



5 STEPS TO **FUEL GROWTH** FOR **MARKETING**

INSIDE THE MIND OF
ANDREW DAVIS

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Introduction

For B2B marketers, it's easy to get caught up in the nuts and bolts of our job, especially the day-to-day tactics that help us create awareness for our products, lock down new customers, and build a brand. But we often forget about the most important part of our job: truly connecting with customers on a personal and emotional level so they are inspired to take a journey to purchase with us.

We conducted a lively interview with marketing and customer experience guru Andrew Davis as he shared his secrets and best practices for taking your audiences on a journey they never expected. Andrew has written documentary films, produced for NBC, created content for the Muppets, and worked for MTV. He also co-founded, built, and sold a marketing agency. You might have also seen him on The Today Show or in newspapers such as the New York Times. He's a best-selling author and one of the most influential marketers in the world—and he's had more coffee today than you'll drink in a week!

Here are Andrew's insights. We're confident they'll give you the fuel you'll need to drive growth in your marketing world.

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ANDREW M. DAVIS

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"Practical digital marketing advice from some of the world's best digital marketers." — Frans Mahieu, Global Marketing Director, Kimberly-Clark

DIGITAL MARKETING GROWTH HACKS

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Contributions from:

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“At the end of the day, emotion does lead to action, so if you can inspire people to feel something, they’ll actually go and do it, they’ll be inspired to take the next step on the journey.”

—ANDREW DAVIS, BEST-SELLING AUTHOR & KEYNOTE SPEAKER

Achieving Emotional Engagement with Your Audiences

When it comes to customer engagement, marketers can achieve great things if they just embrace the notion that empathy and emotion are essential for reaching B2B buyer audiences. Andrew Davis cites a great quote from Dr. Donald B. Calne: “Reason leads to conclusions, but emotion leads to action.” It’s a compelling idea that has real application in the marketing world.

Brilliant brands create a sudden urge to act, says Andrew. At the end of the day, if you can inspire people to really feel something emotional, they’ll actually go and do it! They’ll be inspired to take the next step along their buyer journey. So, with everything we do, we need to think about the emotions attached to every piece of content or interaction we create.

2

How to Elicit Emotion (“Think Emojis”)

How do we elicit emotion? We first need to consider what a great experience is as our customers and prospects consume our content and as we attempt to inspire them to take the next step on their journey. The goal of a great customer experience is to create a series of micro-interactions that elicit an emotion.

So even if you’re crafting an email campaign that’s going out to your customers or prospects, you need to think about what emotion it will elicit. The easiest way is to attach an “emoji” to every interaction you create. Just think about the audience’s reception: are they getting excited? Are they getting their minds blown? If they are, will that help you build a much better emotive? These are important questions to ask as you start to put the customer at the forefront of your journey.

(When we say “attaching an emoji,” we are speaking figuratively, of course! But it should be easy to understand what we mean by that. We want to set a goal in advance as to what emotion we’re trying to surface and use the right words, personal touch, and content to achieve that.)



Think about the last email campaign you sent out and read it back to yourself. What would I feel when I read this if I were this customer or prospect? Are the subject line and the opening paragraph going to elicit emotion? We need to start embracing the emotions we're attaching to the content designed to get them to feel something so it results in them taking action.

It's a common theme we talk about in the content world: building and delivering the right message at the right time to the right audience. That inspires people and helps move them down the marketing funnel to a buying decision. Marketers can embrace this best practice, in fact, at almost any phase of the marketing (and sales and service) lifecycle.

“The goal of a great customer experience is creating a series of micro-interactions that elicit an emotion, so we’ve got to get people to feel something. Think about the last email campaign you sent out, read it back to yourself, if I were this customer or prospect, what would I feel when I read this?”

—ANDREW DAVIS, BEST-SELLING AUTHOR & KEYNOTE SPEAKER

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“I like to think about these moments of inspiration. They’re little micro-moments that inspire people to go on a journey, a journey they never expected.”

—ANDREW DAVIS, BEST-SELLING AUTHOR & KEYNOTE SPEAKER

Creating “Moments of Inspiration”

I like to think about these “moments of inspiration (M.O.I.)” They’re little micro-moments that inspire people to go on a journey, a journey they never expected. If you get people emotionally involved from the very outset, chances are you’ll own that customer way before someone else because you’re the one that inspired them to take the journey and close the sale.

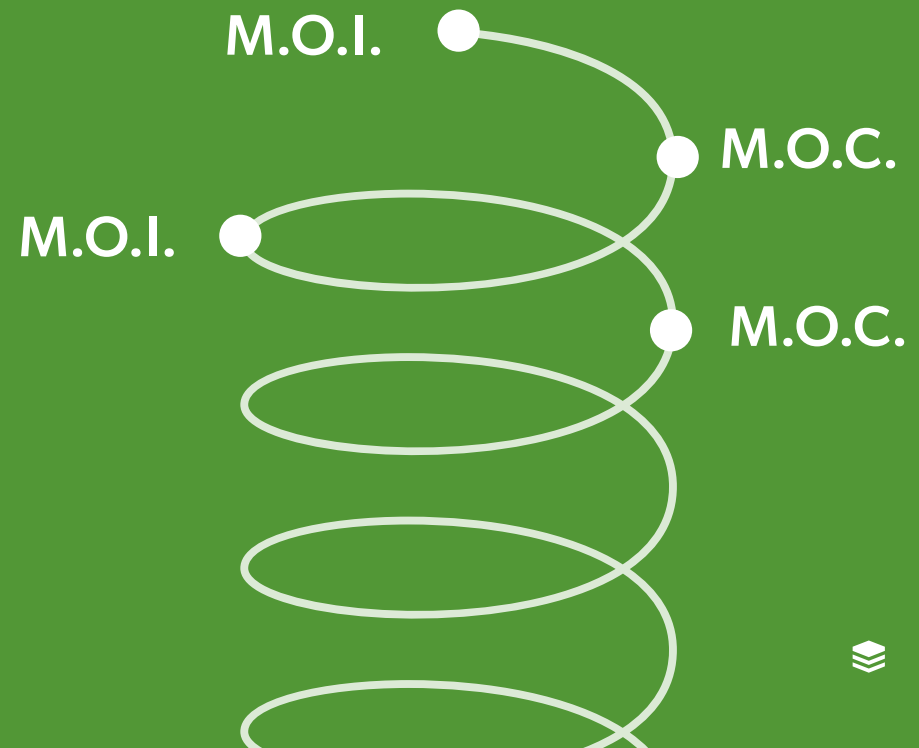
And you know a great way to figure out what those moments of inspiration actually are? *Just ask your customers!* Ask them what inspired them to go on the journey—that’s the super-secret magic question. When they open up their email this morning, they’re not expecting to go on a long journey to buy something, but they might realize, ‘Oh my gosh, I have a problem I didn’t even realize I had before I opened my email!’”

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Turning Moments of Inspiration (M.O.I.s) into Moments of Commitment (M.O.C.s)

Think of moments of inspiration and commitment in the context of a spiral or funnel. Every micro-moment of interaction (M.O.I.) is meant to send your customer down the journey. And that brings them to a Moment of Commitment (M.O.C.). It's the instant they trade their money, data, and time for information, to buy a product, service, or support a cause.

The first M.O.I. might just be to get them to fill out a form, and that form is an M.O.C.. And remember, that's a pretty big step in the relationship. And it's also a bit misunderstood, but every interaction does *not* need to be spaced out over days or months. We live in an age where lots of smaller interactions can build trust faster.





For example, sometimes, we try to get them to fill out a form and push them right into a meeting! But that's just skipping a bunch of spirals along the natural progression of customer interactions. The M.O.C. for a meeting might actually be at the bottom of the spiral, and you can build trust in seven small little loops to get them to that final commitment.

Along the M.O.I./M.O.C. spiral, there are different personas. There's the "doubter" (oh they asked for my phone number, I don't like what I'm getting into here). But if we can give them a great experience and move them down the spiral to become a "believer," we can really blow their mind with lots of small fast interactions.

This is a differentiated experience. As a customer, I can trust them to provide that service or product, and I'm willing to pay more. If we can create a high-definition customer experience (HD-CX), people are willing to pay more for that great experience.

"Every micro-moment of interaction is meant to send them down the journey. And that brings them to a Moment of Commitment (M.O.C.): It's the instant that we trade their money, data, and time (those are the three things) for information, to buy a product or service, or support a cause."

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Personalization Is a Two-way Street

The notion of personalization is very popular in marketing circles today, but it's important to note that personalization is a two-way street. When we usually talk about personalization in an HD experience, we want to show the customer that we've done our homework and understand their problems. That comes from understanding key moments of inspiration, then personalizing interactions much deeper.

But the critical second piece of the puzzle is the opposite: you're not just personalizing for THEM, with their information and data, but personalizing it from OUR perspective, our brand. It's called "scaling camaraderie." The idea is that you can build mutual trust and respect between your customer and the people behind your brand.



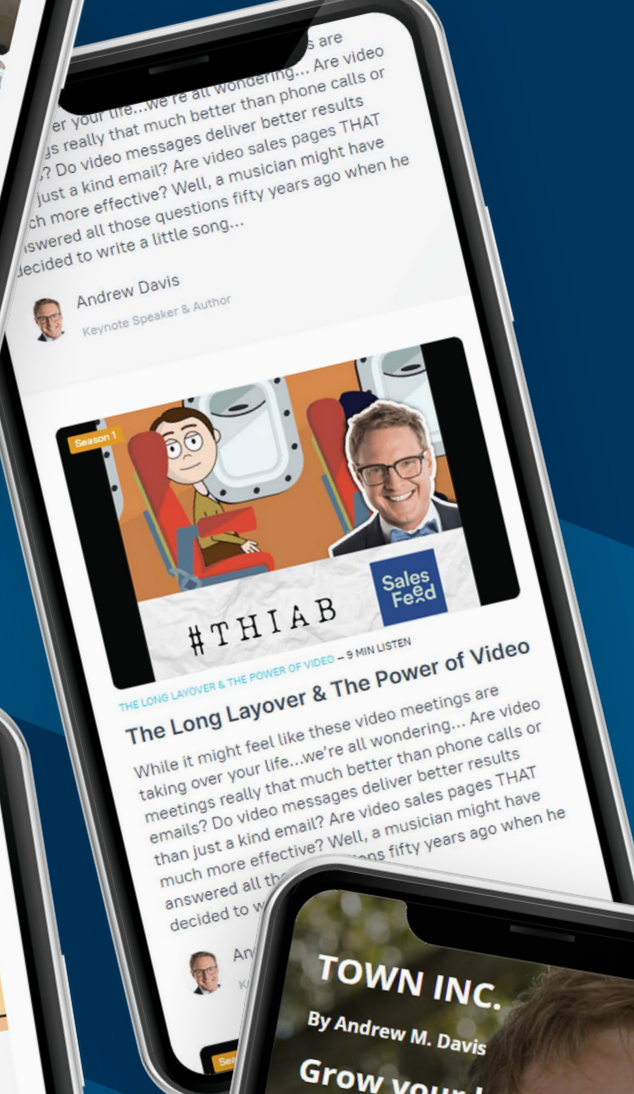
For example, how do we do a better job introducing not just the sales rep but also the people behind the rep, in a much more meaningful way? Like “Hi I’m the sales rep but I’d like to introduce you to Deb who is the one sending all of those marketing emails!”

If you can get the customer to have a relationship with *four people* in your organization, they will stay longer and spend more. Use reverse personalization and scaling camaraderie to help them build trust with just four people and you’ll build a deeper, longer-term relationship with that customer.

And it doesn’t stop after the sale. Handoffs from marketing to sales to fulfillment and service are part of the full customer lifecycle. Good handoffs create great new dynamics in the overall relationship.

“It’s called ‘scaling camaraderie.’ The idea is that you can build mutual trust and respect between your customer and the people behind your brand.”

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Conclusion

One thing that Andrew has shown us is that emotion, enthusiasm and a personal touch all matter in marketing! If we can achieve emotional engagement with our key audiences, attach emotives to everything we create, and build moments of inspiration for our customers, we will help guide them dutifully along every step of the complete buyer journey.



About Andrew Davis

Andrew Davis is a best-selling author & keynote speaker. He has built and sold a digital marketing agency, produced for NBC and worked for The Muppets. Today, Andrew Davis teaches business leaders how to grow their businesses, transform their cities, and leave their legacy.

About SugarCRM

Sugar Market is the all-you-need marketing automation solution built to work for you. With a curated toolset that includes highly intuitive campaign builders, advanced automation, and superior reporting, we focus on what matters most to marketers—streamlining campaign creation, understanding engagement, improving conversion, and driving more revenue.

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Sugar Market helps savvy marketers, like yourself, deliver the right leads, at the right time, so you can:

- Feed the funnel and build the right pipeline by integrating with your CRM
- Bridge the gap between sales and marketing with cross-functional KPIs
- Automate and centralize data analytics collection and usage
- Optimize your nurturing campaigns with dynamic, AI-powered scoring tools