How to Go Beyond Marketing for Clients: The Value of a Thriving Brand Ecosystem

FLAVILLA FONGANG
Brand Strategist, 3 Colours Rule
@flavillafongang
Develop an effective brand ecosystem to increase client loyalty and lifetime client value
Objective 1

Create a following of faithful individuals who buy from you frequently
Objective 2

Use Beyond Marketing activities to create the most engagement

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Objective 3

Create a brand ecosystem that increases your client lifetime value
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**D.A.C. System**

- **Phase 1**
  - Brand Strategy
  - Distinguish

- **Phase 2**
  - Brand Identity
  - Attract

- **Phase 3**
  - Marketing, Digital & Sales
  - Convert

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- **PRICE**: 50s - 70s
  - HOW
  - PRODUCT

- **CHOICE**: 70s - 90s
  - WHAT
  - IMAGE

- **SIMPLE**: 90s - 10s
  - WHY
  - POSITIONING

- **EMOTION**: 10s - 30s
  - WHO
  - DIGITAL
Go beyond the expected
Go beyond to support their ultimate goals
The Power Of Going Beyond

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Providing something better and convenient make you remarkable
What is the correlation?
Self brand audit

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Question 1

What services can you get at a hair salon?
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Improve your customer acquisition & retention

Wash, treatments, cut and styling

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Improve your customer acquisition & retention

Question 2

What outcomes do customers expect?
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Improve your customer acquisition & retention

Come out with a great hairstyle

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What is the common customer journey?

Question 3
Improve your customer acquisition & retention

- Brand awareness
- Book or walk in
- Come to the salon
- Get their hair done
What are the issues her customers may be dealing with?
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- Lack of time
- Budget
- Preferred hair stylists not always available
- No follow up assistance

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Question 5
How can she deliver her service/product differently?

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Booking app, Pampering experience: Champagne & manicure

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What can she do to resolve customer issues?

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Improve your customer acquisition & retention

- Mobile hairstyle
- Home hairstyling kit with video tutorials
- Service reminder

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What experience may she want to create in the mind of her customers?
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A Hollywood experience at the salon and at home

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How can she create this experience?

Question 8

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Improve your customer acquisition & retention

- Hire best hairstylists
- Celebrity hairstylist video tutorials
- Luxurious salon design and pampering

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Improve your customer journey

The assumption
Improve your customer journey

Your clients don’t choose to continue buying from you because you meet their expectations...
Improve your customer journey

...but because you exceed those expectations.
"We must always surprise."

*Karl Lagerfeld*
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Improve your customer journey

Keep them interested
Keep adding value
They will be loyal and become your brand advocates.
Marketing
Traditional &
Digital

Go beyond the expected

Convert

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Improve your customer journey

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Improve your customer journey

Marketing
Traditional & Digital

Convert

Go beyond to support their ultimate goals

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Improve your customer acquisition & retention

Question 9

What benefits do her customers expect from her?

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Improve your customer acquisition & retention

Leave with a great hairstyle

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Is this enough to keep them buying from her?

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What are the ultimate goals of her clients?
Improve your customer acquisition & retention

For example
- Be respected
- Be attractive
- Fit a group

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Ultimate goal
Fit a group

Improve your customer acquisition & retention
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Improve your customer acquisition & retention

Ultimate goal
Fit a group

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Business is like love. Don’t move too fast...
Business is like love. Don’t move too slow…
Awareness & Understanding

The stages

Provide facts & value

Define success metrics
Deliver beyond

Commitment

Involve people
Success stories
Reward & recognition

Advocacy & Community

EDUCATE  CARE  BOND

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The stages

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Creative discovery

Define success metrics
Deliver beyond

Customer service excellency

Partnership & Innovation

Involve people
Success stories
Reward & recognition

Provide facts & value
The stages

Launch

Define success metrics
Deliver beyond

Scale

Expand

Involves people
Success stories
Reward & recognition

Provide facts & value

EDUCATE

CARE

BOND

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Partnership Reinvent

Image Ref: Paspaley Hamilton Island Race Week / Hamilton Island Events

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Ecosystem Integration
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**Ecosystem Integration**

![Diagram showing Google ecosystem integration](image)
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Ecosystem Integration

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Innovation must be part of your company culture to keep your customers engaged.

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KFC & Moonpig

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Burger King partnership with Carrefour & Uber
Remember why you started
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Dove

Courage is beautiful

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Believe in something. Even if it means sacrificing everything.

Nike
Innovation must be part of your company culture to keep your customers engaged.
"We must always surprise."

Karl Lagerfeld

Source: Karl Lagerfeld
My Gifts To You!

FREE:
- Brand Growth Coaching Programme
- Limited Brand Assessments

www.3coloursrule.co.uk/flavilla

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Thank you

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