

# THE ART & SCIENCE OF CUSTOMER ACQUISITION

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## SCALING CUSTOMER ACQUISITION



### RIGHT TARGET, STRATEGY, TIMING, & TOOLS

**Right Target Market:** Use analytics to gain a clearer picture of what your customer segment should look like in order to better innovate your products and services as well as deliver more personalized marketing communication to meet prospects' expectations.

**Embrace Social:** Apart from crafting personalised and targeted messages, leveraging the right social media platforms has proven to drive customer acquisition at scale. The key is to provide quality content which is relevant, engaging, entertaining and useful. For example, our post on our Sales Pitch Event and tips drummed up 130 likes and 5500 views within the first 4 days on LinkedIn.

**Changing Customer Journeys:** Customer behaviour and journeys have changed with the advancement of technology and media platforms. Consumers are now searching online before making purchasing decisions – and this is known as the zero moment of truth. It is thus essential for B2B and B2C companies to map their marketing and sales processes to the new buying journey. This allows them to win over prospects at moments that matter with the right message on the right device.

**It's All About Data:** Leveraging data and technology is vital to optimise customer experience through analysing, tracking and measuring leads & opportunities throughout the sales process. This will enable you to take action when necessary to improve effectiveness of customer acquisition campaigns.

### THE CHALLENGE IN CRAFTING A CUSTOMER ACQUISITION STRATEGY



According to research by Hubspot, the cost of acquiring new customers has increased by over 50% in the last five years.

The wave of change brought on by the digital age leaves no one unaffected. Our customers have become more well-informed and empowered with technology advancement and unlimited data.

Sales and marketing professionals are facing increasing pressure to navigate uncertain waters and shifting trends. As new customer acquisition becomes the top priority, the challenge for marketers is utilising the plethora of new technologies while proving the ROI of their marketing efforts.



For most of our customers, scaling customer acquisition to stay competitive and profitable is in the top of their minds. For business sustainability, it is important to rely on relevant channels to acquire new customers in addition to customer retention. Hence, having a sound customer acquisition strategy is crucial.



## UNDERSTAND YOUR BUSINESSES'S CAPABILITIES AND LIMITATIONS AND BUILD THE RIGHT STRATEGY TO CREATE WINNING CUSTOMER JOURNEY



The digital age brings about many changes for both consumers and brands. 90% of businesses are already using content marketing to generate inbound leads. The sheer abundance of content makes it harder to stand out among the crowd. Think about how your brand is perceived. What do key audiences believe about your brand, and what feelings does your brand evoke?

A report by Bynder, a digital asset management solution found that customer experience is one of the top three priorities for marketers. Combining that with brand building will contribute to a sustainable customer acquisition strategy that can go a long way in navigating these uncertain times.

## ENGAGE WITH US TODAY!

If you're looking to transform and stay competitive, please feel free to find out how our marketing & sales transformation programs could help you.

For more information please go to:  
<https://www.vktransformation.com>.

We would also like to learn about your vision and priorities over a cup of coffee, as well as explore how we can help you achieve your business growth ambition.

Reach out to us on our website and feel free to share our newsletter.



## FOR MORE DETAILS, CONTACT OUR TEAM:



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