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ENGAGEMENT FRAMEWORK

SOLOMON
SOLUTION

Solomon Solution
Engagement Framework™

We believe every lead, contact, and opportunity is more than a transaction – they're people. That's why we focus upon the real motivators intrinsic to people centered relationships.

Each brand is judged by a person as a personality. That's hard to accept at first. But, the more we think about the brands that we love, the more we come to realize that it was because of how their interactions and products make us feel.

When people interact with your brand, they're responding within a framework of human emotion. They're thinking to themselves; "Is anyone listening to me? Does this Company care? Are they just after my money?" Most importantly, as a person nears the point of purchasing, they ask

"Can I trust these people, and will they deliver"?

The brands who live by the principles of relationship marketing are at an advantage to create deeper, more meaningful, and personalized relationships with their customers rooted in human centered design. Instead of clear cutting transactions, they're having conversations with people and nurturing relationships.

Marketing's goal is to drive revenue for the company. We're dreamers and realists at Solomon. Relationships are absolutely more profitable than transactions. Relational marketing is big picture strategy. Transactional marketing is short sighted goals tied to micro-lifts. Many marketing automation models stop at the point of consideration – that's a huge mistake.

The people who have committed to your brand are one of your most powerful "marketing channels".

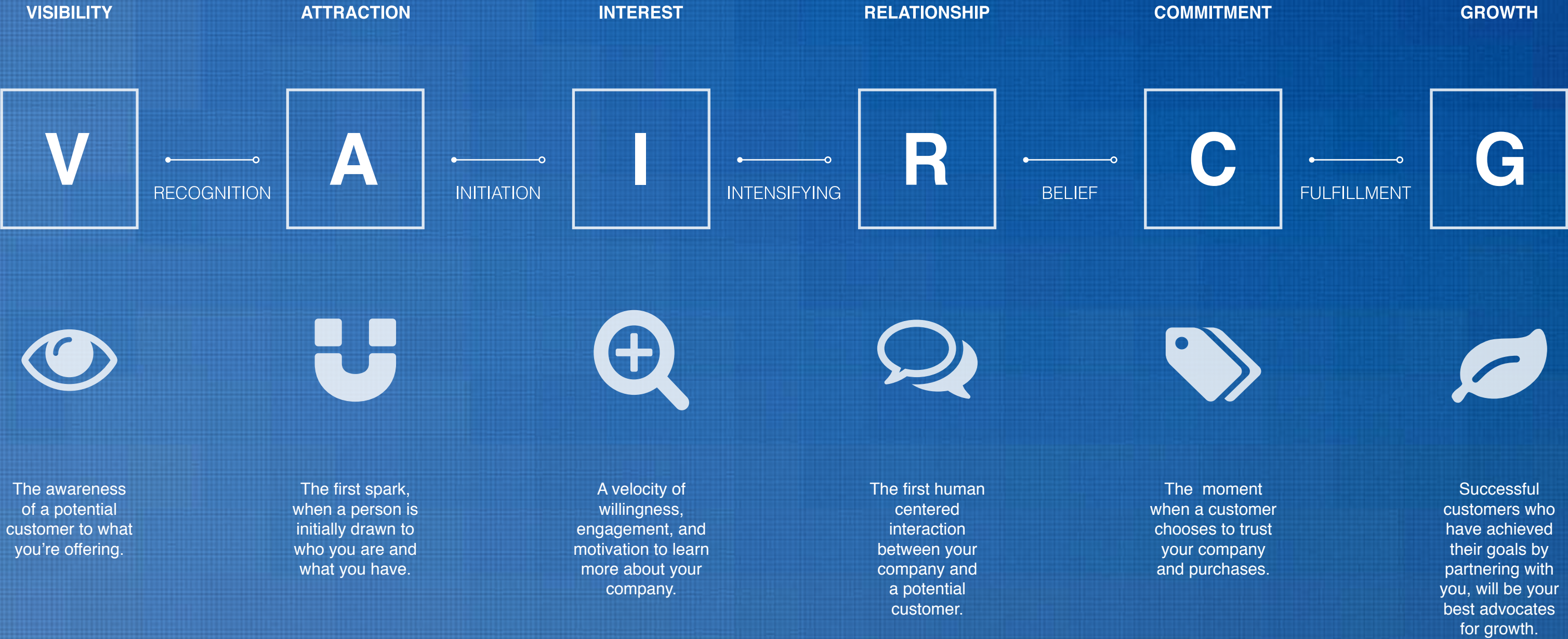### Solomon's Engagement Framework™ captures the entire journey; from "hello" to "advocate".

We'll walk you through each step so that you can gain an understanding of where your company is doing great, and where you can harness the principles of relationship design to drive outperforming value for your company.

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ENGAGEMENT FRAMEWORK™
6 Stages of Relationship Marketing

VISIBILITY		ATTRACTION		INTEREST		RELATIONSHIP		COMMITMENT		GROWTH
V	RECOGNITION	**A**	INITIATION	**I**	INTENSIFYING	**R**	BELIEF	**C**	FULFILLMENT	**G**

VISIBILITY	ATTRACTION	INTEREST	RELATIONSHIP	COMMITMENT	GROWTH
The awareness of a potential customer to what you're offering.	The first spark, when a person is initially drawn to who you are and what you have.	A velocity of willingness, engagement, and motivation to learn more about your company.	The first human centered interaction between your company and a potential customer.	The moment when a customer chooses to trust your company and purchases.	Successful customers who have achieved their goals by partnering with you, will be your best advocates for growth.

V

Visibility is being noticed.

Visibility is where your message miraculously cuts through the noise and gets noticed. Traditional advertising has typically dominated this landscape. We'll get some heat, but old school advertising is popular because it's easy. It's also popular because it's exciting, like gasoline on a fire. Companies get burned pouring money out on traditional marketing. Sure, traditional advertising creates a lot of flame, but it's only a memory after of a couple of exhilarating seconds – and let's admit, largely ignored.

Elegant relationship design speaks to individuals, not segments. It tells a story, one step at a time. It stokes the flame of attraction, having confidence that its message will resonate with the right audience – at the right time.

"You have to start with the customer experience and work backwards to the technology". - Steve Jobs.

The first step in designing a powerful marketing engine – is to shut down the marketing tools for a minute and think through "Who are we talking to? And why would they want to talk with us?" This is the time to create rich personas that will be used throughout the Solomon Relationship Experience™ to guide our strategic design.

V — A — I — R — C — G

VISIBILITY

The process of gaining visibility begins with persona, customer, and market data. Before a marketer has a chance of reaching their target audience, they have to identify the channels where their prospects are active and most likely to interact with their business. Marketers have a tendency to spread themselves too thin, casting a wide net with the hope that one or two networks will supply engagement, conversation and click through. The key to success is strategically testing channels, measuring their performance, and optimizing along the way. Every business has a unique mix and each marketer will need to identify the perfect blend.

Before You Get Started
- Define Customer Personas
- Implement an Attribution model
- Determine lead lifetime value KPI's
- Develop multi-touch inbound and outbound strategies

Implementing Visibility
Successful Visibility strategies require measuring the life-time value of each channel while listening to individual customer interactions. Utilizing this data, marketers curate multi-touch stories by testing their effectiveness across multiple channels.

Measuring Visibility
Real optimization requires a robust attribution model be planned in advance. Attribution models weight the impact of different marketing activities and allow for distribution of ROI and CLTV across your marketing channels.

Visibility is the start of a closed loop relationship experience journey.

Solomon Services on Visibility

Strategic Guidance
Persona Development
Go-To Market Strategy
Attribution Modeling

Tactical Services
Ad Management [Buying & Placement]
Ad Tracking and Reporting

V

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A

Attraction is the first spark.

What caught your eye today? What triggered a spark of desire? Chances are, it's something you probably want. That want, even when materialistic, more than likely speaks to an emotional desire within your frame of reference. Attraction is that slow motion moment of .003 seconds, when a person's interest flickers, their mind is stopped in its tracks, and there's a mili-second of opportunity to change their inertia.

People are always in the process of something. They're always going somewhere. It's a marketers job is to interrupt that journey and offer a better destination. Or, better yet to find the people with desires that you can solve with your product.

Sophisticated marketers look for opportunities to interact with people already searching to satisfy a need.

V — A — I — R — C — G

ATTRACTION

Attraction requires marketers to purposefully define what the right target population looks like, what their desires are, and how their company's product or service helps them meet those desires.

Your most valuable relationships live within your target audience. There are explicit (firmographic and demographic) characteristics that can help you to identify these leads early in the relation¬ship experience journey.

Before You Get Started
- Persona Research
- Content Marketing Strategy
- Content Distribution Plan

Garnering Attraction
Create a unique Attraction Score for weighting leads based on their propensity to purchase. Customer personas and lead definitions will be used to architect this Attraction Scoring model.

How to Measure Attraction
An Attraction score is built by weighting the attributes of each of your leads. As the score increases so should the leads propensity to buy.

Creating and distributing compelling content, to the right people, is the key to attraction.

Solomon Services on Attraction

Strategic Guidance
Persona Research & Development
Attraction Score Creation
Content Development
Content Distribution Strategy

Tactical Services
Content Distribution
Content Creation
Lead Capture
Data Management

A

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I

Interest is velocity of motivation.

Attraction either flickers away, or fuels a desire that leads to a motivation. Interest is the feeling of a person whose attention, concern, or curiosity is particularly engaged by something a company has. Interest is a sustained desire. It is multiple interactions. It is a persistent progression of research about a product and time spent considering whether what a company is offering is right - for them.

Interest deserves recognition and nurture. Interested customers have desire, a desire that should be easy to satisfy with your product. Careful thought should be applied during the Interest stage to allow a customer to choose their own adventure, enabling them to self-qualify and gain more information with ease.

V — A — **I** — R — C — G

INTEREST

Amazing visibility and attraction will lead to a waterfall of potential leads who are truly interested in your offering.

Once you have captured the attention of your audience the critical step is escalating engagement. Content that was used to attract leads may not be the content that ultimately drives a conversion. In order to drive relationships a marketer must architect compelling individual stories through strategic journey mapping. Each potential relationship journey should adapt and respond to the needs of the individual – the person.

Before You Get Started
- Determine which content is the most helpful for each of your personas
- Develop a progressive story centered on solutions to pain-points.
- Define an escalating timing sequence for each personalized marketing automation touch.

Cultivating Interest
Construct a compelling story for each of your personas and architect triggers and mechanisms to enable your customers to be in the driver's seat. This can be accomplished with marketing automation, real-time website personalization, and compelling story based content.

How to Measure Interest
An Interest score is built by weighing the quality and velocity of the engagement. As the speed and quality of the engagement increases, so does the customer's Interest score. This is the key transition between talking at customers, to listening to customers.

Nurturing interest is centered upon timely, relevant messaging, with a clear value for the customer.

Solomon Services on Interest

Strategic Guidance
Progressive Story Development
Lead Nurturing and Automation
Content Effectiveness

Tactical Services
Marketing Automation
Marketo & Pardot Implementation
Website Personalization
A/B Testing

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R

Relationship is the creation of trust.

The moment Interest overflows into a human interaction is the point where a Relationship begins, rooted in trust. Ideally, the customer is initiating a relationship by requesting contact. Oftentimes, proactive companies are in the position of initiation, and reach out in a helpful manner to answer questions and qualify intent.

Hasty companies burn a lot of potential relationships during this stage by reacting aggressively. They call immediately, repetitively, and overwhelm a potential customer by exhibiting selfishness. Customers quickly see through selfish behavior and trust is extinguished.

Attributes of patience and helpfulness build trust. A customer, during the relationship phase, is looking to primarily identify whether your product fits their needs and whether your organization is worthy of their trust.
Nurturing customers along the Relationship stage requires careful planning. Some customers are ready to buy immediately, and others require long term nurturing that will move them to the all-important commitment phase.

V — A — I — R — C — G

RELATIONSHIP

When marketing and sales aren't working together, it's bad. Beyond that palpable tension in the office when a marketing team member walks past a salesperson's desk, misalignment has serious bottom-line consequences.

According to Aberdeen Group, companies with poor marketing and sales alignment saw a 7 percent decrease in annual revenue. But companies with good alignment saw a 20 percent increase. Marketing and Sales alignment is critical when story-telling a sales narrative to your relationships.

Before You Get Started
- Define your hand-off requirements and process (Sales / Marketing SLA)
- Define your Sales Process for each customer persona
- Define requirements for qualification (BANT)

Developing Relationships
Relationships are built on a foundation of trust and understanding. By measuring interest and attraction you can gauge the potential of a relationship (interest + attraction) and identify the opportune time for getting your sales team involved. Through data driven insight enabled within CRM, your sales people should have all the information that they need to build meaningful relationships.

How to Measure Engagement
While the potential for a relationship is measured by (interest + attraction) the relationship itself is measured through a phased sales motion which aligns milestones to a probability and develops a forecast based on all the data-points available in your CRM.

The handshake between sales and marketing is vital to building Relationships

Solomon Services on Relationship

Strategic Guidance
Solomon Framework Assessment
Sales and Marketing Alignment
Sales Development
Promotional Strategy

Tactical Services
Sales Enablement & CRM Implementation
Salesforce.com & Microsoft Dynamics CRM
Sales Automation
Call Center Management
Automated Sales Tracking

R

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C

Commitment is trust becoming belief.

The holy grail. The Customer is committed. All the phases up to this point have been about creating customers through relationship principles.

This wouldn't have happen without trust.

To increase the percentage of commitment, it's crucial that companies think of the questions customers are asking and design content and sales interactions that clearly articulate the answers in clear ways; "how much will this cost"? "How will you implement this product"? "How will you ensure my success"? "Have other people used this successfully"? The motivators are vastly different for B2B vs B2C.

Thinking of these questions, marketers can tactfully identify ways to overcome the hurdles of unanswered questions. The faster these questions are resolved, the more thoroughly these questions are answered, the easier it'll be for your relationships to turn into commitments through the building of trust and belief in what you offer.

V — A — I — R — **C** — G

COMMITMENT

Customers generally stay committed when they are truly happy with your product or service. But they also must feel supported by and connected to the company, which can be accomplished through customer service excellence, training, and quick resolution of issues.

Before You Get Started
- Plan for enabling satisfaction, feedback, and relationship centered growth.
- Define KPI's for measuring adoption & retention

Enabling Commitment
The key to cultivating commitment is by developing belief, which leads to the trust that your product and organization will meet the needs of your customer and make them successful or satisfy their desire. Precise customer persona and personalization can enable your organization to speak to each customer's needs as an individual rather than a segment.

Measuring Commitment
Commitment can be monitored and measured in a number of ways from customer satisfaction surveying to usage and adoption analytics. By marrying the right factors you can build a Commitment scoring model for measuring propensity to renew, a key factor in the next phase; Growth.

Commitment is the point at which your customer purchase your product

Solomon Services on Commitment

Strategic Guidance
Account Management Best Practices
Customer Engagement Programs
Client On-boarding and Adoption
Customer Experience CRM Enablement

Tactical Services
CRM Strategy, Development, and Implementation
Persona loyalty nurture program development
Account Servicing CRM Enablement

—— C ——

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G

Growth is relationships becoming advocates

How many times have you bought a product and the relationship immediately ends? "Hey, where's my sales guy"? "Great, now I have access to the product I bought, but how do I use it"? A feeling of abandonment is one of the easiest ways for committed relationships to sour.

Outperforming marketers own the growth stage. They anticipate the needs of committed relationships and work hard to ensure their customers' success. They create nurturing journeys to ensure that the customers are supported.

Often, a pleasant outcome is turning committed customers into brand advocates. The more success a customer realizes, the more likely they'll be to recommend your product to their peers.

Growth marketing is unfortunately overlooked in many organizations. But, it's a fertile area for outstanding growth with the right nurturing programs and careful attention to Relationship Framework™ best practices.

V — A — I — R — C — G

GROWTH

When brainstorming ways to grow a business, existing customers are often undervalued. It's easier to sell your current clients on more products and services than going out and finding new customers all together.

Growth is about leveraging your customer experience to increase their fulfillment and transform them into brand advocates that continue to buy and promote your product.

Before You Get Started
- Research Communities & Reviews
- Summarize Usage and Adoption
- Map areas for marketing expansion
- Define Existing Customer Personas & Segments

Nurturing Growth
Growth is key to long-term business success. It is all about ensuring customer satisfaction and usage through an amazing customer experience. Growth can be earned through loyalty programs, regular training campaigns/check-ins, and an awesome support experience.

How to Measure Visibility
Growth can be monitored and measured with customer satisfaction surveying, usage and adoption analytics, and strong Account Management best practices. By marrying the right factors you can build a Growth scoring model for measuring propensity to renew, grow, and advocate.

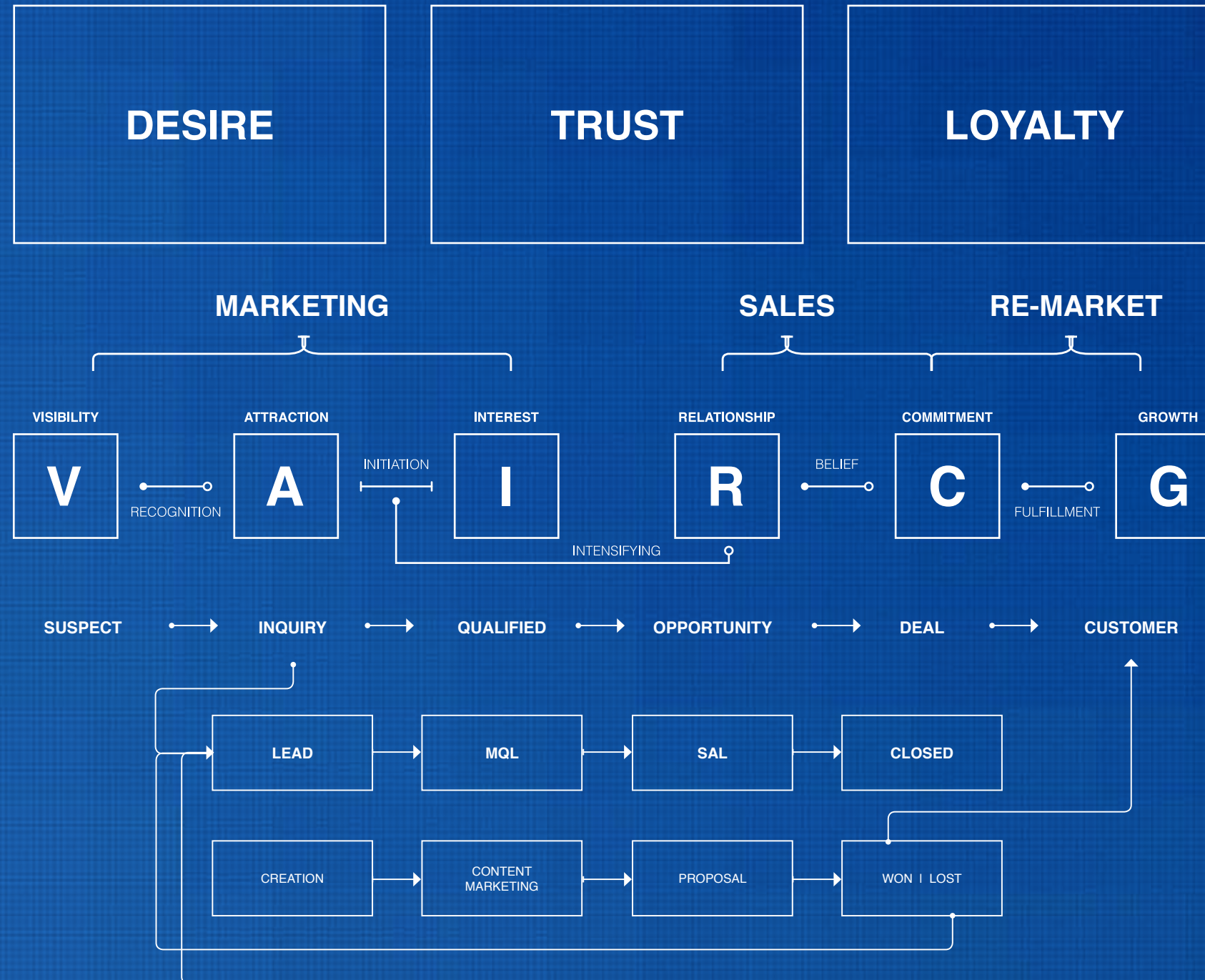## Customers become advocates through success.

Solomon Services on Growth

Strategic Guidance
Loyalty Loop Strategy
Customer Advocacy Programs
Reference Programs
Existing Customer Persona Development

Tactical Services
Re-engagement Marketing
Loyalty Marketing
Advocate Tracking

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DESIRE

TRUST

LOYALTY

MARKETING

SALES **RE-MARKET**

VISIBILITY	ATTRACTION	INTEREST	RELATIONSHIP	COMMITMENT	GROWTH
V	**A**	**I**	**R**	**C**	**G**

RECOGNITION   INITIATION   BELIEF   FULFILLMENT

INTENSIFYING

SUSPECT → INQUIRY → QUALIFIED → OPPORTUNITY → DEAL → CUSTOMER

LEAD	MQL	SAL	CLOSED

CREATION	CONTENT MARKETING	PROPOSAL	WON I LOST

SOLOMON SOLUTION

A **visible** desire, once recognized, fosters attraction.

Attraction drives motivation to purchase.

Motivation leads to initiation and demonstrated **interest**.

Interest intensifies into a trusted relationship.

Relationships converge on shared beliefs; shared beliefs activate commitment.

A nurtured **commitment** results in fulfillment and success.

Fulfillment drives joy and elation, antecedents for healthy **growth**.

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This assessment is designed to help businesses and organizations unify their marketing and sales efforts around relationship marketing best practices.

Engagement
Framework

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The application
of a philosophy.

Ra

Relationship
Assessment

Strategic Guidance

We'll walk you a through the depth of Marketing Automation and deep dive into how to create a winning Relationship Marketing Strategy that utilizes Sales and Marketing.

Identification of Processes

We'll dive into your organization and work with you to understand your current process. We will document, analyze, and map areas for refinement and development.

Designing the Process

Leveraging our analysis and we'll you design a Relationship Framework™ strategy for your customers and clients.

Implementation Plan

Finally, we'll architect a thorough implementation plan, custom tailored for your organization. We'll leverage the Relationship Framework™, deep understanding of your process, and our experience to create an achievable plan for sophistication.

Training & Education

- Present Solomon Relationship Framework Training and Overview
- Review Paradigms of Demand Generation and Marketing Automation
- How to Leverage Technology by Unifying Sales and Marketing

Process Outputs

- Lead Creation and Top Customer Tiers
- Current Marketing and Sales Lead Funnel, Including KPI's
- Current Technologies, Challenges, and Issues

Strategy & Design Outputs

- Develop and Publish Your Relationship Framework™ Strategy
- Outline the Ideal Marketing to Sales Work Flow and Follow-up
- Jointly Create and Develop a Relationship Nurturing Campaign

Planning for Outputs

- Relationship Framework Implementation Roadmap
- Technology Implementation Roadmap
- KPI & Reporting Roadmap for Sophistication

DOWNLOAD THE RELATIONSHIP ASSESSMENT

Ready. Set. Go.

Accelerate Engagement Marketing.
Schedule your 30 minute meeting
with Solomon today.

SCHEDULE MY MEETING

SOLOMON SOLUTION

BRONZE
Adobe Solution Partner

Marketo®
CERTIFIED
Partner