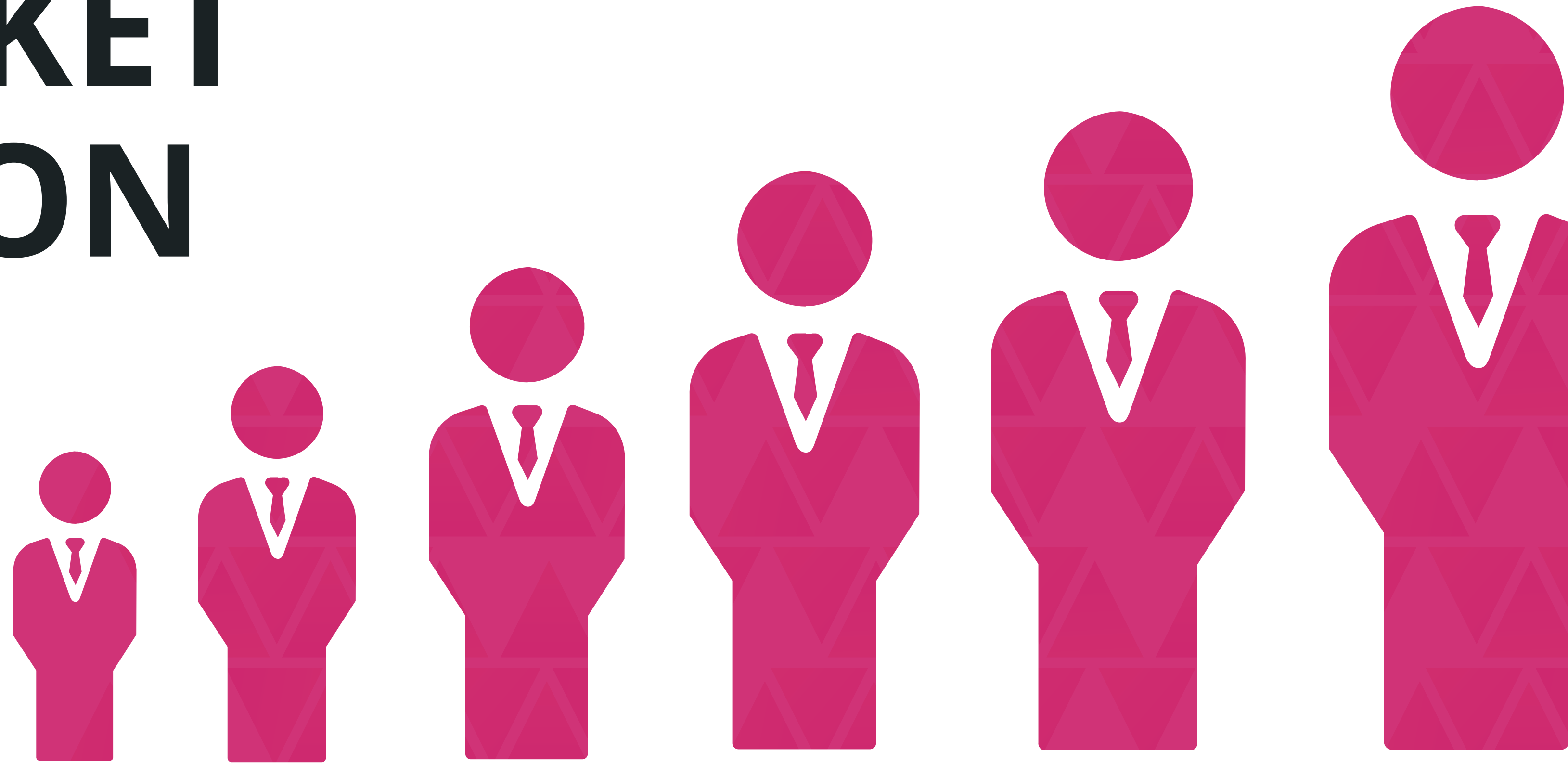


LEVERAGING CUSTOMERS FOR MARKET VALIDATION

BY
RANDY APUZZO



What we're learning

Ways to increase sale success B2B or B2C

What influencer marketing is

How to communicate with your customers

Ways to distribute customer stories

How to build customer stories

Examples from Zesty.io



@RandyApuzzo



**About
Zesty.io**

● LEVERAGING CUSTOMERS FOR MARKET VALIDATION



SAN DIEGO STARTUP

SMB TO MID-MARKET/ENTERPRISE

LEVERAGED CUSTOMERS STORIES

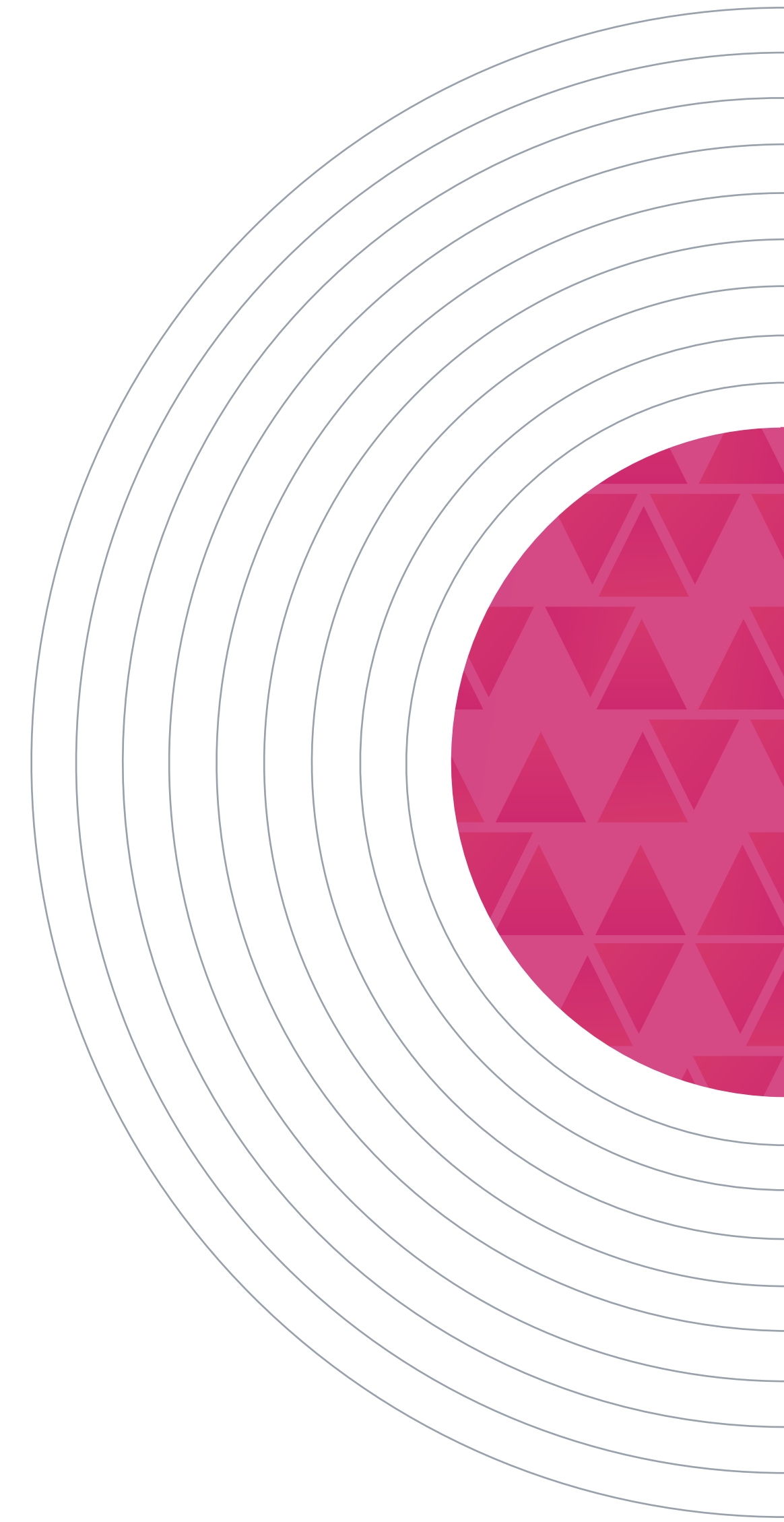




What is Influencer Marketing?

A Buzz Word?

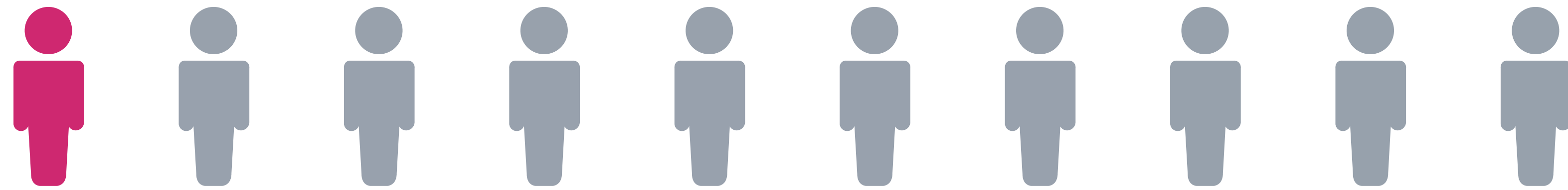
The word, yes, but the concept has been around since the beginning of trade.



**How are
Barry's Bronze
Axes?**

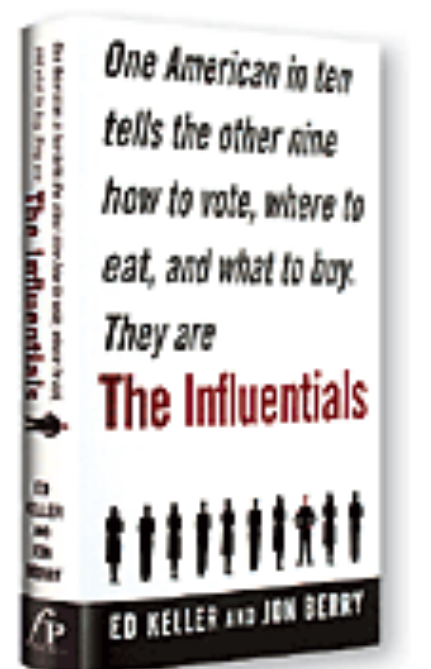
**Highly recommend
chap! How is that Tesla
you've been driving, I'm
looking to buy.**



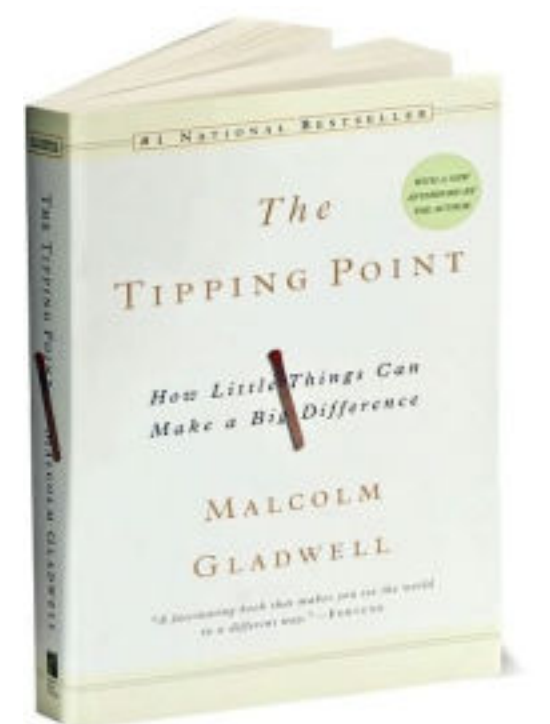
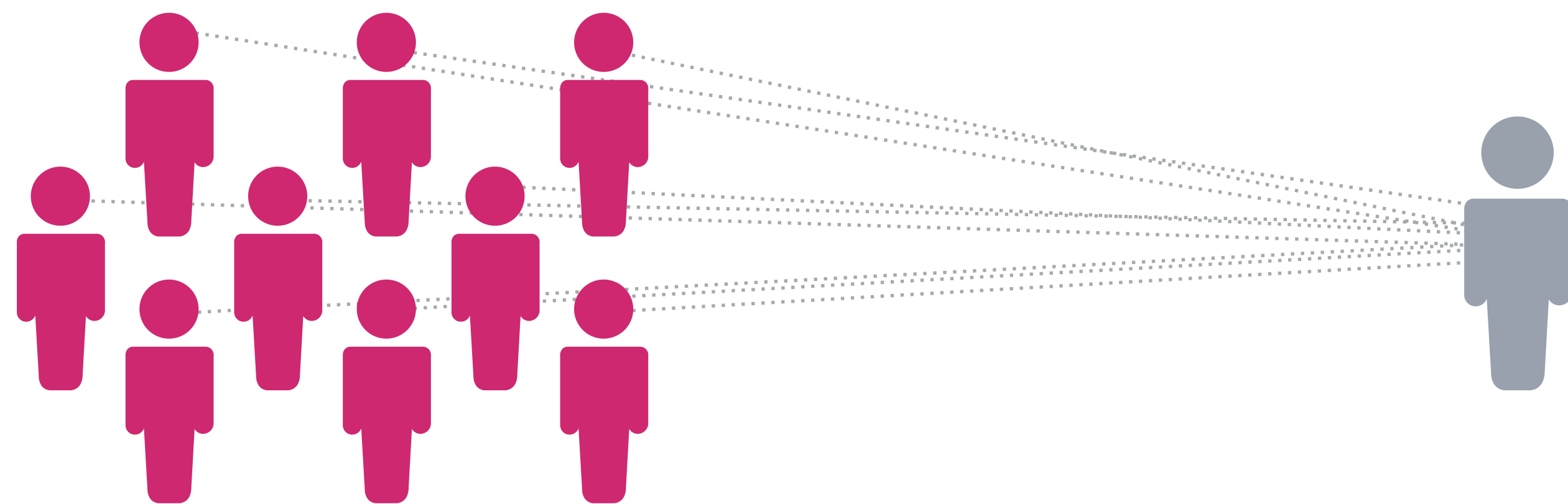


One American in Ten Tells the
Other Nine How to Vote, Where to
Eat, and What to Buy

-Edward Keller



90% of people make buying decisions based on recommendations.



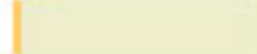
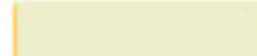



People are always talking



Customer Reviews

14,482 Reviews

5 star:		(10,243)
4 star:		(2,510)
3 star:		(702)
2 star:		(374)
1 star:		(653)

Average Customer Review

★★★★★ ([14,482 customer reviews](#))

Most Helpful Customer Reviews

18,653 of 18,810 people found the following review helpful



Capturing Customer Stories

● **LEVERAGING CUSTOMERS FOR MARKET VALIDATION**

1

**IDENTIFY
CUSTOMERS**

Happy or mad, target customers that can tell a good story. If you do not have customers, find them. Give your product away for free in exchange for their story or review.

2

**REACH OUT
TO THEM**

There are many ways to communicate, phone, email, in-person, and video. First you need to ask them, and get their permission.

3

**QUESTION
AND RECORD**

Prepare questions to fit your narrative and build performance indicators, but also to let them rant. Record ALL of it.

1

IDENTIFY CUSTOMERS

If you have customers, great! If you can, pick them in this order:

1. Popularity
2. Pain Solved
3. Story Value
4. Volume



2

REACH OUT TO THEM

You've identified the customer you want to highlight, now you need to reach out:

1. Decide the format
2. Ask their permission
3. Offer incentives if needed
4. Schedule a time



3

QUESTION AND RECORD

You need to be prepared to capture the story that helps your business.

1. Ask about their pains
2. Search for metrics
3. Let them rant
4. Record ALL of it



● **LEVERAGING CUSTOMERS FOR MARKET VALIDATION**



VIDEO

EXPENSIVE
HARD TO COORDINATE



VOICE RECORDER

EASY
ECONOMICAL



PLAIN TEXT

EASY
WHATEVER IT TAKES

ANY MEANS POSSIBLE



**Crafting
the
Story**



Know your narrative

- What will resonate with your customers?
- What Key Performance indicators will excite customers?
- What is the final format?

What resonates?

Fear?

Excitement?

Need?

Desperation?

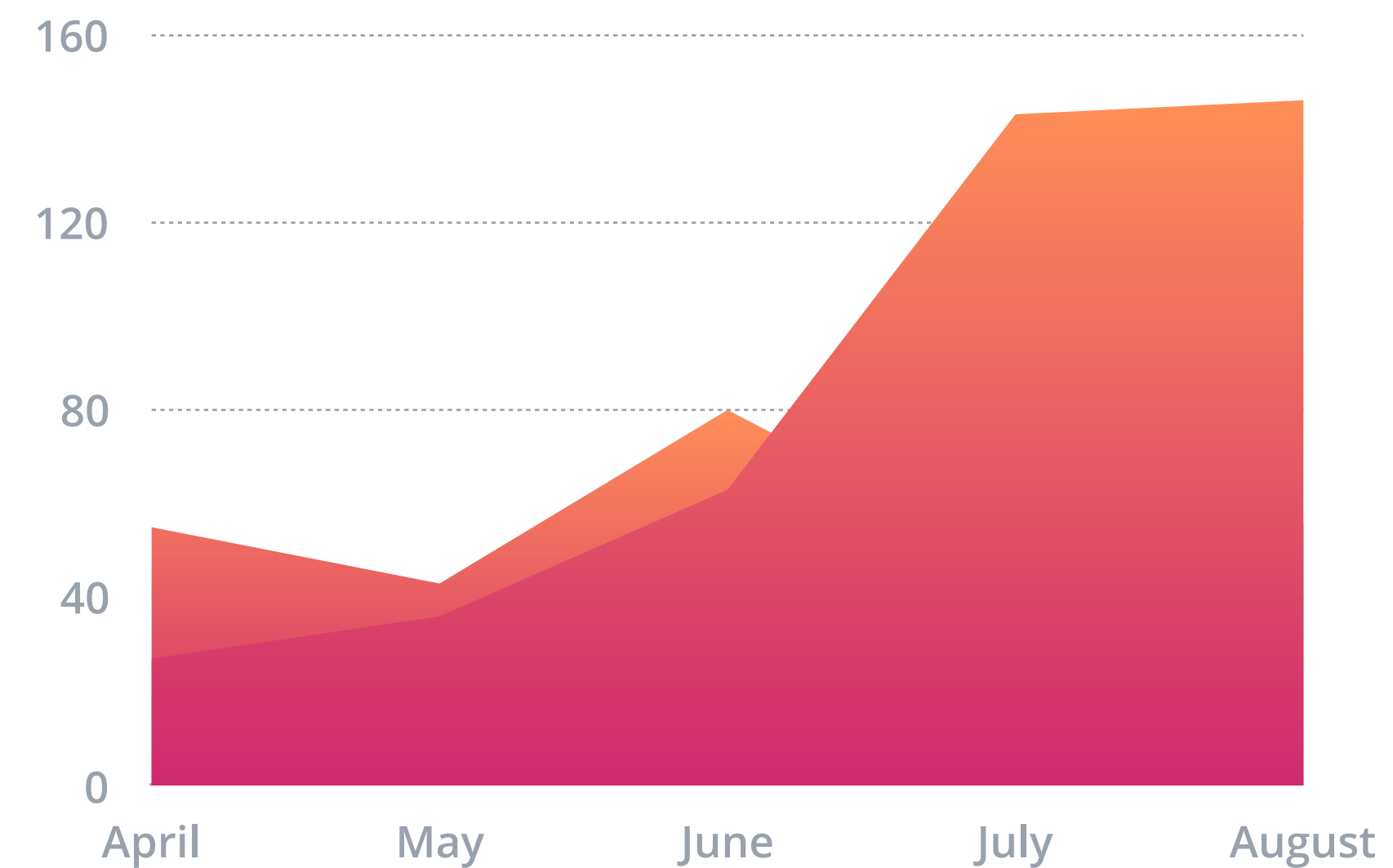
Competitive Advantages?

Desire?



Come up with KPIs

- 100% Better, Faster, Cheaper
- Use X times less stuff
- Saved X amount of \$\$
- Made workers more efficient
- Increased conversions
- Sold X more a month



The Format



ONLINE VIDEO

THINK ABOUT LENGTHS
AND WHERE IT WILL GO



VOICE NARRATION

CAN BE USED OVER ANIMATED VIDEO
USED ON RADIO COMMERCIALS



TEXT ARTICLES

MOST PORTABLE
WEB, ADS, NEWS



Distributing for Market Validation

DISTRIBUTION (B2B)

01

CASE STUDY

PDF to send to prospects and trade show hand outs.

02

WEB SHOWCASE

Highlight customers, have a page for each story.

03

PRESS RELEASE

Use public relations to place a story about the customer.

04

ONLINE REVIEWS

Have them post reviews online on popular sites.

05

SOCIAL MEDIA

Share stories on yours and their social media.

06

NEWSLETTERS

Distribute all of the above through emails blasts.

DISTRIBUTION (B2C)

01

ONLINE REVIEWS

Amazon, Google, App store etc., place the review.

02

WEBSITE REVIEWS

Scatter reviews all over your website, product pages, home page, embedded tweets...

03

SOCIAL MEDIA

You share, they share, and they get incentives if their friends share.

04

NEWSLETTERS

Distribute stories tied to products through emails blasts.

05

NEWS STORIES

If your story is compelling enough to get on the news, go for it.

06

BLOG PLACEMENT

Use medium, have customers blog, pay for placements.



**Examples
from
Zesty.io**

Case Studies

We produce case studies after every successful customer launch.



SONY

Matthew Parnell, MARCOM Manager of Sony Electronics, comments on launching Sony AlphaUniverse on Zesty.io's SaaS WCMS Platform.

2.25X Faster to Market.
Zesty.io software is built for speed and agility.
"We originally allocated 4 months to deploy Sony's 'Alpha Universe' website, designed to drive engagement with both existing and prospective customers of our Alpha camera lineup. By using Zesty.io as our CMS, we were able to soft launch in 6 weeks and fully launch within 2 months."

Customer Engagement Doubles Quarterly



164% Growth
Zesty.io's features like... become the success, as customer vi...

Deploying Globally
"The Zesty.io platform has quickly developed into a **global benchmark for Sony's content marketing**. We are now working with Zesty.io to deploy this strategy in other key regions throughout the world."



The SaaS CMS Company

Zesty.io Customer Highlight

Optimizing SaaS for security



HOFBRÄUHAUS

Restaurant franchise Hofbräuhaus leveraged Zesty.io multisite capabilities to grant marketing power to franchisee and manage their brand web assets.

Franchisee Value and Management
Optimizing Spend and Labor While Maximizing Return

Rather than having each Franchisee individually pay a digital agency, Hofbräuhaus America decided to pay a digital agency once, and use the Zesty.io software to replicate their efforts.

This allows for faster rollout for new Franchisees, as well as better marketing tools for existing Franchisees. Also, on Zesty.io, Hofbräuhaus is able to distribute user accounts to each website in their franchise. They also have integrated analytics through Zesty.io's Google Analytics integration.

Multi-site Technology Advantage
Software Made to Manage Multitudes of Websites

As the franchise grows, new websites can be created with the same blueprints for design and content control the same day the content is ready. Franchisees have their own login and can update events, blog posts and images, without affecting the corporate controlled content or changing the design.

Just like each of their restaurants is a perfect blend of the established Hofbräuhaus theme and a reflection of the specific location, the websites connect to Hofbräuhaus corporate for the template and some content, while offering intuitive control to add location-specific events, images and blog posts.

Easy to Use
Training Available
75% LESS
Development Costs
4X QUICKER
Page Load Times

Great Control & Social Integrations
Built-in Internet Marketing Tools

Marketers are now freed to create campaigns and follow their success. Through deep social integrations, event tracking and intuitive content creation, a marketer can go from ideation to metrics without leaving Zesty.io.







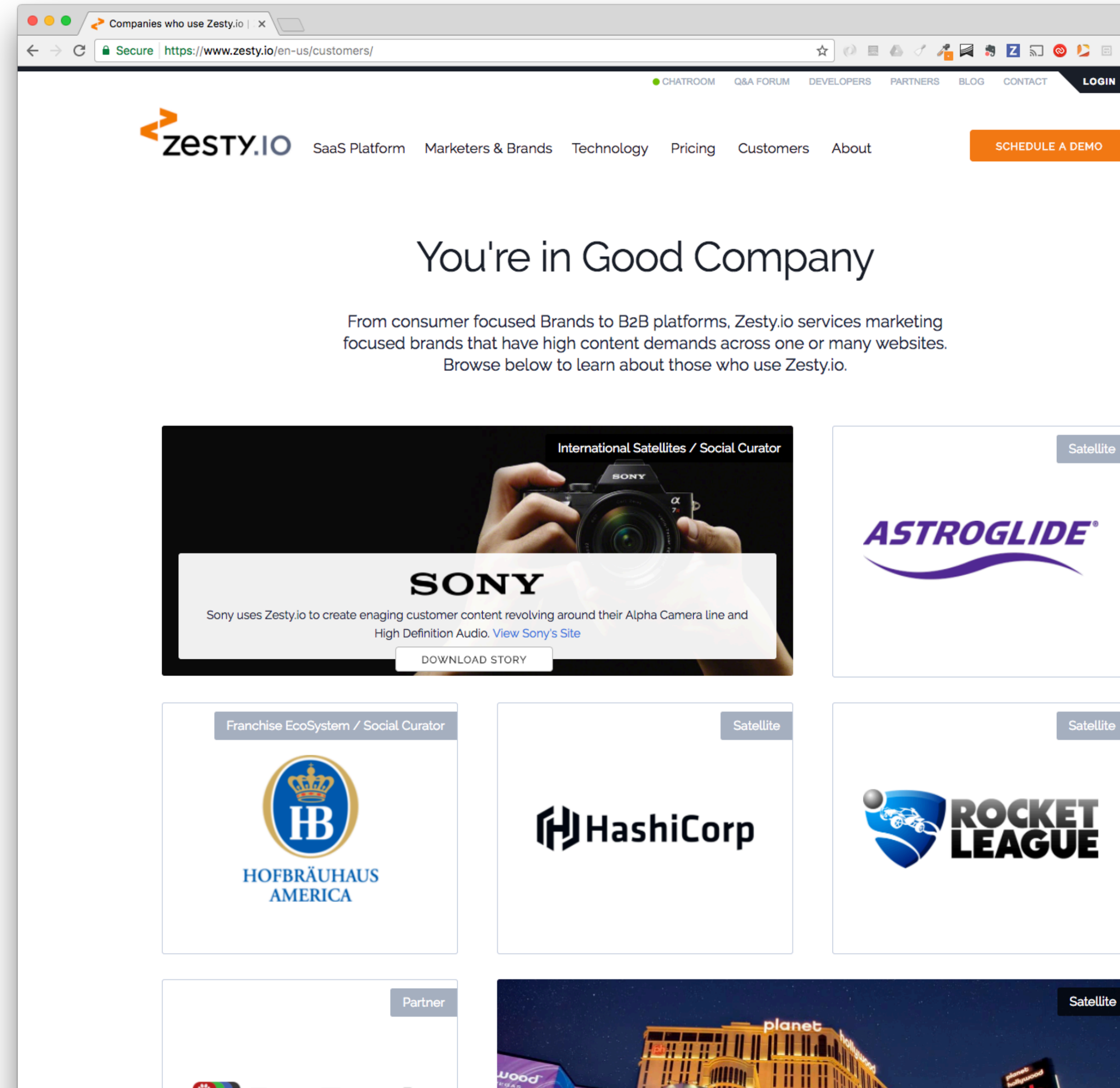
Content Anywhere Anytime

sales@zesty.io | 844 469 3789 | www.zesty.io

● LEVERAGING CUSTOMERS FOR MARKET VALIDATION

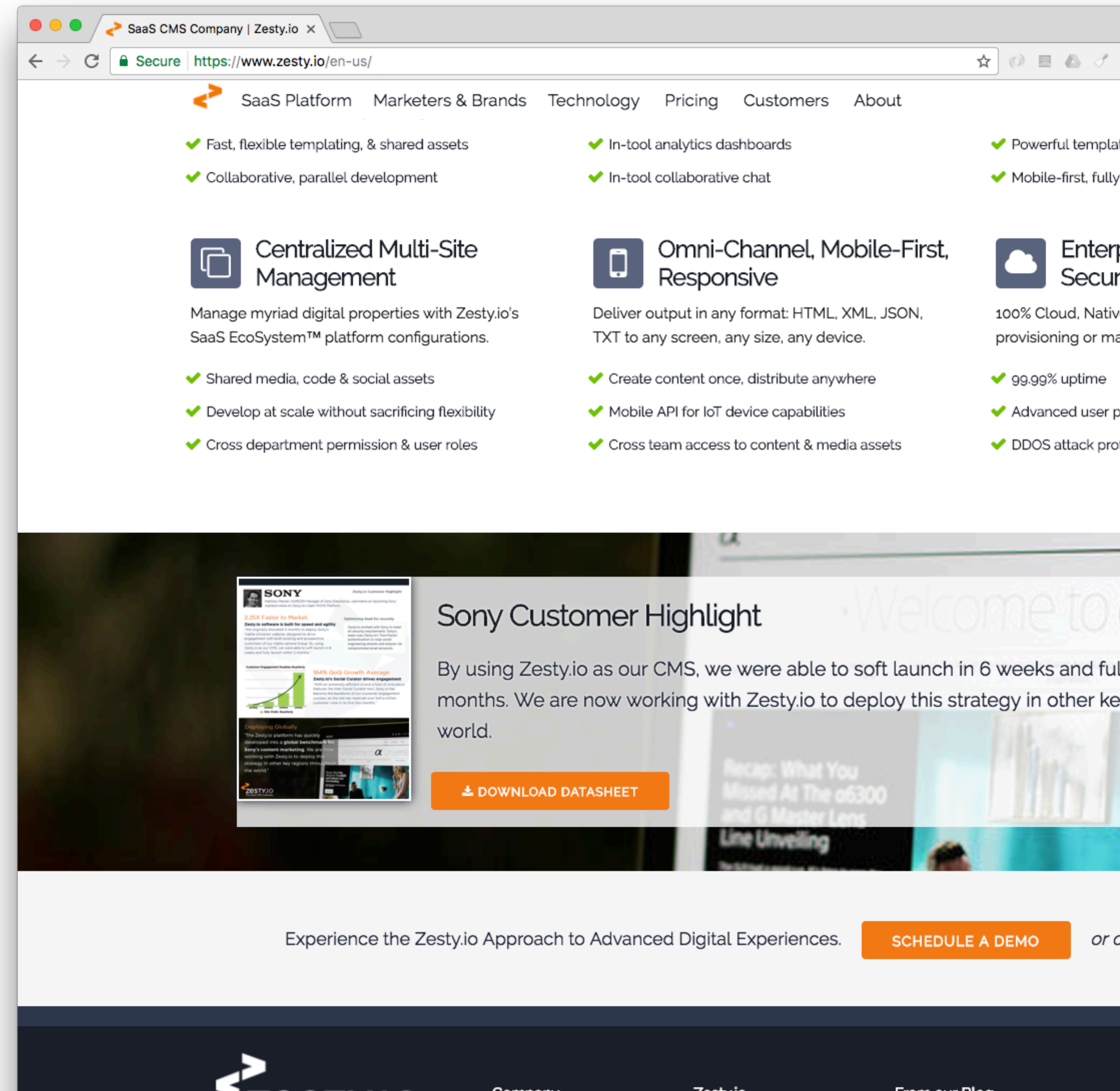
Web Showcase

Each customer get a placard on our website.
We use customer stories as download opportunities.



Web Lead Capture

We use customer stories as lead capture opportunities.



● LEVERAGING CUSTOMERS FOR MARKET VALIDATION

Press Releases

Customer stories are shopped around to relevant publishers, or sent out on the wire.

The screenshot shows a Yahoo Finance news article. The browser address bar displays the URL: <https://finance.yahoo.com/news/sony-alpha-adopts-zesty-io-131500846.html>. The article title is "Sony Alpha Adopts Zesty.io SaaS 3.0 Content Platform", dated September 6, 2016, from Business Wire. The article text includes a quote from Randy Apuzzo, founder and CEO of Zesty.io, and a list of highlights from the engagement with Sony.

S&P 500
2,440.85
+5.24 (+0.22%)

Dow 30
21,445.11
+35.08 (+0.16%)

Nasdaq
6,254.65
+20.70 (+0.33%)

Crude Oil
42.86
+0.33 (+0.78%)

Gold
1,249.50
+3.70 (+0.30%)

Silver
16.50
+0.13 (+0.80%)

Sony Alpha Adopts Zesty.io SaaS 3.0 Content Platform

Business Wire September 6, 2016

SAN DIEGO & CLEVELAND--(BUSINESS WIRE)--

Fast-forwarding next-generation, cloud-based web content management, [Zesty.io](#) today announced that early adopter [Sony Electronics](#) has already witnessed the advantages of its SaaS 3.0 content management platform in the launch of a consumer website for its new line of [Sony Alpha Universe cameras](#).

[Click to tweet](#) this news.

"Sony Electronics' success delivers important validation of the inherent promise of SaaS 3.0 technology — at both the mid-market and enterprise levels," shared Randy Apuzzo, founder and CEO of Zesty.io. "As organizations yearn to speed, scale and secure the global distribution of digital content, SaaS is the only way to go."

For mid-market and enterprise firms, the challenge of building and deploying brand, marketing and commerce websites using legacy content management systems has been stifling in usability, speed, agility, social engagement, omnichannel support, and security. Much of the move to the cloud is done through "cloud washing" or inefficient programming outside the cloud.

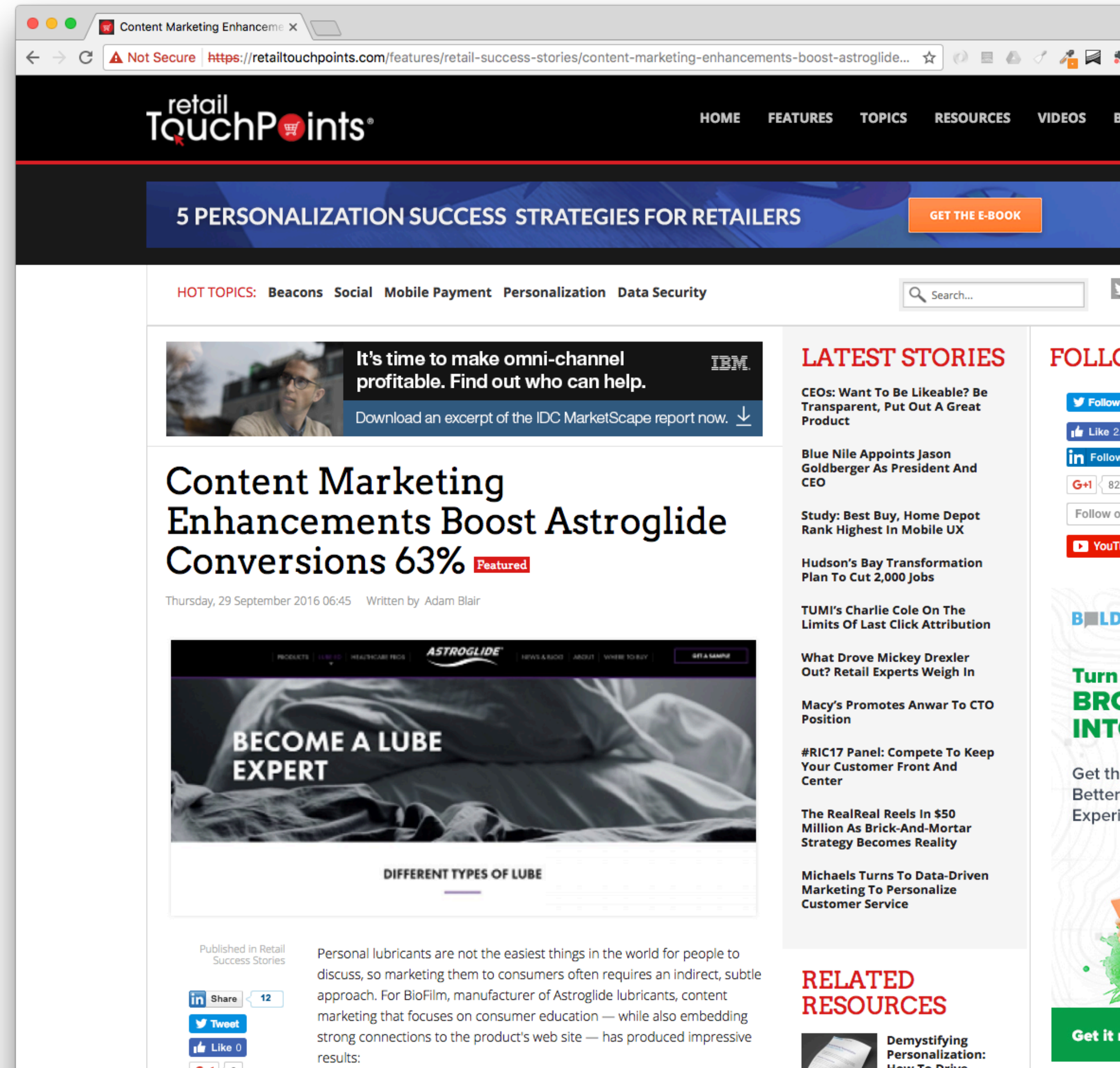
A cloud-based, SaaS 3.0 platform leapfrogs over these obstacles to enable marketing with the speed and agility needed to go to market quickly, while giving IT the controls, compliance and security needed to protect the business as well as delivering significant cost and resource advantages to the organization as a whole. The advantages of SaaS 3.0 technology are further explained here: <https://www.zesty.io/saas-platform/what-is-saas/>.

The Sony Electronics marketing team, via a strategic partner, came to Zesty.io in need of a secure platform to quickly build and launch a website for the Sony Alpha Universe cameras. The team toyed with using the familiar WordPress, but it would not have met the heightened enterprise security standards required at Sony. In seeking a lean and agile platform for marketers, yet meet IT automation and security standards, Sony turned to Zesty.io. Highlights of the engagement include:

- **Faster to Market:** Sony's Alpha Universe camera website was created and launched in half the time — two months versus four months — using the Zesty.io Platform in comparison to prior launches of websites at Sony.

Placed Stories

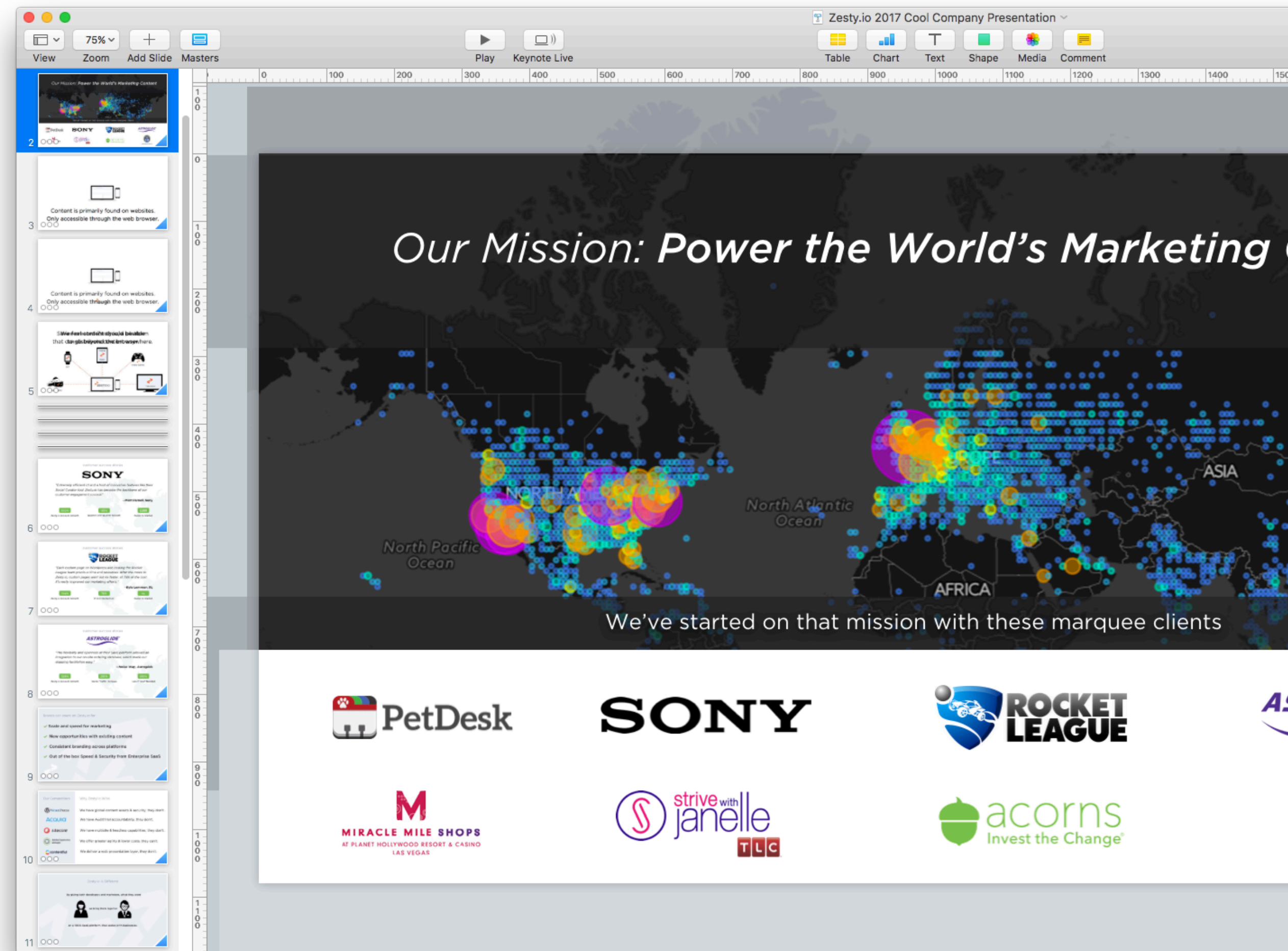
Some stories land us interviews with certain publishers. With some customers we have lined up speaking engagement and interviews.



● LEVERAGING CUSTOMERS FOR MARKET VALIDATION

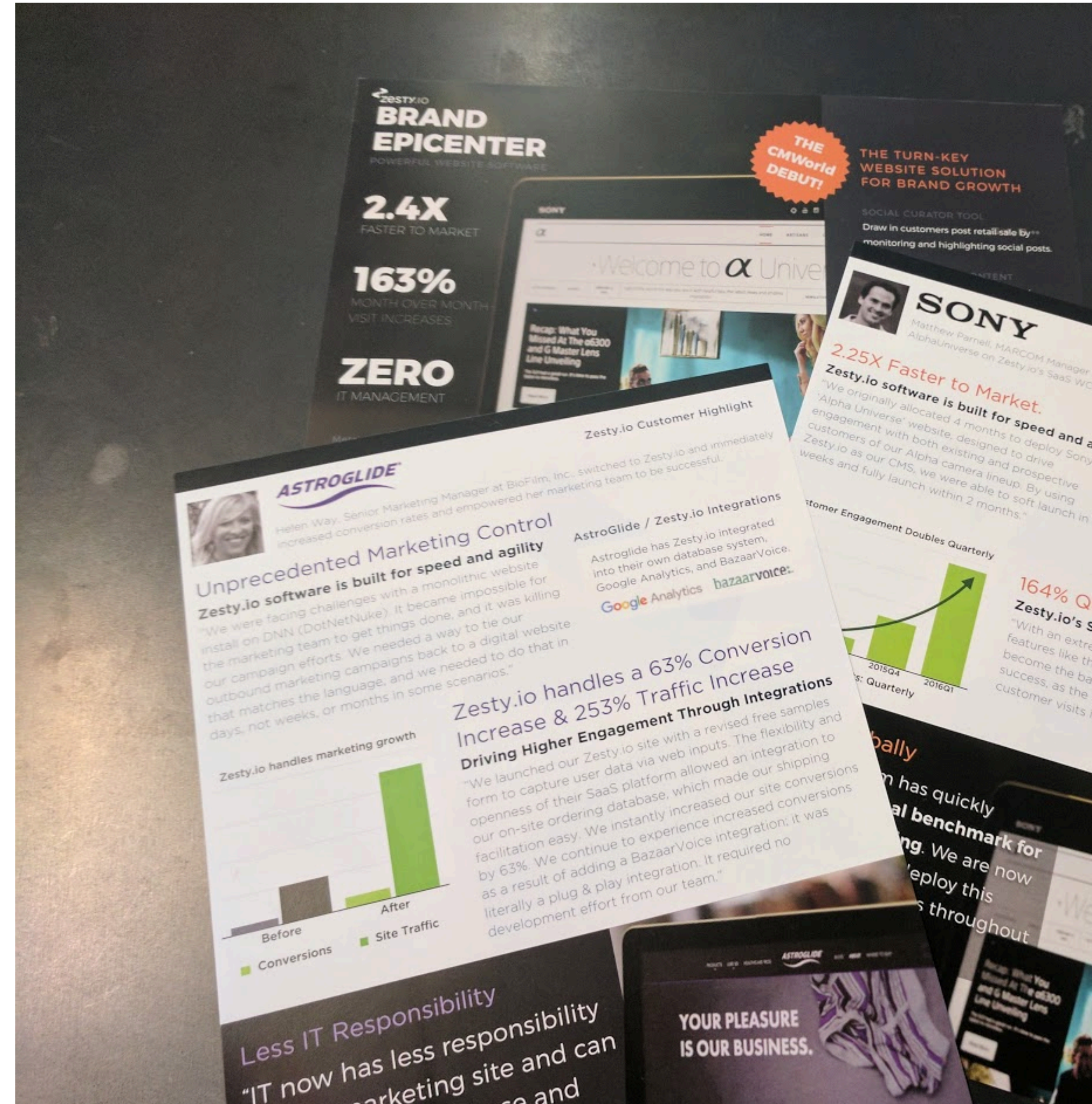
Working with Investors

Customer stories are used everywhere, even investor presentations.



Trade Show Handouts

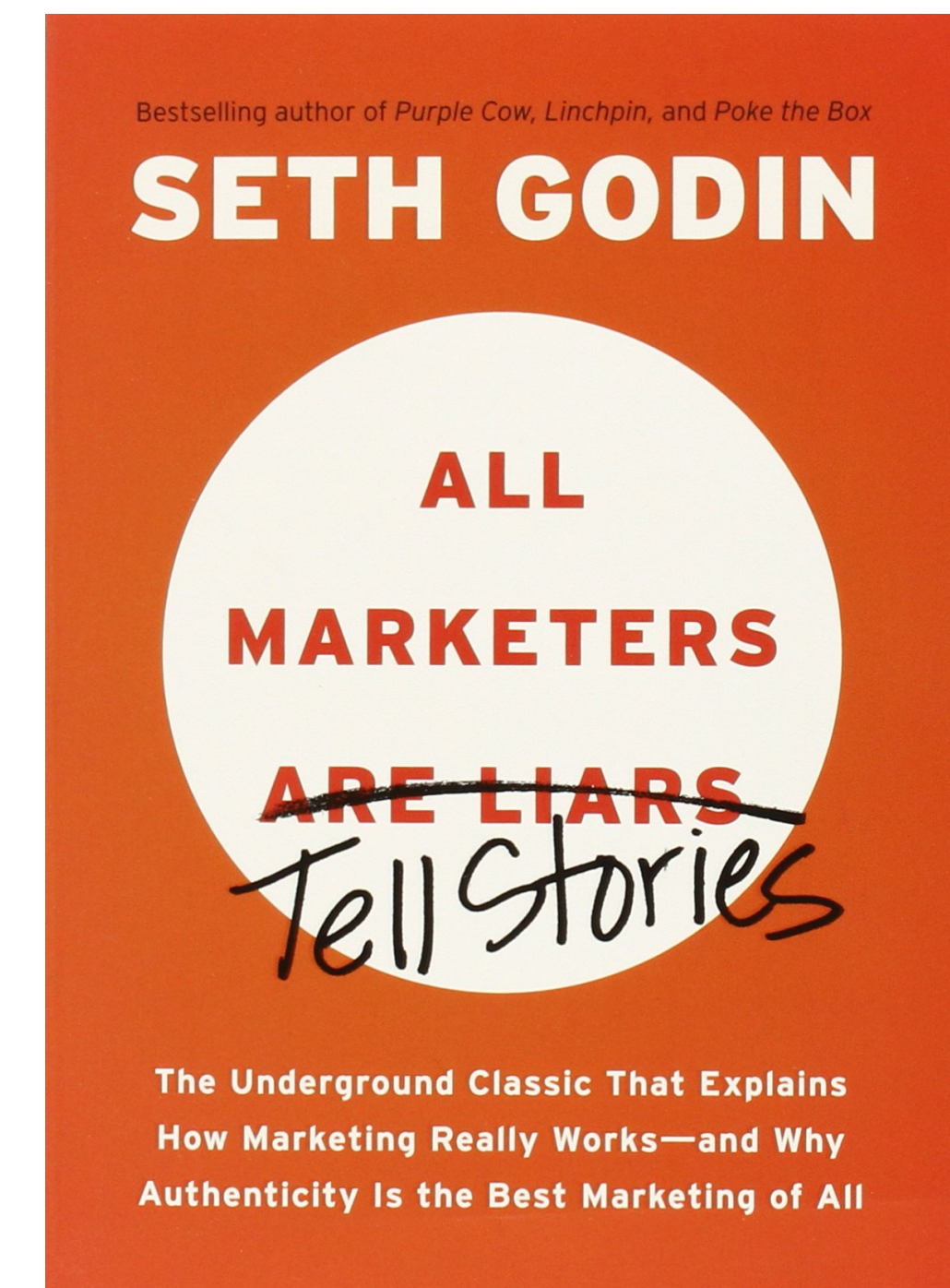
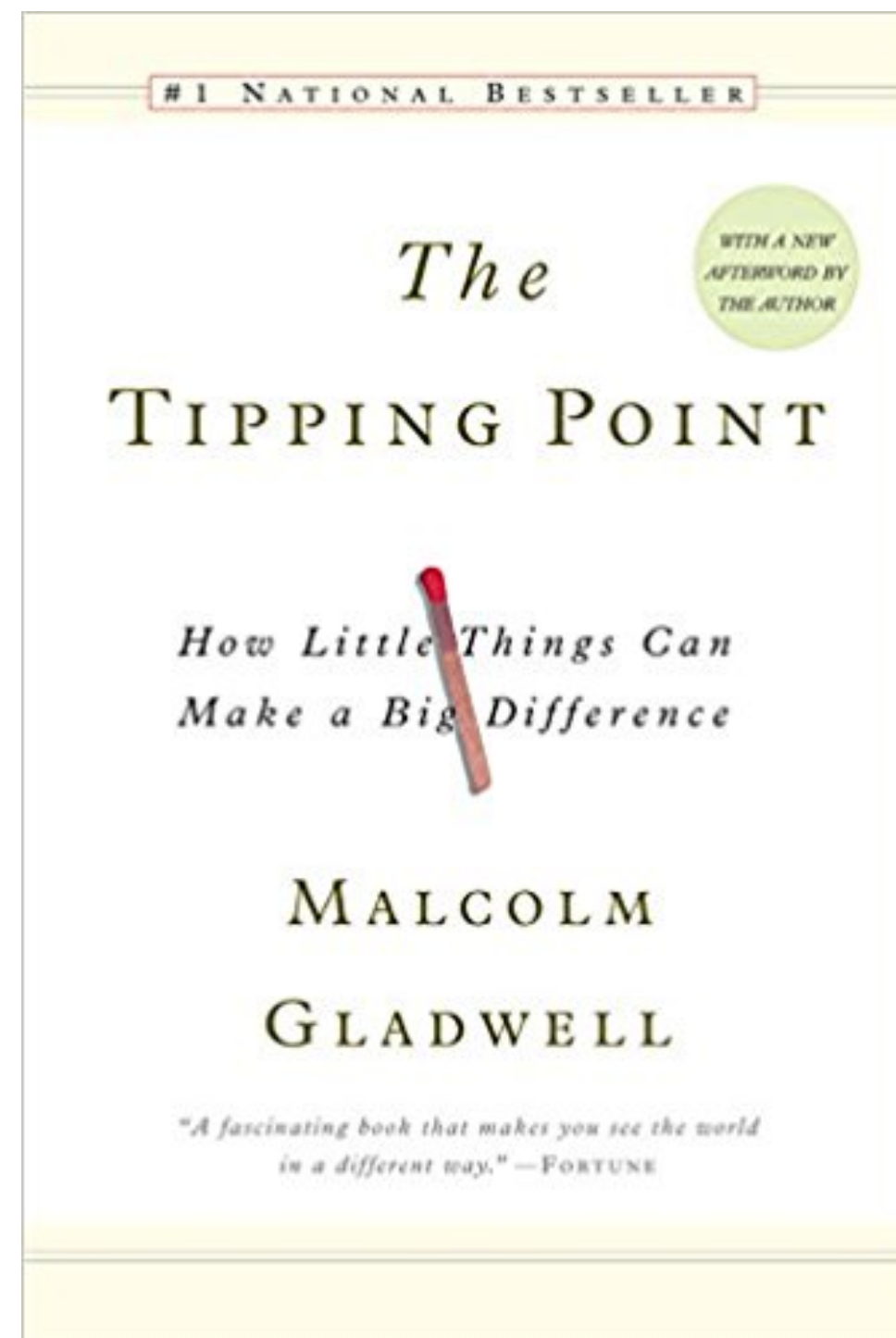
Always put something in their hand. Up and to the right!





Further Reading

● LEVERAGING CUSTOMERS FOR MARKET VALIDATION



Content requests over 24 hour Period

We Are Hiring ;)

