Fueling growth with SwayTech's Tactical 20.

Tactic #14

The proof is in the pudding.

Sway
Tech.

Showcasing Customer Success.

Why?

By collecting and showcasing customer success stories, testimonials, and social proof you can build credibility, influence and trust with potential customers. These are key influencers in customer decision-making.

KPIs you should have in place.

- Testimonial usage data e.g. website analytics, sales team feedback, requests to talk to customers

- Customer engagement with success stories (time on page, downloads, video views)

- Lead conversion rates

- Customer satisfaction scores

Step 01.
Case study creation.

- Identify customers / projects with strong results, data points and other relevant success measures to case study.

- Seek case studies that address different customer pain points, verticals and geographies.

TOP TIP: Chat GPT can help turn long form case studies into other formats e.g. video scripts, highlights, blogs or testimonials.

Step 02.
Testimonial collection.

- Request testimonials (short, positive statements or paragraphs) from satisfied customers.

- Establish feedback loops with Sales and Support teams to identity happy customers and record ad hoc feedback as it is received.

TOP TIP: Testimonials can be captured as part of your regular customer satisfaction survey or built into your onboarding programme.

Step 03.
Social proof.

Ensure you have a process for capturing, recording and showcasing social proof such as online reviews, ratings, user-generated content, media articles, industry / influencer endorsements.

PRO TIP: Show appreciation and gratitude for any mentions you receive by commenting or resharing.

Step 04.
Content Integration.

Incorporate success stories, testimonials and social proof into your marketing collateral and distribute them through relevant channels at the appropriate stage of the buying cycle / customer journey.

TOP TIP: Share stories, testimonials and social proof internally as well as externally to empower your internal teams with examples of customer success.

Step 05.
Customer advocacy programmes.

Encourage and enable customers to become advocates for your business and brand.

TOP TIP: Tactic number #13 will help with this step.

Step 06.
Customer success events.

Organise events to celebrate customer success and achievements to share stories and insights to help others who are in similar situations or solving similar problems.

TOP TIP: Speaking opportunities with customers at conferences are another way to share success stories.

Step 07.
Performance Tracking.

Measure the impact of customer success stories on lead conversion and customer satisfaction.

TOP TIP: Things like frequency of use by sales teams, downloads, time on page, view views etc can help you evaluate the effectiveness of success stories.

Customer Onboarding Program.

The next tactic will help you implement a structured customer onboarding program to ensure new customers have a seamless and positive experience with the company's products/services.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our CEO Michael.

When we say marketing, we think business.

Sway Tech.