



Keys to Magnetic Customer Acquisition

The business world is firmly entrenched in the age of the customer. Thriving companies have mastered the ability to facilitate engagement on the consumers' terms and become trusted, tentpole brands.

In order to be dynamic, brands need to build a strong emotional bond with their prospects and established audiences—thus developing what we call a 'magnetic customer acquisition' model.

The process of customer acquisition should be about the customer. Although that shouldn't be groundbreaking

insight, too many companies interpret 'customer acquisition marketing' to mean 'communications from management, in their style.'

Put another way: The first step to achieving magnetic customer acquisition is to read the whole phrase 'magnetic customer acquisition' and acknowledge that 'what management wants to say about themselves' is nowhere in there.

But enough with the tough love. Here are 7 imperatives to successfully building a customer-first approach to acquisition.

1. Collect Strong Customer Insights

This is the big one. You can't communicate with your customer effectively if you don't understand them. And this work shouldn't just include personas and journeys. Effective insights include hard data about where your customers are in the buy cycle, what their perspectives are on everything from purchase experiences to politics, and how your company's values align with theirs. This last one is important because research shows, time and time again, that consumers will switch to brands if they feel that those brands share or align with their values.

84% of customers say the experience a company provides is as important as its products and services — up from 80% in 2018.*

Salesforce Research 2021

2. Define Your True Purpose; and Make Sure That Your Communications, Products, and Actions Reflect It.

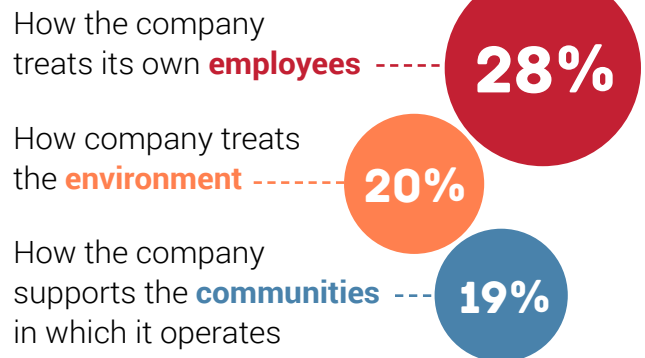
Your organization must stand for more than making money. Besides being more fulfilling for you and your employees (which it will be!), it is also actively good business. The more your company and your consumers understand about your business's greater purpose, the more you'll be able to grow and change along with your consumers and their needs. And, the clearer you are about your purpose, the more magnetic you'll be to customers who share your values. We're talking higher market-share

gains, faster growth, and increased brand loyalty and trust—all while keeping your employees and customers satisfied and successful.

Now, of course what we should say next is, 'When it comes to purpose, it's not enough to talk the talk; companies really have to walk the walk.' But the truth is, there's no longer any alternative. Authenticity of message is no longer a differentiator—it's table stakes. Most customers are skeptics, and between social media, Glassdoor, and the 24-hour news cycle, an organization's values are always on display. We don't have to tell you if your business is not walking the walk. Your consumers will.

Top issues consumers identify with while making decisions about brands

Percentage of respondents



Source: Deloitte 2019 Consumer Pulsing Survey in the United States, United Kingdom, China and Brazil.

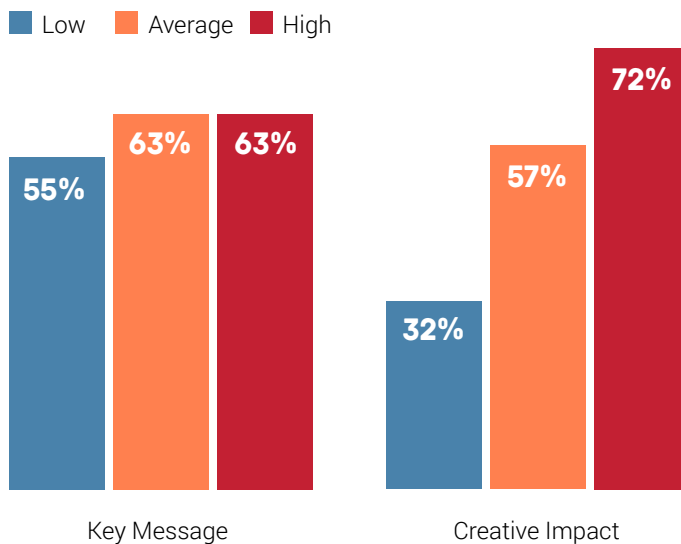
3. Practice Reciprocity

Your customers should get more from your company than just a product. Strive to provide value (and values!) to your consumers through thought leadership, community creation and involvement, or other methods of displaying generosity of spirit and empathy not only for your consumers but also for the environments and individuals that they care about. Remember, magnetism is about mutual attraction: You connect with—and because of—one another.

4. Prioritize Creativity

Even in this data-driven world, people still make decisions based on a combination of emotion and logic. Once you hone and confirm your purpose, it's time to create messaging that communicates your company identity while delivering an emotional impact and breaking through the clutter of the marketplace (We know... easy peasy!). Continue to push for creative solutions in your marketing and communications, and don't underestimate the power of creative work in starting and solidifying a magnetic customer relationship. Don't believe us? Think of all the words that come to mind when you read the word 'Swoosh.' That word and accompanying image have an entire brand identity and value system behind them. That's magnetism. How did they (just) do it? With consistent yet unexpected incredible creative.

Percent of ads showing a sales share increase



Kantar Millward Brown's database shows that, when compared with ads focus on a key message, ads with creative impact, driven by branded, emotional engagement, have a much clearer relationship with inmarket sales effects. Failing to get the key message across in ads is associated with a lower likelihood of sales response — but this is dwarfed in comparison to the problems caused by failing to engage viewers.

Millward Brown 2017

5. Utilize AI and Advanced Marketing Technology

Companies should embrace the technological tools at their disposal. The future is nothing to fear (and it's coming whether or not your business is ready for it). AI and other advanced technologies offer businesses the ability to personalize messaging at scale. And to be honest, most companies aren't taking enough advantage of them. Most companies are only using 10% of the marketing automation capabilities available to them. That's a lot of money and time left on the table. There are opportunities to use this technology across the user journey from marketing efforts to media buys all the way to raw-data collection and visualization. The scope of information and precision that this tech offers can empower your business with invaluable consumer insights and an effective platform with which to put those learnings in motion.

Marketers only use 58% of their mar-tech stack's full breadth of capabilities because they have trouble with cross-functional collaboration, deal with "sprawling array" of mar-tech solutions and lack a solid customer data foundation.

Gartner 2919 Marketing Technology Survey

6. Engage Diverse Skill Sets

The work of crafting a magnetic customer acquisition program cannot be done by one person because it cannot be done by one type of person. Creatively and effectively reaching consumers where they are takes a proverbial village of talent from detail-oriented process managers to creatives who venture off the beaten trail to strategists to put them on the path in the first place. Embracing diversity of experiences, talents, and interests not only will help your business reach a larger swath of consumers more impactfully but also will empower your organization to reach its full magnetic potential.

All 7 of these elements are critical to ensuring an outstanding result from your acquisition efforts.

7. Test. Learn. Act. Repeat.

When done correctly, well-executed, purpose-driven, customer-focused marketing (enough hyphens for ya?) becomes one of your most effective research tools. Test everything. From message copy to images to formats to offers to platforms to CTAs—test it all! Once you've gathered your info, you'll be able to more effectively allocate your media spend and to shell out the big bucks on tested creative that gets proven results. When you're finished with one round, use the learnings to start the next campaign already ahead of the competition.

Ayni Brigade is a marketing services consultancy that ignites client growth through improving customer experience at every touchpoint. Our Magnetic Customer Acquisition model is the foundation of how we do business, and it offers our clients a better stream of qualified prospects that increases conversion rates and reduces overall acquisition costs.