

A person in a grey suit is holding a tablet. Overlaid on the image is a graphic of several blue hexagons of varying shades, arranged in a cluster. The background shows a blurred office setting with a table and chairs.

# CEO Guide – Using Clients to drive marketing

## Customers Driving Change – why trust based marketing is paying dividends

As successful organisations are maturing their approach to marketing, the key lies in the relationship held with customers. For the smart CEO it is no longer about creating the marketing strategy in isolation; now it is about engaging with the customer to develop the agenda for change.

To facilitate the creation of this relationship with the customer, it is essential that the organisation is building a two-way dialogue built upon trustworthy relationships and by providing unbiased unpolluted data





**A satisfied customer is the best marketing strategy there is.**

## **Adopting Customer Advocacy Techniques**

Using customer advocacy techniques is an important component within the marketing strategy; it ensures the customer feels they are an informed expert across the whole marketplace, aware of the options available and able to call on the organisation for dispassionate advice. By working towards achieving informed customers, the organisation builds customer belief in the products and subsequently generates loyalty.

## **The demise of ‘push marketing’**

There needs to be a recognition within the organisation that it is essential to move away from traditional ‘push marketing’ which focuses only on the attractive elements of a product and avoids less desirable elements.

If the organisation really wants to engage customers to help drive change within the marketing approach to identify the most appropriate and engaging, then it is essential that the organisation treats its customers with respect by acknowledging the product’s true position within the marketplace.

## Creating stable revenue streams

The marketing campaigns should focus on providing customers with impartial information, being open and transparent in all communications. This leads to increased loyalty which in turn rewards the organisation with a greater lifetime profitability. Informed clients translate into higher customer retention providing stable revenue streams going forward.

**95%**

Potential increase in profit from  
5% increase in loyalty

## What to consider

There are four key points which the organisation needs to build into the marketing strategy:

- It is essential that all marketing activities focus on the client for the client's sake – not just to attempt to make a sale.
- Engage with customers through collaborative relationships. There needs to be a two-way dialogue where both there marketing team and customers can speak and listen.
- Turn the focus of the marketing strategy towards the medium to long-term relationships. This means identifying the client lifecycle value and not client profitability.
- Make transparency part of the organisation's ethos at every point, demonstrating the organisation's commitment to engagement is real not just rhetoric

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