



HOW TO BECOME A CUSTOMER ACQUISITION EXPERT

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ABSTRACT

The success of any company is dependent on the retention of customers. The customer acquisition and retention is the highly emphasized in most of the industries. The customer is the king and company need to introduce products and services to fulfill the needs of the customers. If the company fails to cater the needs and wants of customers, it may lose the market sales. The world of digital marketing is rapidly growing today to enhance the customer awareness and attention for their products. It is easy to get overwhelmed. Having a plan and path is the most important part. The present paper is aimed to highlight the important measures for successful digital marketing.

KEYWORDS: Acquisition, customer, digital, marketing, retention.

INTRODUCTION

Marketing has expanded into a field with countless designation simply calling yourself a marketer is no longer sufficient response to the question, "What do you do?" It has to be explaining how to builds you into indispensable, t-shaped makers by lagging your skills as you progress. The evergreen piece teaches us that marketers are experiments, risk taken and problem solvers, proving that nearly anyone has the propensity to be successful in this field if they have the patience to build and stick to the plan. It a gems for any Marketers who is struggling to determines their path for the success. Started my career out as a "product girl." But about 4 years ago I realized that product was a small piece of the startup puzzle. I became fascinated with how products were growing. Thus, my journey on learning growth and customer acquisition began.

I have a degree but not in marketing. I am completely self taught. As a result of my learning, I have started multiple companies funded by tier 1 investors, held VP Product Marketing and CMO positions, grown consumer products to millions of daily active users, and advised/consulted numerous others on growth.

I'm not here to brag. My point is, if I can do it, you can do it too and I want to share my tips and lessons learned.

WHERE YOU CAN'T LEARN CUSTOMER ACQUISITION

First thing is first. Let me clear the air on a few things so you don't waste your time.

1. There is no one unicorn course/source that will teach you everything you need. So stop searching for the one.
2. You will not learn digital marketing and customer acquisition in college. The realm of digital marketing is changing extremely fast, and the rate of change is accelerating. Universities/colleges are too slow to adapt. There are some foundational things you will get from college courses (that I will cover), but even those you can get in other places faster and cheaper. Going to college doesn't hurt. But our education system, plain and simple, is not teaching the things to make people productive in the work environment. Filling the gap between what you learn in college, and the skills to make you productive in the work environment is up to you!
3. You will not become a customer acquisition expert by exclusively watching/reading endless courses and



blogs. At some point you just have to jump in and get your hands dirty. More on this later.

4. Certifications are bullshit. You will probably run into a bunch of online courses promising “certification for Google Awards” or “certification for social media” or “certification for being xyz .” Ignore them. Certifications provide little to no value and you are going to end up paying a premium. I have also found that those courses are often worse than other material out there.

The best employers in today's market don't give a crap about these certifications. They want to see examples of what you have done which is why my point below about getting something to experiment with is so important.

LEARNING PLAN - SHAPE YOURSELF

The world of digital marketing is HUGE today. It is easy to get overwhelmed. Having a plan and path is the most important part. I have tried to simplify the path as much as possible. There are three layers:

1. Base Layer

These are non-marketing specific subjects that provide a base to build from. Subjects in the base layer are used throughout the subjects in the next two layers.

2. Marketing Foundation

These are marketing subjects you should know that are used across almost any channel you use.

3. Channel Expertise

The third layer is where you will need to make some choices. Channels are all the different ways you can reach your audience. It is near impossible to become an expert in all of the online marketing channels and stay up to date on the latest changes. Each channel is changing unbelievably fast in addition to new channels emerging.

That is why I recommend a learning plan that will shape yourself, Go broad by knowing the basics including pros/cons of most channels. Then choose to go really deep on a couple channels. Generalists are useless in most work environments. As an expert in certain areas you will be able to build a brand around yourself and stand out from the crowd

4. Your Preference and Skills

Think about the type of person you are and where you are strongest. Some channels orient more towards creative skills (i.e. Content Marketing, Social, etc). Some are more quant focused (i.e. viral growth, paid acquisition, etc). The closer the channel is to your strengths and passions, the better chance you have at

becoming an expert in that channel. Personally I am more of a quant person. So I have tended to go deep on paid acquisition and viral mechanism.

5. Take a Bet on an Emerging Channel

If you are just starting your digital marketing career and have many years ahead of you, I highly suggest leaning towards emerging channels. Four years ago the emerging channels would have been Facebook and content marketing.

If you are one of the early players in a new channel that becomes popular, it will accelerate your career. Being early positions yourself as an “expert.” For a period of time while the industry catches up, there will be low supply, but high demand of people like you. This puts you in a position of many options with negotiating leverage.

The safest bet would be to choose two channels to go deep on. A proven channel that you know will be around for awhile (Search, Content Marketing, etc) plus one emerging channel.

CONCLUSION

Before I dive into all the different pieces, here are some general tips as you begin your learning.

In learning digital marketing, nothing is more valuable than hands on experience. The courses I will list are useful. But I really urge you to find a product/company to try out what you learn as you take the courses. Maybe you are already in a company. If not, volunteer as an intern somewhere. Or use yourself (via a blog, mini website, etc) as the experiment. In marketing. I am completely self taught. As a result of my learning, I have started multiple companies funded by tier 1 investors, held VP Product Marketing and CMO positions, grown consumer products to millions of daily active users, and advised/consulted numerous others on growth.

Keep a digital collection of examples and resources from other companies that provide inspiration and ideas. I use ever note and every time I come across a great marketing email, landing page, ad creative, info graphic, on boarding technique, etc. I store and organize it in Ever note. That way when I'm designing a new email campaign down the road, I have numerous ideas and examples to refer back to.

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