



Marketing

Keep Your Audience Coming Back for More

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The hottest new term in business is “sticky marketing.” Marketing guru Grant Leboff coined the term and has written a best-selling book about it. Sticky marketing’s strategy gives you an edge against business’ saturation of social media as audiences are exposed to marketing messages and over-informative websites. With the proliferation of messages being paraded to your audience, you need to ask yourself how likely your target is to take notice and remember you. This is the question that demands an answer if you want your online marketing efforts to be effective.

WHAT IS MARKETING STICKINESS?

In today’s cluttered marketplace, it is critical to stop shouting and to start visiting. Audiences are constantly inundated with marketing messages, and only by providing value can businesses win the battle for customer attention. Sticky marketing doesn’t focus on simply attracting customers to your business; rather, it aims to make your audience return by offering them a good experience. Let’s explore how you can make your marketing sticky.

CRAFT YOUR MESSAGE

You want your messaging to be memorable, to stick in your audience’s minds. To do this, it is vital to develop a strategy for your online presence so that when customers think of your company, they have a strong idea of what you do and how you can help them. Think about your overall online presence (Twitter, Facebook, LinkedIn, your website, and so on). What adjectives would you use to describe your presence? Helpful? Funny? Knowledgeable? Insightful? Sticky marketing wants your online marketing to shine, be memorable, and be friendly.

Let’s say you decide that you want your messaging to be helpful. You can do this by offering complimentary articles, whitepapers, and webcasts. If you want to be funny, you can offer humorous commentary on the news relating to your industry or solutions; however, be sure not to cross the line with offensiveness. If you want to come across as knowledgeable, write detailed blog posts on how to make the most of your product.

Stickiness:

The key is consistency across all social media outlets. It defeats the purpose to have one company representation – such as “funny” – on Facebook and another – such as “serious” – on Twitter, because that confuses your audience. Make sure your marketing team has a clear and united vision on what you are trying to present.

USE SOCIAL MEDIA TO CREATE BUZZ AND INTERACT WITH YOUR AUDIENCE

Social media is the perfect medium through which you can communicate timely messages that will be instantly available to your audience. The way you disseminate messages affects how your audience perceives you. Here are some ways you can make your message stick:

- » **Be Sociable.** The language you use and how you respond to your audience can go a long way in setting the tone of the conversations that take place – or whether they take place at all. If audience members receive a scornful reply from you to comments they leave on your blog, they will either not reply or will reply with anger. Other readers see this interaction and avoid commenting, or they form a disagreeable opinion of your company. However, if you take the time to thank your readers for commenting and start a dialogue in a friendly manner, that will create goodwill and mutual respect as well as keep the conversation flowing. Be grateful they took the time to comment, and be friendly in order to encourage more comments.
- » **Offer Value.** As briefly mentioned earlier, offering helpful information to your audience in the form of whitepapers, blogs, and videos is a good way to pique their interest. But don't only talk at your audience; ask for their thoughts in return. A reader may make a great point that stimulates conversation between you and him/her as well as inspires other parties to participate. Make sure your replies add value to the commenter and attempt to continue the dialogue, if appropriate.
- » **Be Available.** If someone tweets at you or writes on

your Facebook wall, respond quickly. How quickly you respond to messages, comments, and tweets creates a strong impression of your company's customer service and can change a prospect into your customer. Quick responses show you care and keep the conversation flowing before the commenter forgets that he/she commented. Never ignore someone who reaches out to you, even if it is a negative comment; this is a great opportunity to turn an antagonist into a friend by respectfully engaging in a dialogue.

- » **Comment on Others as You Would Like Them to Comment on You.** Lurkers are the pet peeve of most who publish content online. If you see a Facebook post that you agree with, comment on it or “like” it. Retweet good tweets. Comment on blogs even if it is just to say, “Good post!” This not only creates goodwill, but it also gives you a free link to your site that other visitors can see. All of this generates online relationships that mutually benefit from promoting each other's content.
- » **Express Expertise Appropriately.** In the technology industry, there is a fine line between establishing your company as an expert in its field and alienating part of your audience with too much technical jargon. For example, it is likely that prospects, customers, and developers all follow your company on Twitter, and having three separate feeds is generally impractical. When you link to a news post that is aimed solely at developers, it is helpful to tweet things like, “Hey, developers! Check out this new article about...” Or when addressing prospects, “Wondering how the latest version of Microsoft Dynamics GP can help you be more productive? See this piece at the Business Journal!” That way prospects are less likely to be frustrated by posts that don't make sense to them because they know that they're not expected to comprehend them, while developers can zone in on posts that call out to them. This kind of posting targets the exact group you want to engage with and makes the messaging stick better in that audience's minds.

ATTRACT AND KEEP VISITORS COMING TO YOUR WEBSITE

A website is sticky if it enables visitors to take action and create a place to start a conversation. You can easily find out how sticky your website is through Google Analytics. How many hits are return visits? Here are some ideas of how you can make your website stickier:

- » **Make it Personal.** Simple navigation and familiar section titles such as “About Us,” “Our Products and Services,” and “Contact Us” make the experience easy and familiar to users. Try to have as simple a layout and design as possible. Having an “About Us” page with staff pictures and bios personalizes your company and changes you from an anonymous site to a personable group. Testimonials that speak to your users’ needs – especially with pictures of the people giving the testimonials – bring warmth and credibility to the site.
- » **Update Regularly.** Feature your blog posts on your home page and update your blog regularly. Allow comments on your posts, remove spam comments, and reply to the real ones, even if it’s just to thank the user for commenting. Having a Twitter feed on your site also shows that you are active. If you have a forum, monitor it closely and start new threads, featuring new threads on your home page. Updating should always offer value and information to users so that they have an incentive to come back again and see what has been added.
- » **Archive Documents.** Your company website is the perfect place to archive press releases, newsletters, whitepapers, and articles. Someone may happen to remember a memorable newsletter article or tip and be interested in digging it up again – you never know!

GET STARTED TODAY

Take a look at your marketing and see what you can do to make it stick. Crafting a consistent message, making the most of social media, and improving

your website are all great steps to making your marketing more memorable and sticky – which will keep your audience coming back for more. 🌐

Jennifer Culbertson is owner of Looking Glass Marketing and specializes in working with Microsoft VARs and ISVs to build and execute marketing strategies that drive results. With her 20 years of marketing experience within the channel, coupled with her understanding of Microsoft Partner needs, she can help take your marketing to the next level. For more information, contact Jennifer at Jennifer@lookingglassmarketing.com or call 614-453-5927.

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