

PRO  Green EXPO
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A Unique Customer Experience
The Key to Your Success

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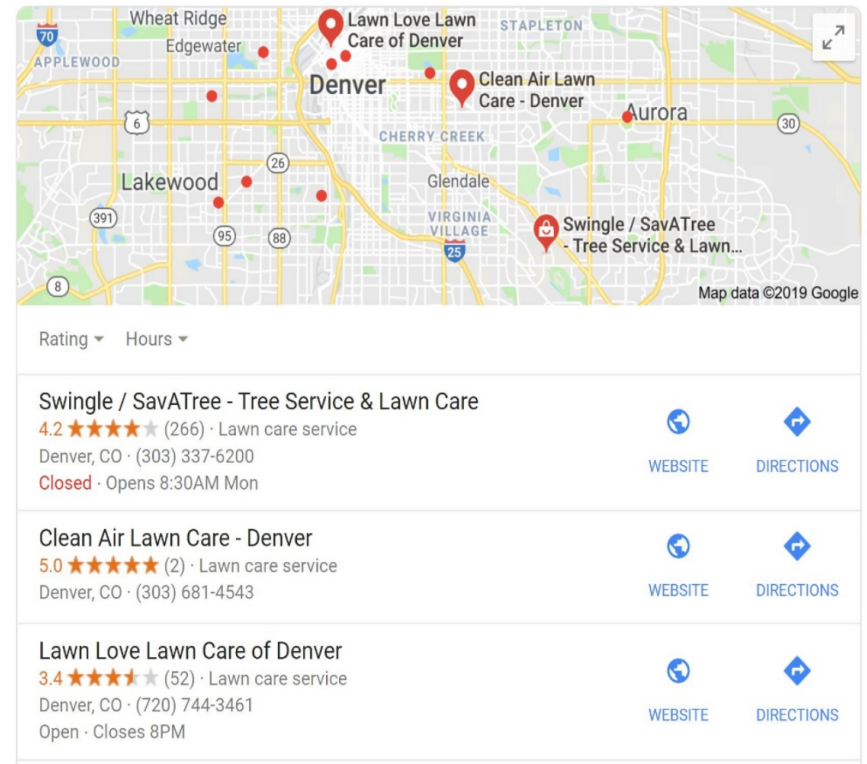
Fully Integrated Growth Programs

- Data-Driven Market Positioning / Branding
- Higher Performing Website Design and Development
- Digital Marketing – New Tools to Reach Your Customers
- Sales and Marketing Automation Systems
- Referral Programs and Reputation Management
- Performance Data Analytics



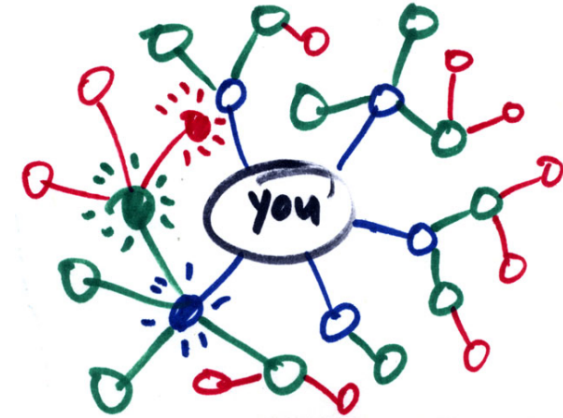
The Experiences You Create ARE Your Brand

- Attracting New Customers
 - Your ads
 - Your reviews
 - Referrals
- Retaining Existing Customers
 - 5X more to acquire a new customer than to keep an existing
 - Trust
 - Increased services
 - Referrals



Possible Key Experiences

- Visit your website
- Call for an appointment
- Onsite visit to perform services
- Invoicing or paying a bill
- Off-season or between-service time periods
- Pre-season engagement communications
- Etc.



An Experience can be something you do OR something you DON'T do!

Session Worksheet #1

Understanding The Expectations



- Competitive research
- Ask your customer
- Industry forums / blogs

An Experience can be something you do
OR something you DON'T do!

“Plus It”

- Look at what you doing
- Think about your target audience
- Change one thing to create something special
- Repeat often



An Experience can be something you do OR something you DON'T do!

Word of Mouth Referrals

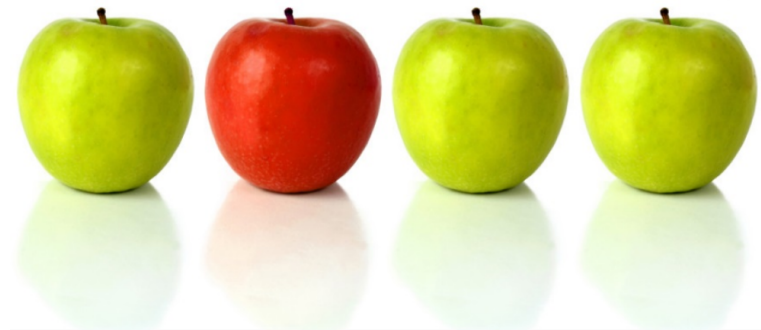
Introducing the N.U.D.E Model

Novelty

Utility

Dependability

Economy



Word of Mouth Referrals

The Magic Number

Novelty - Your Score – 0% to 100%

Utility - Your Score – 0% to 100%

Dependability - Your Score – 0% to 100%

Economy - Your Score – 0% to 100%

Average Business Referrals = 0.15 / Customer

If your score in these areas reaches 315%

Average Business Referrals = 1 / Customer

Creating Website Novelty

Expectations

- Your Services
- Area of Operation
- Who You Service
- Contact Information
- Responsive Design
- Trust Signals

Novelty

- Client Videos
- Team Member Passions
- Community Engagement
- Planning Tools / Guide
- Thought Leadership

Creating Digital Marketing Novelty

Expectations

- Local Pack Search Results
- Good Reviews
- Organic Search Results
- On-Brand Ads
- Email Marketing

Novelty

- Retargeting Ads
- Like Audience Ads
- Social Media Ads
- Targeted Client Ads
- Targeted Competitive Ads
- Text Marketing

Sample Text Conversation



Text “Thrive”
720-552-5001



Thank you!

John Vachalek
Webolutions.com

Text "Thrive" to 720-552-5001