

The graphic features two stylized flowers. The left flower has a pink stem and a red heart-shaped flower head. The right flower has a red stem and a pink heart-shaped flower head. Various icons are placed along the stems: a pink heart at the top left, a pink envelope, a red bird, a red heart, a pink mobile phone, a red camera, and a pink heart at the top right.

# HOW TO MAKE BUYERS FALL IN LOVE WITH YOU

*Using data to attract, engage, and build  
relationships with customers*

## ABOUT US

We have cracked the code on how to drive profitable revenue using your customer data (transaction, email, website, social, and everything in-between) to personalize communications. nectarOM was started with the simple premise that many human behaviors can be predicted. So we developed the best marketing personalization platform that is easy to use, powerful, and affordable, using adaptive algorithms.

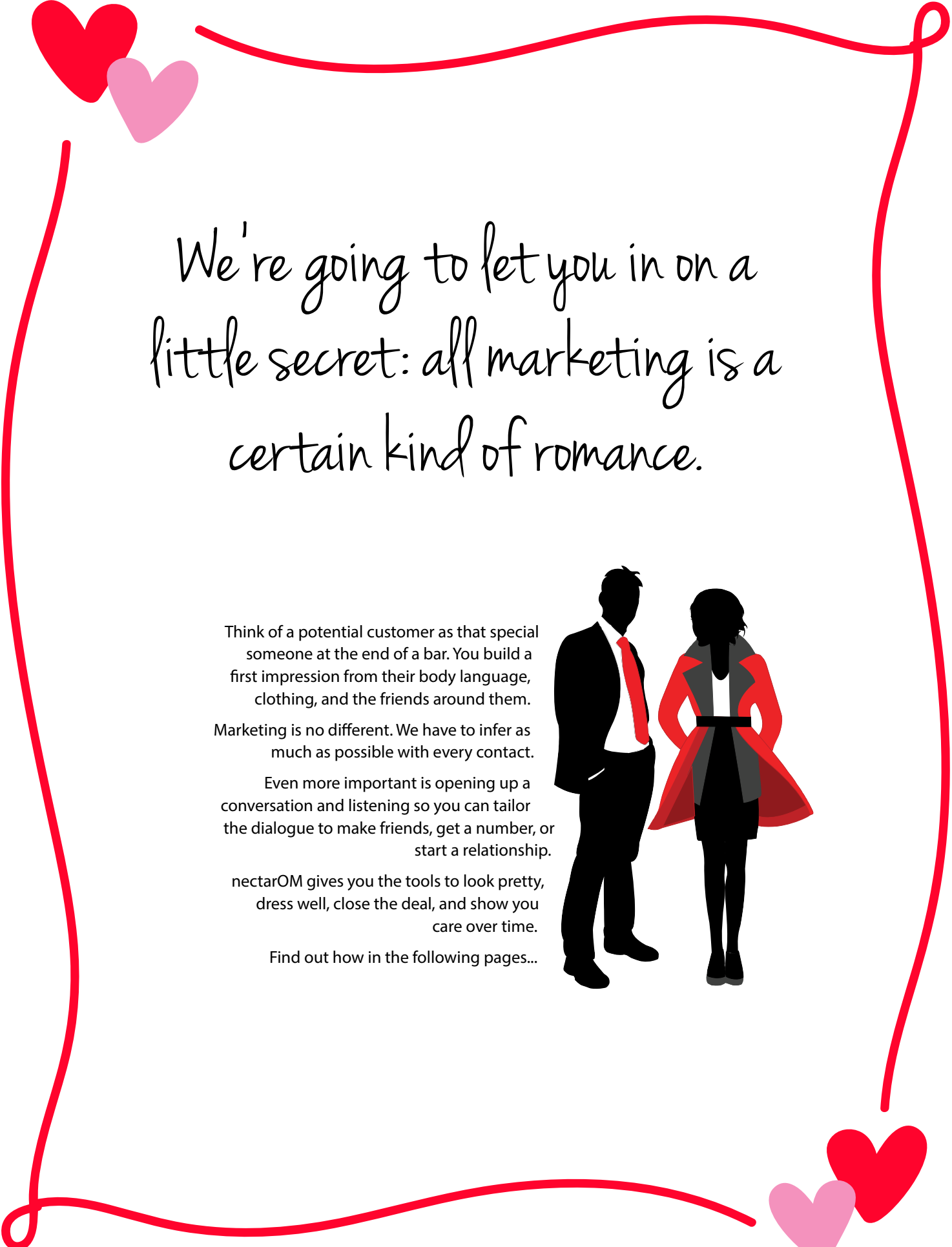

Our team consists of marketers, data scientists, and technologists who have experience helping brands navigate the world of customer data. We pride ourselves in working hand-in-hand with our clients to deliver results, helping them become ultimate marketing superheroes.

**How to Make Buyers Fall in Love with You** by nectarOM

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**nectarom**  
easy. powerful. *personalization.*



We're going to let you in on a little secret: all marketing is a certain kind of romance.

Think of a potential customer as that special someone at the end of a bar. You build a first impression from their body language, clothing, and the friends around them.

Marketing is no different. We have to infer as much as possible with every contact.

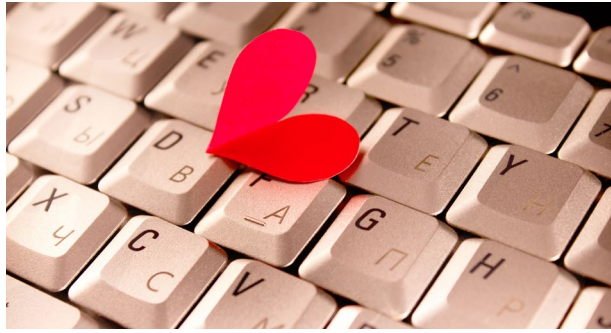
Even more important is opening up a conversation and listening so you can tailor the dialogue to make friends, get a number, or start a relationship.

nectarOM gives you the tools to look pretty, dress well, close the deal, and show you care over time.

Find out how in the following pages...



# ATTRACT. ENGAGE. MAINTAIN.



Successful marketing, like romance, lies somewhere on the spectrum between art and science. A handsome storefront, charismatic social media presence, mobile relevance, and intuitive customer service can go a long way on its own. Personalizing your marketing efforts and paying close attention to your clients' needs and wants will give you the next level of slow-burning, seductive charm needed to **attract, engage, and maintain** customers.

Your job as a marketer is to distinguish your product or service from all of the other fish in the sea. When building the most attractive version of your brand, your goal is to create the impression that spending time and money on your product is the most valuable thing your customer can do - in other words, you want to make the customer fall in love with you.

Let's get started making your brand "the one."

## ATTRACTING CUSTOMERS

### Love yourself first

The first step in making buyers fall in love with you is attracting the customer. You can do that by focusing on your brand and storefront: is your website on point? Are you on social media? Do you have a strong code, ambition, and sense of self?

Customers, like romantic partners, respect integrity. Finding and living by a code is fundamental stuff. It will influence your actions, shape your brand, and focus your marketing efforts.

The exercise of finding your brand's identity and establishing the digital infrastructure around your product will force you to be honest about your place in the market. You'll find it by asking tough questions like:

- ♥ What are your goals?
- ♥ Who do you want to reach?
- ♥ Who do you want to be?

Once you have these answers in mind, you can make decisions from a grounded place. Think of it as adding substance to your brand's character. You're working on your brand's personality, instead of relying solely on your good looks.

"Just be yourself" is good advice, but the other half of that quote should be, "Be the best possible version of yourself."

### Demonstrate your value

In both romance and marketing, there's a hierarchy determined by social status and value. The fireman is probably more desirable than the dude who collects Star Wars action figures. That girl that volunteers at the animal shelter in her free time is probably more pleasant to be around than the one yelling at her waiter for a minor mistake. Bottom line: play up your best attributes, the stuff that you can really be proud of.

Brands must compete for social status in the same way: if your product has no "sex appeal," it must at least be useful. If it's not useful, you should at the very least have the desire to leave your business, your customer, and the market at large better than you found it. If you possess none of those things, flip to the next page for some self-help.

## ENGAGING WITH CUSTOMERS

### The first step is saying "Hello"

We believe communication is key to making customers think of you as more than just a fling. Certain kinds of businesses like restaurants, bars, and artisans make upwards of 80% of their revenue from repeat business. It's in these companies' best interests to listen to their most loyal customers and keep them coming after the first visit.

To start: one of the fool-proof ways to approach a stranger is with a question. Have a friendly game, promotion, or some kind of sign-up ready that encourages customers to share something about themselves with you.

Treat this process like the art of flirting: you want to get to know them without seeming overeager, and also take the first steps in forging what could be a long and happy relationship. Don't move too quickly. Be patient, but remember that getting their number and looking to engage with them on Facebook can keep your name on the tip of their tongue.

# YOU MUST HAVE SOME SEX APPEAL

While not every product has “sex appeal,” per se (e.g., selling microbrewed beer vs. selling SBA 504 loans), you can still dress up your brand to be the most attractive and presentable version of itself. After all, you wouldn’t show up to the club in sweatpants... Ask yourself these questions about your digital infrastructure:

## ♥ Is your website functional?

- ♥ Does the website load well on both outdated and newer browsers?
- ♥ Is your website mobile compatible?
- ♥ Do the search engines really know your brand?

## ♥ Do you have the right social media accounts?

- ♥ Facebook is the most “general purpose” social media site, and the LIKE system is valuable for tracking user information and demographics.
- ♥ Twitter is great for snappy customer service and advertising deals, especially if you’re funny or clever. Pair with Instagram or Vine for bonus points.
- ♥ Reddit is a great way to be Internet famous for a day, or to demonstrate your value as an authority by posting on various subreddits.
- ♥ Google+ can improve your SEO rankings, especially if you work in the tech industry.
- ♥ LinkedIn is great for larger, more professional companies to share information with one another.
- ♥ Tumblr allows visual brands with an edgier aesthetic to be seen by teens and young adults.
- ♥ Instagram profiles would benefit highly visual brands, largely populated by teens and young adults.

## ♥ How is your mobile game?

- ♥ Do you have a mobile app? If you don’t have an app, is your mobile website responsive and user friendly?
- ♥ Are you taking advantage of new technology such as beacons to push relevant offers to mobile users?
- ♥ Is your brick and mortar store present on location-based apps such as Google Maps, Yelp! and Groupon?





## GOING STEADY: MAINTAINING RELATIONSHIPS WITH CUSTOMERS

If you can build relationships with your customers, they'll come back to your brand, tell their friends about you, and hopefully, you'll evolve your business along with your customer. The relationship between you two will be based on realistic expectations and solid communication between both parties. You will have not only a partner, but a friend.

Talking is good, but communication is even better. Listen, analyze, and then respond from a grounded and informed place.

### *Ask lots of questions*

Everyone's favorite subject to talk about is themselves. Keep your ears open, and you're bound to find something that you have to offer each client.

You want to collect customer data to tailor messages

and advertisements to specific audiences. These Cupid's Arrows can be adjusted based on available information to attract customers, engage with them, and maintain relationships with buyers.

Information you want:

♥ **Location data:** Where are they from? You can create a lot of ads based on "small talk" information, placing shout-outs to sports teams, local colleges, or landmarks. This data is especially important for your mobile presence.

♥ **Web and purchase history:** What do your customers read and pay attention to? What kind of items, products, and services do they look at? This can give you a good idea of what kind of person your customer is and what they respond to.

♥ **Age and Gender:** Broad information about your main customers' general life stages can tailor your marketing and ad campaigns. You can schedule "Back to School" sales, or advertise discounts on certain holidays like Father's Day and Halloween.

## DMP: Your Little Black Book

In the marketing world, a good Data Management Platform (DMP) is as close to mind reading as brands can get. When used correctly, DMPs reveal a bounty of information that retailers can use to their advantage.

DMPs, such as the one in the [nectarOM platform](#), collect, organize, and analyze consumer data. Information like customer demographics (age, purchasing power, zip code, etc.) and product preferences can provide marketers with a 360-degree profile of their target audience. The more you know about someone, the more you can adjust your marketing efforts to fit their preferences.

### Avoiding the marketing "friend zone"

♥ **Don't be overeager:** A lot of guys, especially younger ones, experience this common pitfall by trying too hard to establish a relationship too soon. DO NOT bombard your customer with constant e-mails: one appropriately customized e-mail containing a useful product recommendation will do far more for you than getting put in the spam filter because you hammered them with filler messages.

♥ **Don't be a show off:** Just because you have information on a customer doesn't mean you have to wave it in their face. Be responsible and tactful about personal data, especially in cases where sensitive information is stored. Seduction is about subtlety and finesse: you want your efforts to feel natural.

♥ **Don't be creepy:** There is no bigger turn-off than violating the sense of trust between you and your customer. Don't sell info, stalk e-mails, break passwords, or creep on Facebook profiles. You cannot bounce back from losing trust: avoid being sketchy at all cost!

♥ **Don't lie:** Yes, sales and marketing involves a certain level of embellishment, but you have to manage expectations! Don't create false hopes.

♥ **Don't Sell Out:** Have you ever had a friend whose personality completely depends on who they're dating at the time? Not a great look. Don't give up your integrity just to make a quick buck. It's disingenuous and exhausting to try to appeal to too many separate demographics at once. Have pride in your brand and go with it. Stay true to yourself and always Do You.



# SUMMARY: MARKETING IS A KIND OF SEDUCTION

1<sup>st</sup>

## Attract

Know yourself. Marketing only works if there's a solid product behind it. If you want eyes on your product, make sure it's a product worth having eyes on. You should have a good idea about the needs you're satisfying, which will tell you a lot about the population you're trying to attract.

2<sup>nd</sup>

## Engage

Next, engage customers through social media, mobile, email, and a solid web platform. This is a lucrative opportunity to make your services, values, and personality known, so take it seriously. Social media interaction is a great source of information about your customer that can be used for marketing purposes. When combined with a solid DMP, you'll have a greater understanding of your audience that you can use to adjust your marketing and advertising. Keep your ears open!

3<sup>rd</sup>

## Maintain

Finally: it's important that you maintain a relationship with a customer. Depending on your industry, up to 80% of revenue comes from repeat business. Keep them happy. Make friends with them. Your brand is an extension of yourself and you should treat it as such. Be honest, be forthcoming, and be the best and most attractive version of yourself.



[Learn more](#) about how we can help make buyers fall in love with you.