optimize-episode10

Wed, 2/17 4:04AM 8:29

SUMMARY KEYWORDS

product, offer, client, customer, customer experience, optimize, actions, work, engaged, happening, focused, learning, leads, mv, attract, fulsome, platform, certified, onboarding, wins

Hey everybody, my name is Tracy Sheriff and I'm a MemberVault Certified Partner. I am proud to say I've been part of the MemberVault family for probably four years, at least since almost the very beginning, not quite the beginning, I can't I can't wear that badge, but certainly near the beginning. And I am just so proud to be a part of everything MemberVault, including the community, and being part of the Certified Partner group has really been a huge honor.

Today, I want to talk to you about ways that you can optimize your MV product with the intention of retaining your clients and customers and transitioning them into another offer. So that could be a higher priced offer, it could be a lower priced offer, it could even be a free offer. But the idea here is that you really want to make sure that your customers are getting an experience from you that makes them want to buy from you or get served by you again.

So there's a variety of very simple things you can do to make that happen. But I want to first start talking to you about customer experience. So what is customer experience? Basically, customer experience is every interaction they have with you and your brand and your business, across all platforms. So I want you to stop thinking about customer experience as just what happens in MemberVault. While we're going to be focusing primarily on optimizing your MemberVault for customer experience, you want to make sure that you're providing the best experience across every potential interaction your audience is going to be having with you.

We know it's more efficient to keep an existing customer than to attract a new one. A lot of work goes into attracting cold leads, the sweet spot is really nurturing your warm leads into hot leads, and then having those hot leads become paying customers or clients. So what do we need to do to optimize that customer experience that moves beyond the initial transaction, we've already attracted them to us, we've already connected with them because they've purchased a product from us. And now we really want to maintain that certain level of engagement that we need in order for the client or the customer to feel seen and heard. So what are some ways that you can do that?

One of the first things that I think everyone needs to really consider is to include a welcome tour of your MV. In your first module, create a start here module, make sure that there is a welcome video, which actually takes them on a tour of the platform, where to find things and give them an explanation of how the platform works. It might surprise you, but I teach in college classrooms. And because I teach generally students between the ages of 18 and 25. A lot of people assume that because they are of that generation that they really know a lot about how to access learning online. The truth is they don't they know a lot about tik tok, they know a lot about Instagram, but they don't know very much about how to actually navigate some type of learning management software, which is basically what MemberVault offers you the opportunity to use it for.

So we we want to just always go in without any assumptions at all, meaning, we want to assume that everybody that's coming to us for the first time, has never seen MemberVault before, doesn't know where things are, doesn't know how things work. And we need to provide them that that welcome video. Another thing I want you to think about is that your onboarding plan should be a multi touch onboarding plan. That means going beyond welcoming them to your MV in one email, and actually creating a welcome series instead, too much information can create overload, and too little information can lead to inaction. So we want to make sure we balance out the pieces of information we need to share and how we really want to prime people for becoming a part of our product.

Now, if it's just a freebie or something like that, I'm not suggesting that you need a really long email sequence. What I'm talking about here under this circumstance is for courses and programs, particularly if there's a delay between the time they register and the time that you get started. You really want to keep them engaged and you want to prime them for what's to come. And you can do that with a multi touch onboarding email sequence. The other thing I want you to be thinking about is making everything that you do inside your product measurable. People really need to know what it is they're going to get and how they're going to know that they've actually achieved it. So make sure that all of the steps and actions that you have people taking are written in a way that they can measure their own progress and success.

Also make sure that you're reminding your customer or client, often what their problem is, and what you're helping them solve. Especially if it's a fulsome product. If you've got a lot of stuff in there, you want to make sure that you remind them from time to time, why, why it is that they engaged with you in the first place. And what it is that you're doing for them, you're really basically just re hooking them into your content, and the process that you're taking them through so that they stay engaged and focused, make sure that you're also planting seeds about your next step offers inside of the content that you are working them through. We don't want them to think too far ahead, because we want them to stay focused. But we do want them to be thinking about what could be happening for them.

Next, I'm a futuristic thinker. So I really like to be able to see a little bit further down the field than other people perhaps. But you need to decide, you know where inside of your product, you can celebrate something that one of your clients who might be a little bit further down the road has achieved, because it really keeps people motivated to think about where they could be if they continued their journey with you automate with actions, I know that there's going to be some Action Lab trainings around actions.

But you want to make sure that inside of those actions that you're really acknowledging and recognizing your clients and customers, that's going to make them feel seen and feel heard. And that's really important. Make sure you offer clear instructions on where they can get support from you, if needed, make sure that you're offering the opportunity for them throughout the process of working with you inside of your product to get the help that they need.

I've got two more tips here. The first is keep learning bite sized. This is a mistake that I see happening in a lot of products, we really need to be breaking up the content in a way that people can digest it in small chunks. attention span is a challenge right now, we have so many distractions in the world, and you don't have to have any particular disorder or syndrome to be a victim of that. So please make sure that anything that you're putting together is as simple as possible. Simple is the way to go. Keep it lean, focused, actionable, and that's going to get your customer or client coming back for more.

My last tip is to make sure that you're offering a series of quick wins throughout your product, sprinkle them in, definitely have them at the beginning of your product. If you're not sure what a quick win is, basically it's anything that shortens the distance to the result for your customer or client. That is low effort, but high impact. If you're interested in knowing more about quick wins and how to identify the quick wins that would work inside of your product. Head on over to the training I did and the Action Lab to learn more about quick wins. See you there.