

# New Introduction to New Team

---

~DAVE SABEN

# KEY INTRODUCTION

---

- Passionate about improving educational outcomes through the implementation of effective and adaptive technologies.
- In 2017 ASC was named the 8th fastest growing company in Minnesota and the 13th fastest growing educational company in the U.S. by INC Magazine
- 18 years' experience growing cloud-based adaptive educational technology platforms with a keen focus on B2B, B2E and B2G
- Expert in IRT based Adaptive Testing and Adaptive Learning pedagogical approaches
- Dave has a Bachelor's Degree in Business Management Science with minors in History and Philosophy.



# AI ARTIFICIAL INTELLIGENCE



Differing focus areas and priorities  
conflict at the overlap of  
responsibilities

**A** Website

**B** E-mail

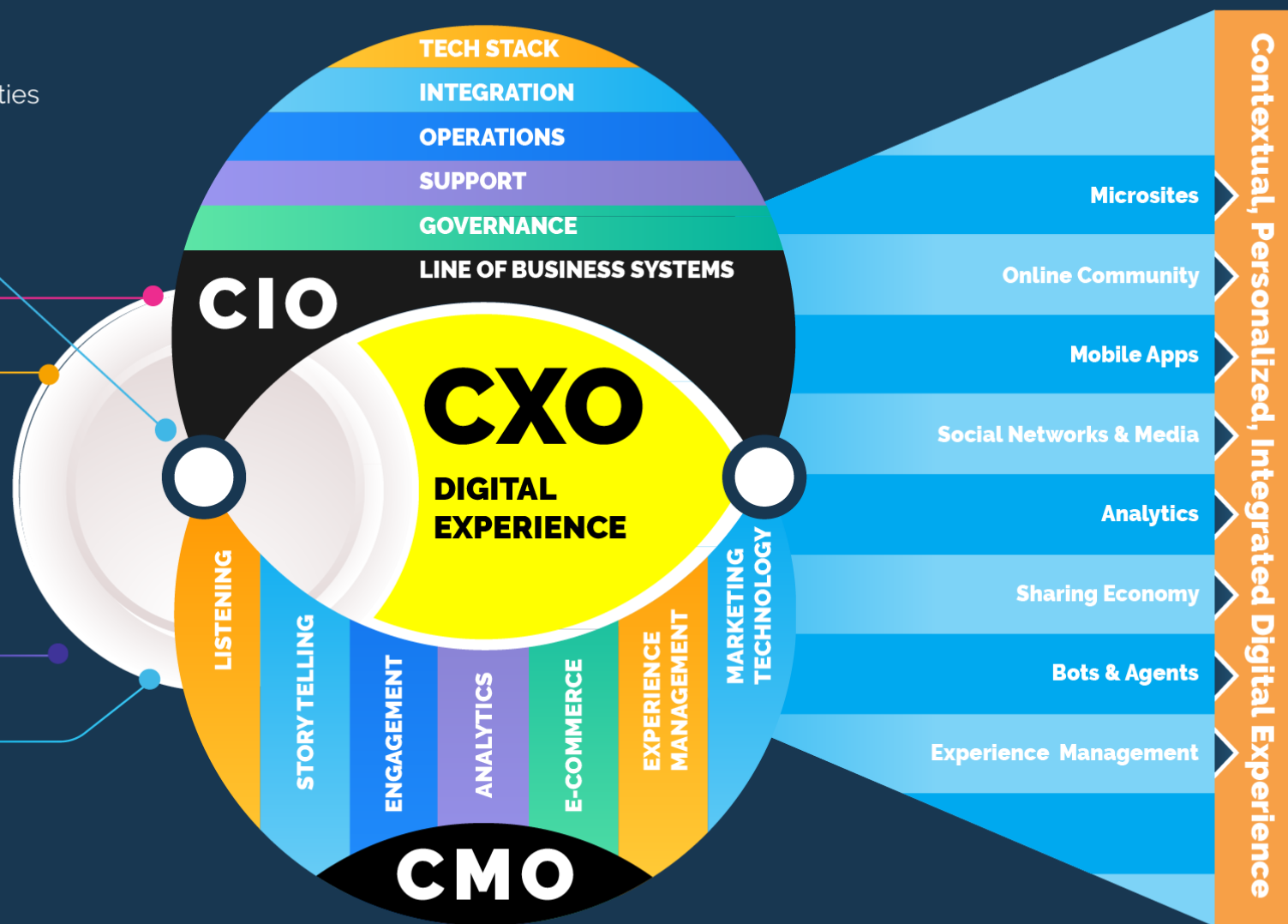
**GROWTH OF  
DIGITAL  
EXPERIENCE**

**D** Digital Ads

**E** Customer Forums

**age of  
integrated  
omni channel**

2020s





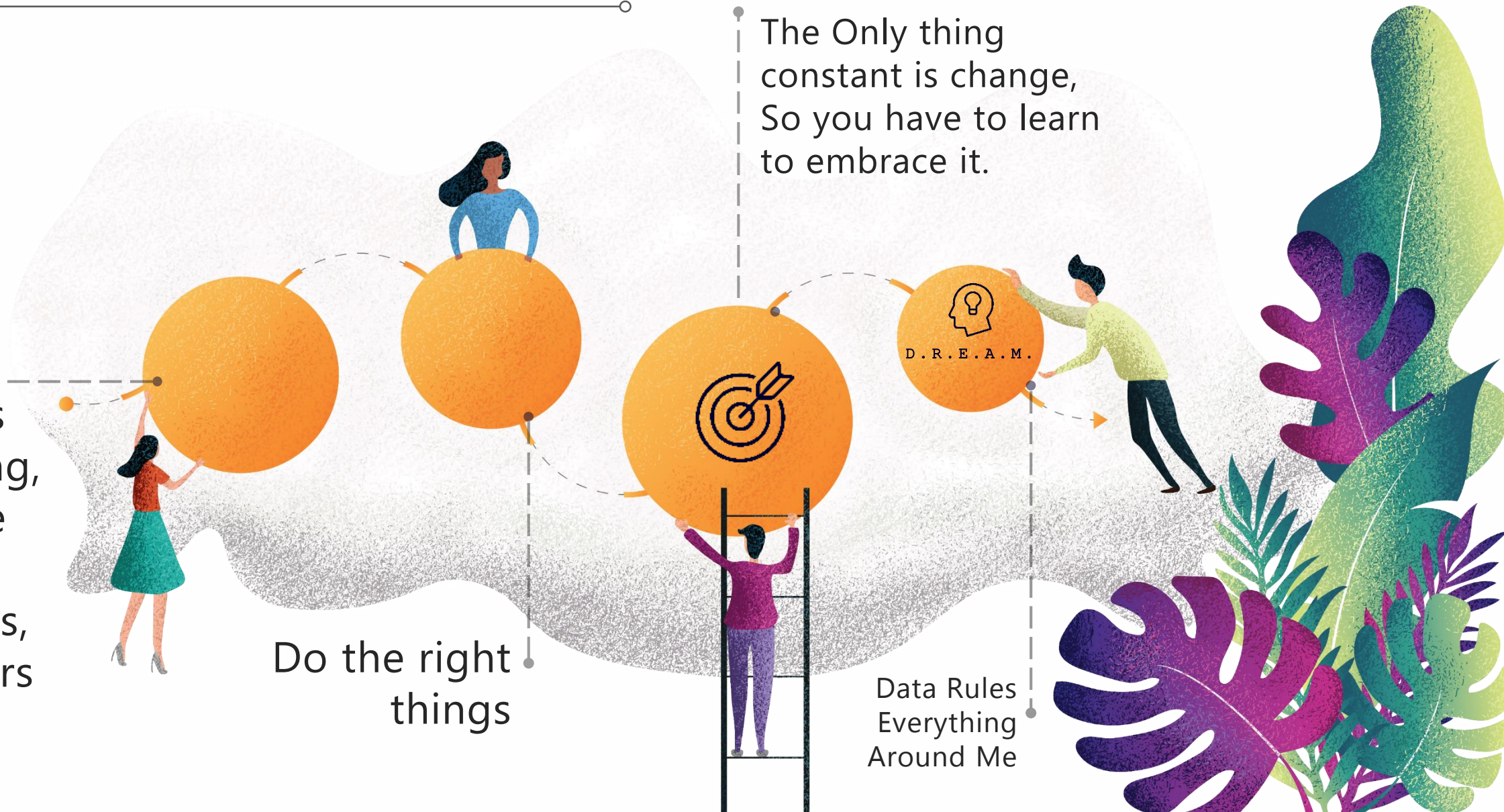
# KEEPING EYES ON THE DATA AND EARS ON PEOPLE

Always  
learning,  
unique  
days,  
months,  
quarters  
and  
years.

Do the right  
things

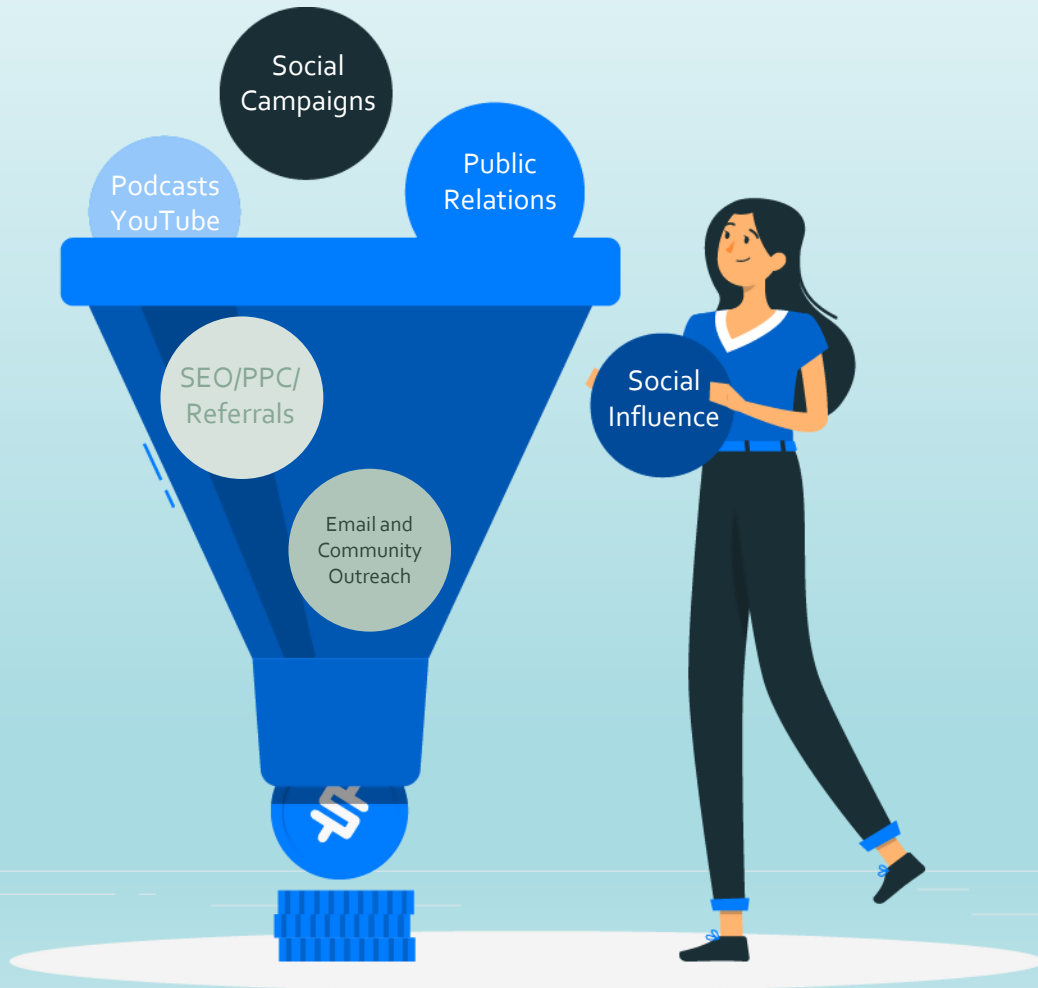
The Only thing  
constant is change,  
So you have to learn  
to embrace it.

Data Rules  
Everything  
Around Me



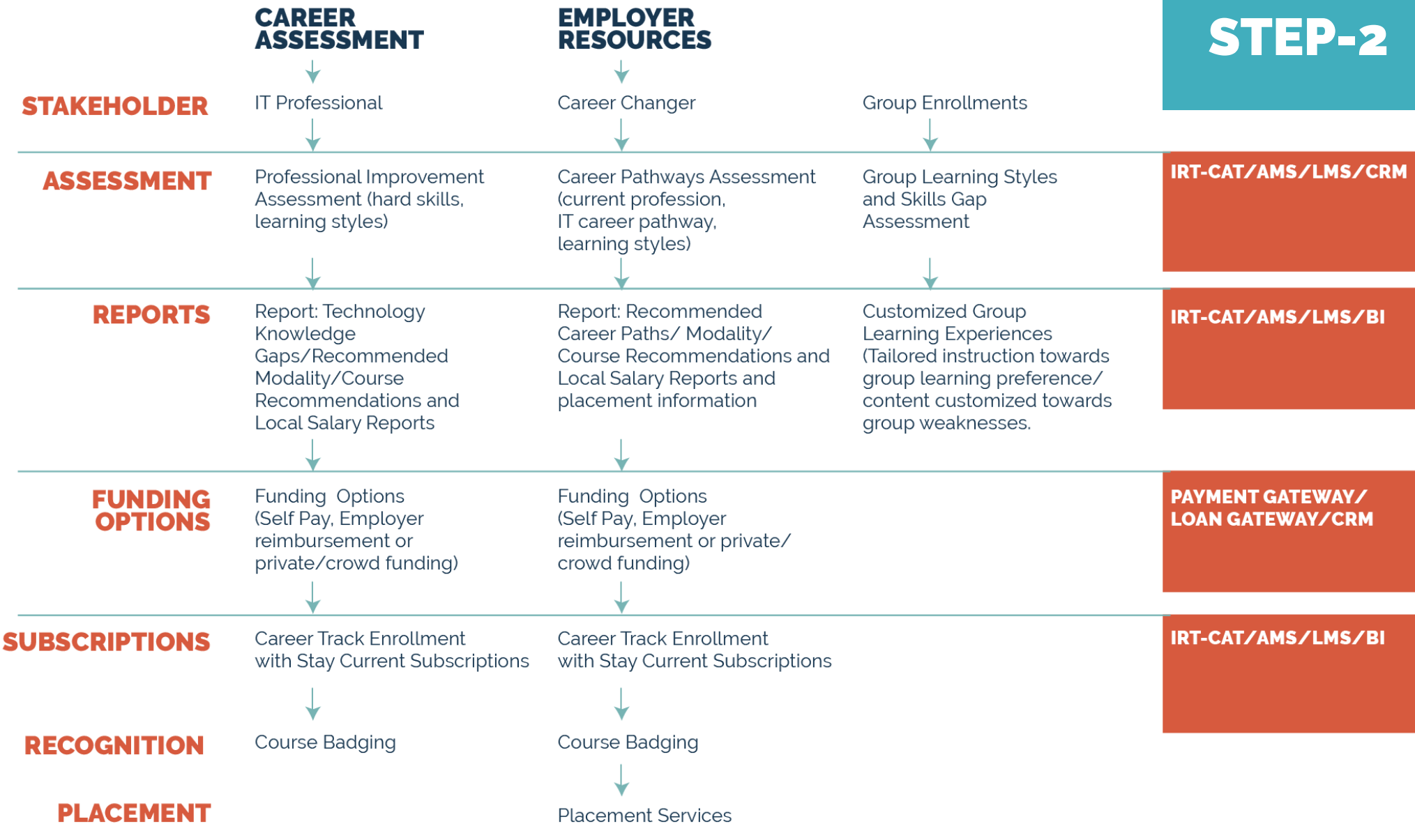
# SALES FUNNEL

## STEP-1



- Salesforce: CRM
- Hootsuite: Social Management
- ActiveCampaign: Marketing and Email automation
- SalesWhale: Email/Engagement
- TribeBoost: Social Engagement
- Fameit: Social Engagement
- SERPs: Search Engine Optimization
- HARO: PR hacking

- Social Campaigns
- Podcasts YouTube
- Public Relations
- Social Influence
- Email and Community Outreach
- SEO/PPC/ Referrals



## STEP-2

Drift  
Chat/Engagement

Geofli  
Presentation Localization

Optimizely  
A/B Testing UX Experiments

Typeform  
form capture

Unbounce:  
Landing Page Management

Mixpanel

Crazy Egg



**429** OF THE  
ORIGINAL  
FORTUNE **500**  
COMPANIES  
(**1955**) ARE NO  
LONGER IN  
BUSINESS  
TODAY.

ADAPT  
OR  
DIE

# CHANGE



POSITIVE

MOOD

NEGATIVE

Uniformed Optimism  
*(Honeymoon period)*

Informed  
Optimism

Informed  
Pessimism

Completion

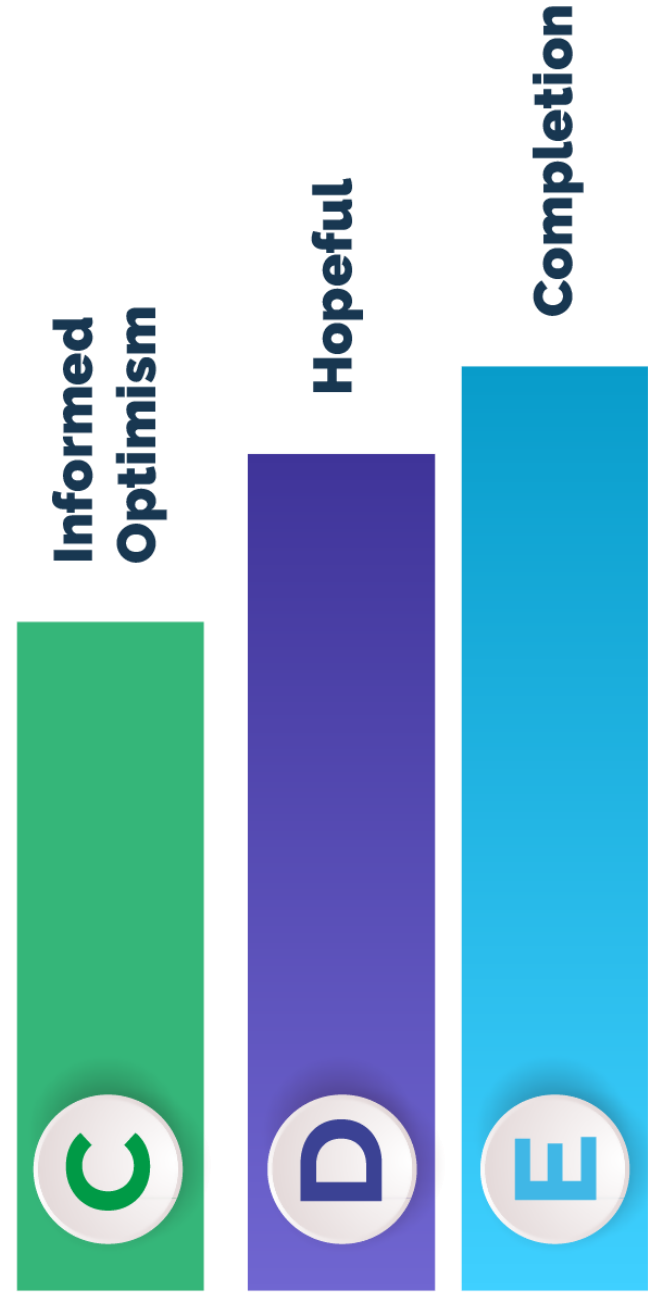
Time



# OUR CHANGING JOURNEY



**DANGER**



# 4 STAGES OF CHANGE

1

## **Uninformed optimism**

In the first stage of positive change, the person is excited and intrigued by the change. They look forward to it with eager anticipation, building a very positive and often over-optimistic view. And for a time after the change (sometimes sadly short), there is a 'honeymoon period', during which they are positively happy with the change.

2

## **Informed pessimism**

The honeymoon period does not last forever and the rose-tinted glasses start to fade as the untidiness of reality starts to bite. The person finds that things have not all fallen into place, that other people have not magically become as cooperative as they expected, and that things are just not as easy as they had expected.

3

## **Informed optimism**

Before long, however, their original optimism starts to reassert itself, now tinted by a resignation to the reality of the situation. After all, things are not that bad, and a positive sense of potential begins to creep back. As they look around them and talk to other people, they make realistic plans and move forward with an informed sense of optimism.

4

## **Completion**

Eventually, things reach a relatively steady platform of realistic and workable action. The person is probably happier than they were before the change started and, with their realistic vision, have the potential to reach giddier heights of happiness as they achieve more of their potential.

# WE ADAPT

## SOME “TRENDS”



Board “Platform” changes are disruptive Fundamental changes are in play



Tech is not just an equalizer and a way to reduce It's a strategic advantage



Business model innovation is / can be more disruptive than product / service innovation



Information is a new currency in this new age but “big” isn't the point. Smart decisions for data.

# ADAPTING TO CHANGE....

**We must change to  
support and enhance  
current business models.**

Create better  
Customer experience

Improve operational  
efficiencies

Rapidly respond  
to changing technologies

Generate new  
Revenue streams

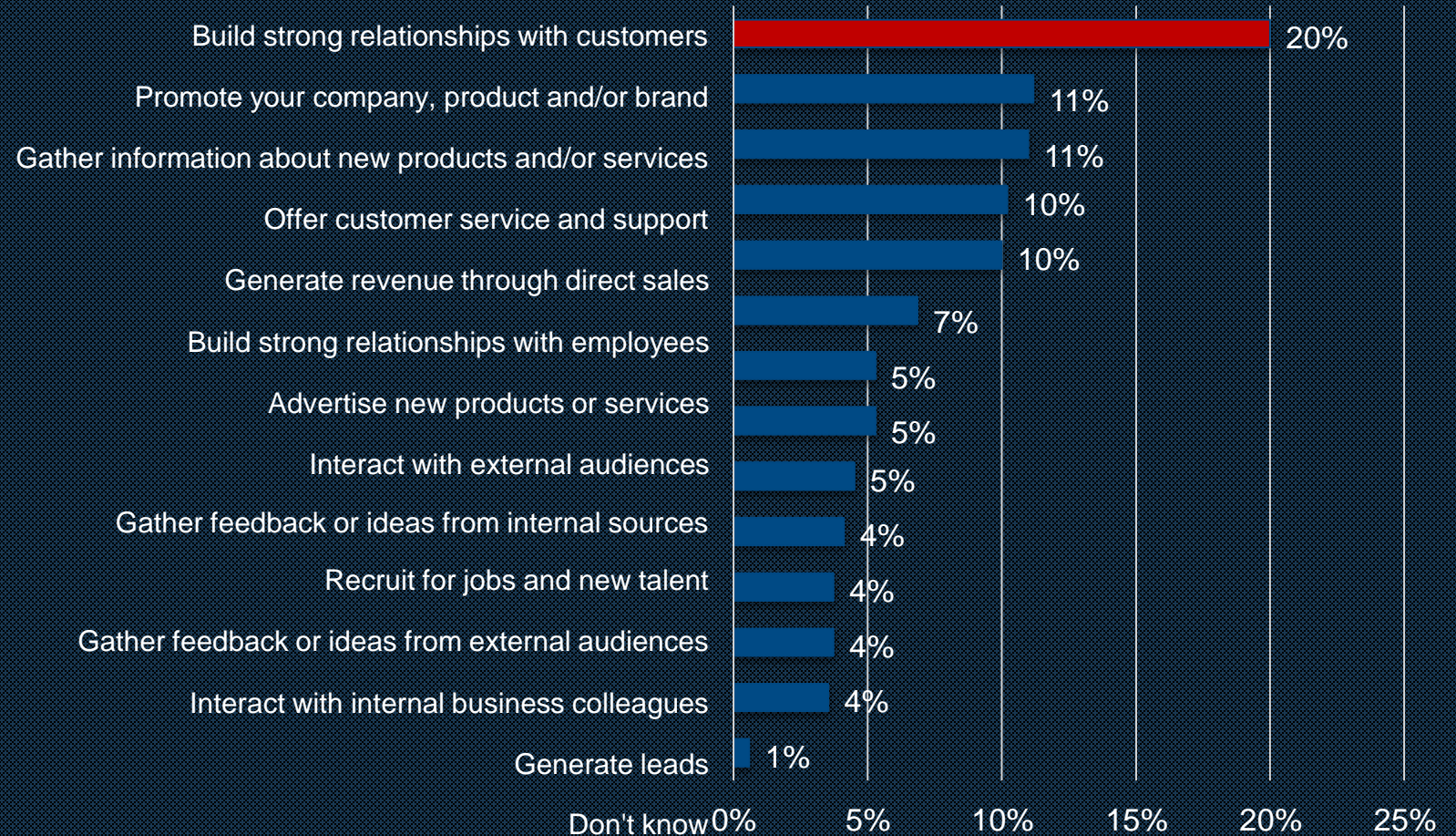




# Building Strong Relationship ...

## MARKETING

Focus on strategic partnerships to be best in class



What do you believe will be the most important business priority for your organization in 12 months from now?

N=510, Source: IDC Workforce Transformation Survey, February 2015

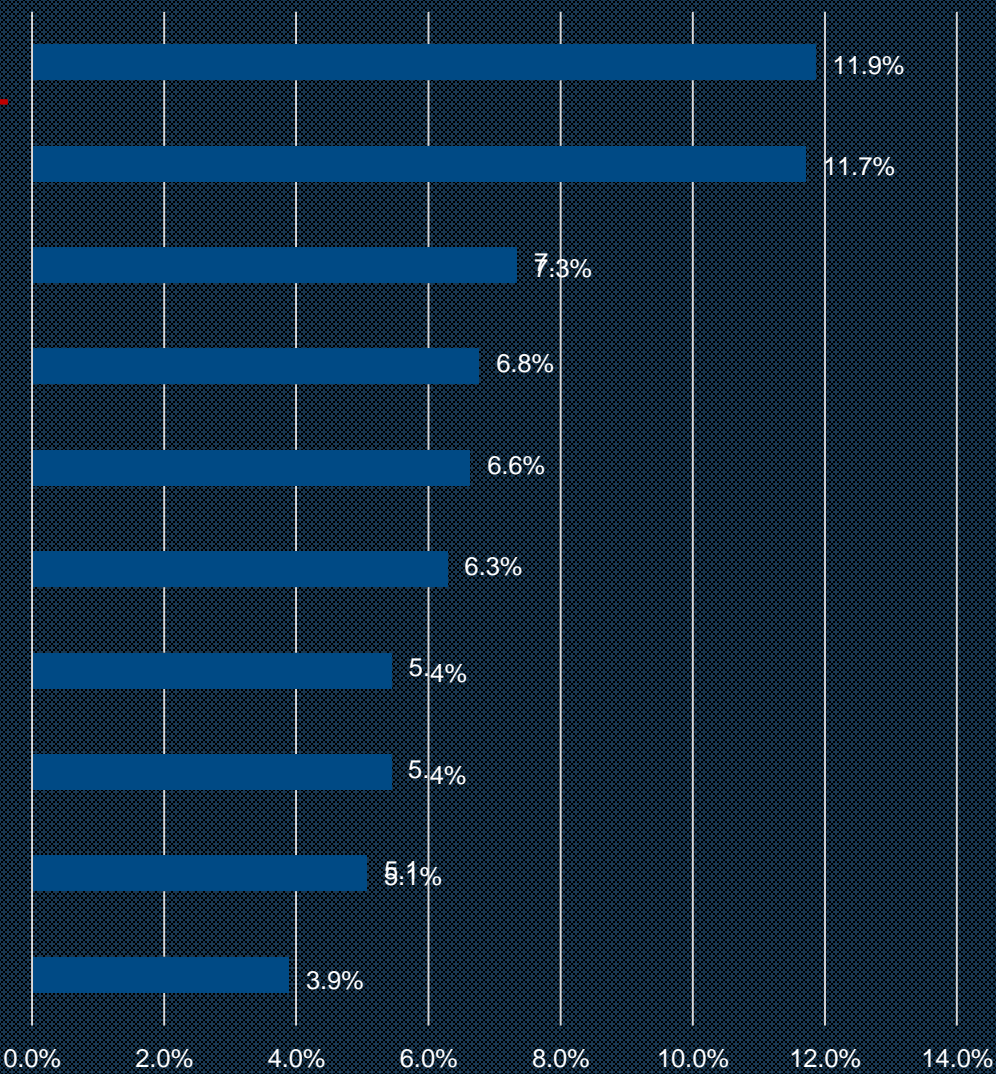
# A Consistent Experience ...

## CUSTOMER SUPPORT

Focus on Customer Satisfaction



- Personnel that are motivated, capable, and friendly
- Excellent and extensive self-service capabilities on web or mobile apps
- Presence across many channels of communication, including mobile devices, social networks, chat, etc.
- Great in-store / branch / outlet experience
- Account representatives or relationship managers with strong knowledge of me as a customer and my company's...
- Seamless collaboration experiences with other employees, customers, partners and suppliers
- Dynamic marketing with many offers, interesting content, discounts, and value add
- Flexibility to manage exceptions, returned goods, and delivery issues
- Alignment of processes ensure that all relevant information is readily available and shared.



In your opinion, what are the 3 most important factors in achieving a superior Customer Experience?

N=419. Source: US Experiences Survey, IDC, February, 2015

# TAKEAWAY

Personal  
Preference as a  
Business Metric



Create New  
Customer  
Experiences



Generate  
New Revenue  
Streams



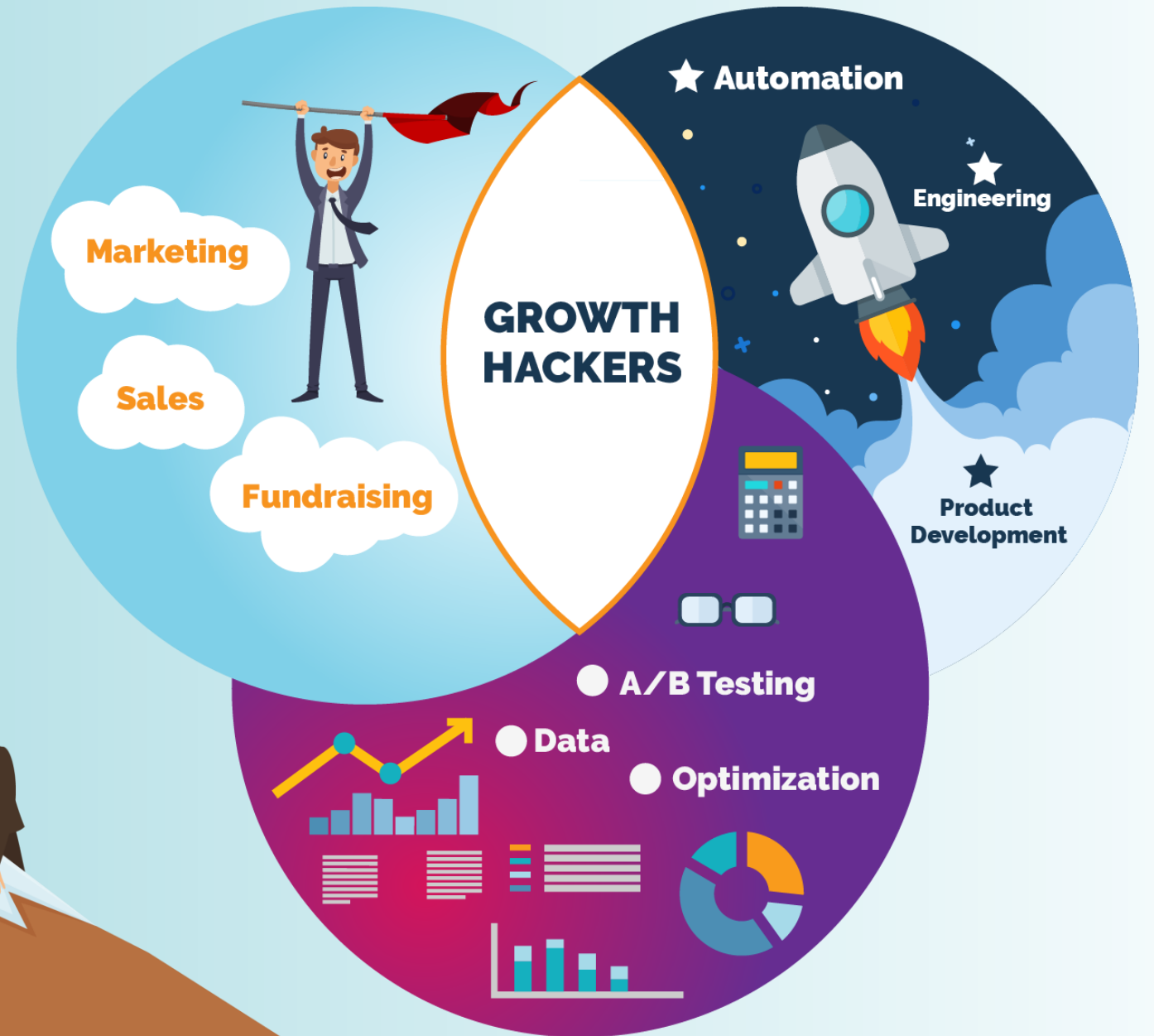
Rapidly  
Respond to  
Changing  
Conditions



Improve  
Operational  
Efficiencies



# Growth Hacking





## **TOFU: TOP OF THE FUNNEL**

At the very top of your sales funnel you're looking to attract a much larger audience of potential leads, because you're working to attract relevant traffic without deliberately filtering or discouraging conversions. The most common form of ToFu content would be your blog articles. From there, calls-to-actions should lead ToFu prospects to conversion opportunities, like tip sheets or eBooks that encourage leads to exchange their contact information for the helpful content inside.

Your goal with ToFu content should be to educate your audience on a specific question, need or pain point that they're looking to address, but without a sales tie-in. You'll get the opportunity to do this with your MoFu content as explained below.

## **MOFU: MIDDLE OF THE FUNNEL**

Once a lead converts on an initial ToFu content offer, they'll progress into the MoFu stage. This is viewed as the most complicated funnel stage because of the broad diversity of interested leads who haven't been fully qualified.

In this stage of the funnel, your content should continue to educate but also start the process of positioning your company as the solution to the lead's needs and challenges. Advanced eBooks are a great form of content in this stage, but case studies, white papers, quizzes and videos will do wonders for building your credibility.

## **BOFU: BOTTOM OF THE FUNNEL**

So, you've attracted a healthy collection of leads with your ToFu content and continued to engage and warm them up with your MoFu content. Now what? In comes the BoFu stage which is obviously the most crucial since you're going for the sale.

For many industry types, your BoFu stage may not consist of content at all. At this point your leads know you and are comfortable engaging one-on-one. This is where a free assessment, evaluation or trial works nicely to start the dialogue and to begin to fully qualify your most interested leads. If you have an e-Commerce-based product, you can leverage a discount code to use at the time of the transaction to establish some urgency around making the purchase.

# Growth Hacking Process

## SELLER SIDE

### Growth Hacking:

SALES,  
MARKETING  
&  
CUSTOMER  
EXPERIENCE

### KPIs

CR

CPA

MQL

SQL

CLV

Churn

NPS

### Methods



SEM, SEO, SMM



Drip & Nurturing



A/B testing



Scoring



MVP



Buyer Personas



Customer Journey



Care model

## TRAFFIC



Awareness

Consideration

Decision

Relationship

Retention & Advocacy

## BUYER SIDE

### Customer Stage



TOFU Lead  
"Interested"



MOFU Lead  
"Warming up"



BOFU Lead  
"Ready to buy"



CUSTOMER  
"Take my money"



ADVOCATE  
"Loving it"

### Traffic



WOM generating new traffic









**THANK YOU FOR YOUR TIME**