

Core quotes, insights, and concepts contained in
THE ULTIMATE MARKETING ENGINE

These may prove useful in crafting comments and posts when sharing the work.

The ultimate marketing engine for any business is a successful customer.

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The secret to success in business is to value your customer's transformation over their transaction.

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The purpose of a business is to take a customer from where they are to where they want to go.

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In good times growth often comes from being in the right place at the right time; in tough times, growth comes from being important in some meaningful way in the lives of your customers.

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In mapping the traditional customer journey, most businesses and marketers consider only what is effective for the company, not the customer.

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The shift I'm suggesting asks you to reframe the customer journey less as a company process and more as a customer process.

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What if you could come to think about your customers, clients, patients, or whatever you call them as *members*?

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The goal of serving a customer as member is to help every member get the transformation they are seeking, not the product you are selling.

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A membership relationship generally involves a higher level of engagement, while a customer relationship typically is thought of in terms of transactions.



A membership point of view is the difference between a customer who sees what you sell as a cost vs. an investment.

Questions to ponder as you create your Customer Success Track

- 1) Where are our best customers now in terms of the results they want?
- 2) What are the defining characteristics of our customers in each of these stages?
- 3) What milestones must our customers achieve to move to the next stage?
- 4) What activities, tasks, or action steps must we (or our customers) take to achieve each milestone?
- 5) What systems must we create to ensure passage through the stages of the success journey?

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The Marketing Hourglass is a framework that represents the behavioral stages of a positive customer journey. It begins when a prospect first becomes aware of your business, and it continues through the point where they refer your business. It builds on the well-worn Marketing Funnel concept by adding customer experience as a driving force in long-term lead generation.

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The Marketing Hourglass is a great tool for getting marketing, sales, and service on the same page.

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The Marketing Hourglass is a great tool for identifying your most important customer generation tactics.

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The Customer Success Map Design

Stage names are your internal names for each stage of your customer success journey.

Characteristics are the common elements of customers at each stage. This can be a list of features that enables someone to identify the stage their business is in.

Challenges are what customers must overcome at each stage in order to move on to the next stage.

Promise is what customers can hope to achieve now that they are ready to pass through each stage.



There are only a few things people *actually* need. Everything else can be lumped into what they want. What you *actually* sell is some combination of what a prospect believes they will get, achieve, relieve, dodge, or acquire based on buying from you.

Three Questions Your Business Must Prove It Can Answer

1. Do you get me?
2. Can I trust you?
3. Did you keep your promise?

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If you can understand and promise to solve your ideal client's greatest problem, there is a good chance that this act alone will propel your brand into the hearts and minds of everyone else who relates to this problem.

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Your customers don't know how to solve their problems, but they usually know what their problems feel like or look like. The trick is to get good at demonstrating that what you sell is the answer to their problems.

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There are plenty of customers to go around. Just remember that you don't need them all, and maybe more important, you don't want them all.

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If you had the chance to chuck all of your current customers and proclaim, "I can work with anyone I want to work with." Would you still be working with today's customers?

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If you go into every customer engagement trying to recognize whom you want to work with and define what ideal is, you will likely figure out whom you do not want to work with and what is not ideal.

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Few things can disrupt the culture of a business like a large percentage of troubling customers.

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A customer who is both profitable and a referral source needs a special designation! Once you unearth this kind of customer, your job turns to understanding the common characteristics of your most profitable customers who also refer your business to friends, neighbors, and colleagues.



When you strip away all of the marketing speak and begin to share that you know who you can help most and what their greatest problem is (even if they don't), you begin to communicate in simple and authentic ways. Few things are more attractive.

Every customer is unique. Every customer arrives at every stage of their journey in a different state, with different questions and objectives. Every customer relates to every story in a different way.

‡ ✦ ✦

Narrative is how the reader perceives the story and connects the dots. If a story attempts to guide a customer to a certain conclusion, a narrative helps the customer recognize meaning; it reinforces the unique story they are telling themselves. It does not create demand, but it does organize behavior.

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Generally speaking, your content will fall into three channels:

Content you manage on your website such as blog posts, podcast episodes, landing pages, and case studies.

Shared content including live streams, articles, and posts on social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube.

Content used to drive specific outcomes, often in the form of email follow-up funnels, newsletters, and promotions. The key difference is that this content primarily features information about sales leads and customers.

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While it may be tempting to think of content solely as lead generation or conversion tool, content powers every stage of the customer journey – it is the voice of strategy.

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In order for your website to serve as the hub of your business it has a lot of jobs to do. Your website must guide your prospects through the buying process and help them decide how to move forward.

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What if instead of creating blog posts you used the blogging tools to create and manage content that benefits your prospects and customers?



Trust and authority are two of the biggest ranking factors with Google. Creating content hub pages allows you to link out to other industry experts who have content that is relevant to your hub topics.

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Marketing automation supplements your human connection, but it does not replace it. The practice only works when it creates a better experience for the prospect or customer. It is not about easing the burden on the business using it.

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I believe that our businesses function much like ecosystems. If any element is out of alignment, the entire ecosystem suffers. Often this shows up as a general feeling of being stuck, of lacking focus and direction. There could be a plateau in sales, or client and staff turnover.

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What if considered the countless ways that you can add value to your relationship with your ideal customers by helping them get more value from their entire ecosystems.

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Could you develop a way to teach everyone involved in your customer's ecosystem of employees, suppliers, and partners some aspect of the work you have done that would allow each of them to better serve your customer?

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Scan a few million Google reviews like I have and it is likely that you will spot an obvious trend. With the exception of true product-only companies, people review people as much or even more than they do places or services.

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What if you sold your team on the usefulness, authenticity, and relevance of your marketing message, core message, journey stages, and Customer Success Track before you ever showed it to anyone outside the walls of your business?

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Partner network members usually have a strong motivation to act on your behalf. In most cases, a referral is made by a customer because they bump into someone who needs what you do. But strategic partners may find that it makes sense for them to actively promote your business or solution as a way to increase the value of the relationship they have with their customer base.

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The bottom line is that if you want to look to your strategic partners and customers for more referrals for your business, teach them how to generate more referrals for *their* businesses.

