding. Businesses thank their purchasers with exclusive deals or freebies. They offer loyalty and referral programs. Depending on the type of product, the company may offer support and learning opportunities to help the buyer get the most out of their services.

“All of this contributes to deepening your precious customer relationships, which are the backbone of the FlyWheel Marketing Model.”

NEXT STEPS:

HOW MUCH DOES IT COST YOU TO NURTURE ONE LEAD TO PURCHASE?
CONSIDER THE WAYS YOU WOULD BENEFIT FROM INCREASED CUSTOMER
LOYALTY.

5

STAY ENGAGED WITH YOUR CUSTOMERS AND BUILD LOYALTY

The FlyWheel Marketing approach works by engaging people at each stage: as they discover your brand, explore your products, make a purchase decision, and seek post-purchase support. The more you keep them engaged, the better results you will get.

To put it simply, engaging means giving people something to do so they can interact with you directly. Engagement deepens your relationship and helps to make you the natural choice when the customer is ready to buy. It also gives you a chance to learn a great deal about them. Through engagement, they feel like they're part of your brand, not just a figure on a sales chart.

Engagement includes everything from daily communication through social media or email marketing, to online communities, offline events, and learning opportunities you offer such as webinars or tutorials. A strong FWM strategy offers various levels of engagement at different stages of the customer's lifecycle.

Here are some ways you can engage with your customers:

- Start conversations on social media. Write a post and ask your audience a question or get them to share their own ideas.
- Follow up with customers who just made a purchase to see whether the product met their needs.
- Offer educational opportunities where you share your expertise or teach people how to use your products so they get better results.
- Give your audience surveys, polls, games, or activities to do.
- Create a vibrant online community where members of your audience can interact with you and each other.
- Create content that's surprising or delighting, such as an intriguing story that gets people to keep reading to see what happens next.
- Present a challenge where your customers get to create their own content that's related to your brand or your industry.

NEXT STEPS:

BRAINSTORM WAYS YOU CAN KEEP YOUR CUSTOMERS ENGAGED AT EACH STAGE OF THE LIFECYCLE.



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IT ALL STARTS WITH A CONVERSATION