

optimize-episode13

📅 Wed, 2/17 4:05AM 🕒 7:16

SUMMARY KEYWORDS

experiences, create, service based businesses, noticing, process, digital, onboarding, paypal, service, pay, acknowledging, wordpress developer, biggest barriers, person, buy, mission driven, dog, opt, few minutes, increase

Greetings MemberVault fans. This is Kronda Adair, the CEO of Karvel Digital. And today I want to talk to you about creating great digital experiences.

But first, if you're new to me just a little bit of an introduction, I am a recovering WordPress developer. That's how I started my career in the digital space. And now what I do is I focus on content marketing, specifically for women of color with mission driven service based businesses. And I help them create magnetic content and create automated marketing experiences, so that they can use content as their best sales tool and increase their impact and their income without burning out in the process. So that's me, that's my mission. That's what I'm all about.

And so I want to talk to you today about creating great digital experiences. Because I know a lot of people struggle with this, especially if you come from a brick and mortar background. Especially if you know the pandemic caught you by surprise and all the marketing and all the things that you were doing in person, you've suddenly had to move online and you're wondering how do I replicate or even just create, you know, a good experience when I'm limited to these ones and zeros, right, instead of meeting people face to face. So my hope is that in the next few minutes, I can just expand the possibilities for you of what is possible. And to do that, I want to tell you a couple of stories, and then give you a resource to let you know how you can create a specific experience inside of your MemberVault.

So when people think about digitizing their experiences, I think lack of imagination is one of the biggest barriers. But the reality is that you can actually bring a lot of the things that you can do

offline, you can bring them online. And the nice part about that is that you can automate that experience so that whatever else you're doing in your business or in your personal life, people come into your world, and they're still having a good experience. So a really good example of that is onboarding. I really love onboarding. I really love helping clients with onboarding and really love talking about onboarding, because is that first impression, right? Someone has paid you for a service. And then the next thing that happens, kind of sets the first impression of how they feel about having made that buying decision, right.

And so you can create really great experiences for people by one just really acknowledging like, 'Hey, you did this thing, you're trusting our company to provide the service or provide this product? We're so grateful', like, just being aware of when someone has purchased your service, and having an automated system to message them about that and let them know like, yes, you know, you know that they did this, and you're acknowledging that they did this, and then letting them know what happens next. And especially in service based businesses, you know, we're often as consumers unaware of like, what is the process like I know about this thing about this coaching about this consulting about this course? Like, what is what's what happens next? What's the process? And taking the time to think through that ahead of time, and then kind of answer those questions that you know, people commonly have before they really even have a chance to ask it.

And it really makes people feel safe, it makes them feel cared for. It makes them trust you more, because it shows that you have a process that you're going to take them through and you're in charge. So that's why it's important to think about these things. That's why it's so worthwhile to take the time even as busy service providers, it's very, very difficult sometimes to get the time and take the time to create these experiences. But it's so so valuable, and it will increase your customer happiness, and it will increase your customer lifetime value. Now, the way that you can start to become more aware of this is to start paying attention to the experiences that you are having as consumer, and maybe you haven't had the greatest experiences provided from the things that you've purchased. But we all know what the terrible ones look like, right?

One of the things where I experienced this all the time is I have a dog and he's a very handsome dog, and he happens to be a dog show dog. And so we have to go through the process of like registering him for dog shows. And in general dog people kind of just discovered the internet like 10 years ago. And so anytime I have to deal with a website or a process, I know I'm gonna have to hunt and peck I know the user experience is gonna be terrible. Even trying to PayPal someone for services, like we can't click on the link to PayPal with their address, we have to, you know, note the address and then manually type it out and then go to PayPal and try to pay for these things. And it's just like, it's like the dark ages. You know, of the internet when I'm dealing with that.

And then on the flip side, I have experiences where it's like I buy a service, or even just opt in for someone's freebie. And within a few minutes, I get an email acknowledging that I did that. They let me know, you know why this was a good decision what to expect next. And I just feel like, oh, okay, this person is on the ball. And they're on top of this, and I feel safe with that person.

So my advice to you is start noticing the experiences that you're having digitally, when you buy a product when you buy a service, when you opt into someone's list, as a marketer, I'm just like, tuned into these things. And I'm always looking at the different experiences and looking at like, Oh, that was a, that was a really great experience, how can I incorporate this into what I'm doing?

So that is, the first step is to just start noticing the experiences that you're having. When you have a really good one, when you have a really bad one, ask yourself, okay, how if I was to implement this in my business, how would I improve it? And, you know, even if it's, even if you have no idea how you would go about doing it, you, you feel like you're not technical. And I don't know how to do this.

Just the first step of noticing, and then writing down those ideas and having those ideas you can always get the help to create these experiences and to handle the digital stuff, right? There's always hands to be able to implement things. But first, you have to imagine it and you have to know what is the experience that you want to create.

And so I hope that this few minutes has just kind of opened your mind a little bit so that you'll start to notice these things kind of like when you decide to buy a car and you start seeing your car everywhere. Okay, so I hope that's what this few minutes has done. And if you want a specific example of how you can do this with MemberVault, how you can create an amazing course experiences for your students in MemberVault using the actions feature of MemberVault. Go and check out my Action Lab to learn more about this and get a specific example of how to do it. Alright, I hope that's helpful for you and I'll see you on the internet.