

The Elusive Digital Strategy ROI

From Awareness through Commitment

The connection to ROI is not direct – people go through four stages before they transact: Awareness, Preference, Trial, and Commitment.

Choosing the right digital strategy (and real-world) initiatives at each stage builds trust and fuels your relationship.

Where are your relationships on the trust meter?

TRUST METER

AWARENESS

Prospects need to know that your organization or product exists and can solve their problem! There are many ways to rev up your awareness. Here are two tests to see if you are on track:

- Do you have the media attention & PR—online included (news, journal articles, interviews and profiles)?
 - Are you found on Google (paying attention to SEO)?
- Pulling away from the pack is only the beginning.**

PREFERENCE

Here is where their interest shifts and focuses on you. Would they recommend you?

- Do they participate in your social media channels?
- Do they follow you on Twitter?
- Do you have an email drip marketing campaign?
- Do you have a CRM system in place?

So, how do you change an attitude from “just looking” to “tell me more?” How do you encourage a transaction without selling?

TRIAL

Test drives or trials of your product or service can help the prospects develop confidence in the relationship and inspire trust. Are you aware of how your prospects test-drive you?

- Are your YouTube Videos being shared and tagged?
- Are your Whitepapers and Case Studies being downloaded?
- Have they attended a Webinar, teleconference, or live event?
- Did they purchase a copy of your latest ebook?
- Have they filled out an online self-assessment?
- Have they joined your LinkedIn group?

COMMITMENT

The prospect has crossed the finish line! Or have they?

- Have they transacted?
- Are they creating content themselves to add to your social media initiatives?
- Is the online infrastructure built?
- Do you have the next steps planned?

AFTER THE SALE

- Earning trust beyond a sale generates referrals
- 3rd party endorsements are powerful
- Employing a CRM system can make relationship maintenance easier and is the key to referrals

5 TRUST KILLERS

1. Selling too soon.
2. Broadcasting instead of engaging.
3. Not keeping promises.
4. Assuming everyone is the same.
5. Not listening to what the audience is saying.