

# How to Create a Customer Centric Marketing Strategy

Four steps to ensuring your content marketing strategy is relevant to your customers.

Increased revenue: 

Higher customer retention and loyalty: 

Improved customer satisfaction: 

These are just some of the of the key performance indicators that result when you start to focus on create relevant customer marketing strategies.

Buying experiences are based on how customers feel they are being treated. Customer satisfaction needs to be the primary focus for companies looking to exceed, regardless of industry. With relevant content, you can create a positive experience and improve your marketing.

## 1 Identify Your Customers

Analyze who is buying your product — start with demographics, then dig deeper by inspecting purchase drivers.



**Ask yourself the questions:**

- How do they interact with your company?
- What type of resources do they need?

Creating buyer personas from this data will help align your marketing and sales teams to create effective strategies for maximum impact.



## 2 Understand the Marketplace

Gather data about your customers to discover the attributes that are most important to them when purchasing. After analyzing the data, you'll understand how your company is perceived and discover areas to differentiate yourself from the competition.

## 3 Create Powerful Messaging

Using the two previous steps, develop compelling messaging for your brand based on top purchase drivers. Then, go beyond messaging and consider filling in any gaps in your current product offerings that were identified in the customer and marketplace analysis.



## 4 Keep the Customer Engaged

Gaining a customer doesn't mean your job as a marketer ends. Ensure customer success by providing ongoing resources and support on your products or services. Continue engaging with your customers to turn them into advocates who will help bring in new business.

**Request a demo** to see how Vennli can help you increase conversions with strategic marketing content and is powered by what matters most to your customers.