

From Awareness to Advocacy:

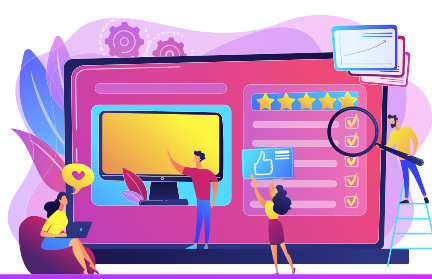
How Customer Marketing and Product Marketing Foster Brand Loyalty

In today's competitive market, creating brand loyalty is crucial for businesses to thrive. This is where **Customer Marketing** and **Product Marketing** come into play. By joining forces, they guide customers from the initial awareness of a product to become long-term advocates. But there are a few distinct differences in each approach. Let's explore what the process looks like from start to finish.

Customer Marketing



Product Marketing



Increased Revenue



High-Level Overview

Customer Marketing

- Nurtures and engages existing customers
- Encourages customers to make further purchases
- Enables sales and marketing with real-life customer stories and proof points
- Generates word-of-mouth referrals (customer advocacy)
- Increases loyalty and retention

Product Marketing

- Promotes new or existing products to potential customers
- Addresses the audience's needs with targeted messaging
- Collaborates with the demand generation team on product messaging
- Seeks to expand customer base
- Differentiates product from competitors

The Customer Marketing Process Involves...



Finding your customer advocates



Surveying your advocates



Collecting customer feedback



Publishing customer content



Engaging with your advocates



Repeating the cycle

Advantages

- Cost-effective
- Much higher ROI
- Improved customer retention
- **Word-of-mouth marketing is free**
- Increased customer lifetime value
- Each new customer continues the cycle

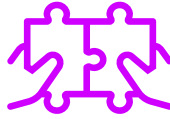
Disadvantages

- Limited by current audience
- Risk of oversaturation
- **Not all customers share feedback**
- Can move slower than other marketing strategies

The Product Marketing Process Involves...



Finding unique marketing angles



Matching the product to the audience



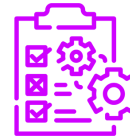
Building a comprehensive strategy



Deep competitive analysis



Product launch marketing



Ongoing strategy refinement

Advantages

- Increased product awareness
- **Improved customer acquisition**
- Drives more traffic to see the product
- Increase in revenue on product channel

Disadvantages

- Trial and error is time-consuming
- Can be costly to get right
- **Dependence on market trends**
- Limited overall company scope

So, what do you get by combining strategies?

Each strategy steps up in areas where the other lacks. **Product Marketing** will help you gain traction and grow your customer base. **Customer Marketing**, in return, helps turn your new followers into long-term, loyal customers who spread the word about your business like wildfire. Together, they pack a punch like no other. Getting started can be difficult, but it doesn't have to be. We're here to help.



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