

# Creating Customer Evangelists

How Loyal Customers Become a Volunteer Sales Force

By Ben McConnell and Jackie Huba



Jackie Huba and Ben McConnell at the 2011 Customer Experience Summit

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# Creating Customer Evangelists

**Marc Pitman**



## **Creating Customer Evangelists:**

**Creating Customer Evangelists** Ben McConnell, 2007 Authors McConnell and Huba know how to take a company's best customers and turn them into influential loyal and enthusiastic evangelists. Their book explains the six tenets of customer evangelism, why they work, and how readers can use them in their own marketing efforts. **Creating Customer**

**Evangelists** Jackie Huba, Ben McConnell, 2012-08 When customers are truly thrilled about their experience with a product or service, they have the potential to become one of its influential evangelists. Savvy marketing professionals know that this group of true believers can be leveraged as a potent force to build word of mouth that leads to new customers. **Creating Customer Evangelists** explains how to develop marketing and sales strategies that create communities of passionate customers. By cultivating a dialogue and then creating emotion-driven relationships with customers, companies can inspire grassroots support. **Creating Customer Evangelists** shows how to convert good customers into exceptional ones who willingly spread the word. Lessons of customer evangelism related through real-life company stories make this book an absorbing read. Harvard Business School I'll admit it: at first I was a skeptic. But halfway through this savvy and compelling book, I became a convert. And by the time I'd turned the last page, I'd become an evangelist. Say it with me, brothers and sisters: customer evangelism is the future. Dan Pink, author of *Drive* and *A Whole New Mind*. An inspiring and thorough book packed with real-life examples, action items, and insight. Emanuel Rosen, author of *The Anatomy of Buzz*. Jackie Huba and Ben McConnell, authors of *Citizen Marketers*, popularized the term customer evangelism. The Seth Godin-edited New York Times bestseller *The Big Moo* featured them among 33 of the world's smartest business thinkers. **Creating Customer Evangelists** Ben McConnell, Jackie Huba, 2002-11-12 For the first time in paperback, a revised edition of the book that launched the term customer evangelism and inspired the creation of an industry. Updated with new statistics and figures, this landmark book has shown countless companies how to harness the power of evangelism, marketing, and increase customer loyalty, sales, and profitability. When customers are truly thrilled about their experience with a product or service, they become outspoken evangelists for a company. For most businesses, customers are loyal to people, not brands. **Creating a culture of not only loyalty but belief is the formula for creating authentic and powerful word of mouth.** By researching companies with dedicated groups of outspoken, buzz-spreading evangelists, authors Ben McConnell and Jackie Huba distill the formulas of the successful companies into the six tenets of customer evangelism. **Creating Customer Evangelists** explains why many traditional loyalty programs fail and how organic word-of-mouth programs often create communities of influencers who accelerate a company's success. **Creating Customer Evangelists** is the bible for any business hoping to convert good customers into exceptional ones who willingly spread the word. **Creating Customer Evangelists**, 2002 Evangelism marketing is the process of getting buyers to believe in a product or service so much that they are compelled to tell others about it. Here's how some of the most successful organizations have transformed customers into passionate and influential evangelists. **Creating Donor**

Evangelists Marc Pitman,2004-11 Are you increasing the zeal of your donors Do your donors bring you more qualified donor prospects Are they raving fans of your nonprofit Before there was Facebook or Twitter there was Creating Donor Evangelists Learn how by turning your fundraising effort on its head Fundraising isn t getting easier Donors are feeling caught between the combination of a recession and the rising cost of energy And donors are more distracted than ever with things like the ever increasing choices of TV channels Tivo social media Twitter Facebook the list could go on Traditional fundraising tools like direct mail are losing their effectiveness If we want our nonprofits to survive and thrive we need to help our donors become evangelists for our programs It s always been more cost effective to retain donors than it is to attract new donors to our cause Plus these retained donors are more likely to talk about us to their friends That s what Creating Donor Evangelists is all about Though written in 2004 this program is more important then ever Based on the popular Creating Donor Evangelists fundraising seminar and the experiences of nonprofits around the world this program will teach you simple to implement systems that will take your nonprofit s fundraising campaigns to new heights In this teaching I ll help you learn how to save money on market research and get even better results learn how two easy questions can super charge any interaction with donors and prospects learn four specific things you can do today to increase buzz about your charity discover seven simple things you can do to create community with donors to your cause Filled with step by step lists and detailed guides Creating Donor Evangelists is a veritable recipe book of ideas and easy to implement systems guaranteed to increase two way communication with your donors and truly transform your fundraising results **Turn Customers into**

**Evangelists and Win Big: How to Turn Customers into Evangelists** Silas Mary,2025-02-07 Turn Customers into Evangelists and Win Big How to Create Raving Fans That Sell for You The most successful businesses don t just have customers they have evangelists These are the people who don t just buy from you once they rave about you refer their friends and practically do your marketing for free This book is your step by step guide to turning ordinary customers into loyal superfans who promote your brand defend it and bring in new business effortlessly Whether you re a startup small business or growing brand you ll learn how to create an unforgettable experience that keeps people coming back and spreading the word Inside you ll discover The Science of Customer Loyalty why people become brand evangelists How to Create an Unforgettable Experience turning transactions into relationships Referral Word of Mouth Marketing Hacks getting customers to sell for you The Power of Personalization how to make every customer feel like a VIP Mistakes That Destroy Loyalty and how to avoid them Customer evangelists are the secret weapon of the world s most successful brands and now you can turn your customers into your biggest promoters It s time to win big by creating raving fans who sell for you

Economic Matters Vittoria Zompanti,2009 **Testify!** Jackie Huba,Ben McConnell,2004 The Cult of the Customer Shep Hyken,2020-03-17 In today s competitive business climate you can t just satisfy your customers You have to be better than that giving them experiences that they won t forget Author Shep Hyken has spent thirty years studying great companies

and the evangelists they create In *The Cult of the Customer* Hyken shows how to design a strategy that leads both customers and employees through five distinct cultural phases from uncertainty to amazement By presenting dozens of case studies that show how great companies made this journey Hyken identifies the critical internal and external changes that allowed them to build a Cult of the Customer and shows how you can do it too Hyken s message is both powerful and timely the happier your customers and employees are the more successful your company will be *The Cult of the Customer* is your guide to creating a customer focused culture that turns satisfied customers into customer evangelists **Evangelist Marketing** Alex L.

Goldfayn,2012-01-03 In *Evangelist Marketing* Alex Goldfayn argues that technology companies succeed in spite of their marketing not because of it He says that if consumer tech makers ceased all marketing activity today they would not see a significant decline in sales In this book Alex presents why the current state of overly technical features oriented tech marketing branding communications and public relations is costing the industry billions of dollars easy money that s voluntarily being left on the table Then he lays out a step by step system for creating intensely loyal brand evangelists based on deep consumer insights and simple emotional language *Evangelist Marketing* is written for consumer tech companies big and small from PC manufacturers to Web based services It s also sure to improve the work of their marketing and public relations agencies *The Conversy Model* Clo Willaerts,2011-03-11 Clo Willaerts explains how online conversations can be observed influenced and transformed into conversions resulting in the kind of return on investment everybody likes lower costs and higher revenue Take a look inside the book Social media has disrupted traditional marketing advertising and even business models In fact traditional marketing is dead Ordinary people millions of them are using social media every day to solve their problems coping with information overload finding a new job or even a new boyfriend Just as importantly they collect information and opinions before deciding what to spend their money on The people you used to know as your targeted audience your consumers or even your prospects are now using Facebook Twitter blogs and YouTube to start and join millions of conversations which can be both valuable and trivial But how can businesses learn to listen into and monitor these conversations without getting a headache How can they successfully build and maintain a presence which allows them to fish where the fish are How can they align their business objectives with their social media efforts And what should they actually do now that social media has irreversibly changed the way that companies do business and hire people Internet expert Clo Willaerts offers us convincing practical answers to all these questions Using her *Conversy* model and a number of inspiring case studies she explains how conversations can be observed influenced and transformed into conversions resulting in the kind of return on investment everybody likes lower costs and higher revenue **Marketing Management** Philip

Kotler,Kevin Keller,Mairead Brady,Malcolm Goodman,Torben Hansen,2019-07-12 *The classic Marketing Management* is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject

*Data Analytics and Influencer Marketing for Cultivating Brand Evangelism and Affinity* Fazla, Rabby,Bansal,

Rohit,Chakir, Aziza,Jain, Ajay,Sahai, Seema,2024-11-27 Influencer marketing leverages the reach and trust of influencers to enhance brand awareness affinity and evangelism Influencers who genuinely resonate with the brand can provide authentic endorsements which are more likely to be trusted by their followers This trust translates into stronger brand affinity and loyalty Effective influencer campaigns have the potential to go viral significantly amplifying the brand s message and reach which can foster a community of brand evangelists Influencers excel at storytelling creating engaging and relatable content that resonates with their audience This type of content can enhance brand affinity by aligning the brand s values with those of the audience Leveraging customer data brands can design influencer campaigns that are personalized to the preferences and behaviors of different segments enhancing relevance and engagement By leveraging data analytics and influencer marketing strategically brands can foster stronger brand evangelism and affinity ultimately driving growth and long term success Data Analytics and Influencer Marketing for Cultivating Brand Evangelism and Affinity provides comprehensive research on the application of data analytics and influencer marketing in harnessing brand evangelism and affinity in customers It further provides details about the impact application and role of data analytics and influencer marketing platforms in promoting brand evangelism and brand affinity in customers Covering topics such as brand trust purchase intention and social media marketing this book is an excellent resource for researchers graduate and postgraduate students academicians business leaders marketing professionals and more

**More Loyal Customers** Kevin Stirtz,2008

**Brand Meaning Management** Naresh K. Malhotra,Deborah MacInnis,C. Whan Park,2015-05-05 Noted authors discuss how and why consumers identify with and become attached to brands and the challenges marketers face in creating and sustaining these states Other meaning makers e g celebrities culture consumers themselves can facilitate or detract from the brand meanings marketers aim to create

**The Amazement Revolution** Shep Hyken,2011 What is the amazement revolution It is the culture that can drive any organisation from one employee to tens of thousands to focus completely on delivering an amazing customer service experience In this sequel to the Wall Street Journal best selling book The Cult of the Customer Shep Hyken shares seven powerful strategies that any organisation can implement to create greater customer and employee loyalty In a tough competitive and price sensitive economy customer service is one of the most essential tools to separate your business from the competition These strategies work as evidenced by the more than seventy case studies and examples that Hyken shares throughout the book These examples provide dozens of lessons that can and should be implemented immediately Corporate and industry clients from all over the world have tapped into the expertise of Shep Hyken His client list is a who s who in the business world As an author and speaker Hyken is known for his simple and direct strategies that help his clients build successful customer focused organisations

**Preaching as Spiritual Leadership** Michael E. Connors, CSC,2021-05-15 In this unique resource Fr Michael E Connors CSC gathers and expertly guides the collective wisdom of experienced preachers and homilists to provide a unique resource that examines the preacher s unique role as

shepherd and a spiritual leader The chapters will investigate these dual roles according to the roots of the Catholic spiritual tradition and provide practical advice for priests deacons seminarians in homiletics classes or preaching classes retreat leaders RCIA catechists all who preach Preaching as Spiritual Leadership provides solutions to the following questions How is preaching embedded in the Church's pastoral mission What does it mean to be a shepherd and spiritual leader for others How can a preacher flourish in the role of spiritual leader How can we lead others into committed discipleship through preaching To be a shepherd and spiritual leader the preacher must be in some sense a mystic who is filled with the Lord's gracious presence a presence to be shared with others Homilists are a sacramental people they must also be a mystagogues ministers who can both lead the community's ritual celebrations and help the People of God to plunge into the liturgy with lively faith to touch the holy realities behind them

**Flying Ahead of the Airplane** Professor Nawal K Taneja, 2012-10-01 Airlines willing to develop insight from foresight relating to the expected step phase changes will eventually improve their margins However the backward looking airline managed using old strategic levers and short term metrics will cease to exist merge shrink become more dependent on government support or become irrelevant Management innovations are not going to deliver the required improvements innovation within management is essential for airlines survival In Flying Ahead of the Airplane Nawal Taneja analyzes global changes and thought provoking scenarios to help airline executives adjust and adapt to the chaotic world Drawing on his experience of real airline situations worldwide the author concludes that there is a gulf between what executives are doing now and what they need to do to stay ahead of the curve To close this gap the author suggests that airline executives focus on just three relevant initiatives a aligning business and technology strategies b redesigning organization structures to centralize the role of the scheduling function and c developing relevant brands that integrate social networking technology To support this third initiative the book provides insights on branding from 20 fascinating non aviation case studies from around the world Flying Ahead of the Airplane will assist practitioners in airlines of every size to integrate future trends into their mainstream thinking and launch flexible business models to manage risk and compete effectively in the flattening world

**Social Media Marketing for Digital Photographers** Lawrence Chan, 2011-12-20 Teaching photographers how to use social media to grow their businesses With the rapid rise of both digital photography and social media amateur photographers can now turn what was once a hobby into a thriving business Social media sites such as Twitter Facebook LinkedIn and Flickr offer loads of exciting marketing opportunities This practical guide from a well respected professional photographer shows you how to take advantage of social media to grow a profitable photography business If you've been wondering which social media sites to use how to use them how often to use them and more this book is for you Guides you through how to market your photography business on Twitter Facebook LinkedIn Flickr and other social media sites Shows you how to translate your use of social media into increased profits Helps you answer such questions as Which sites should I use and How do I get started Provides invaluable testimonials from top photographers

discussing their social media business success stories Guides you through inspiring brand evangelists through social media Teaches important survival tips for your social media program In addition to the powerful strategies interviews were conducted with thought leaders in the photo industry Kenny Kim Zach and Jody Gray Jerry Ghionis Becker Jasmine Star Catherine Hall and Grace Ormonde to provide you with all star tips and tricks Whether you re just starting a professional photography business or are a seasoned pro looking for good advice on using social media to promote yourself Social Media Marketing for Digital Photographers is the book you need

**Successful Customer Relationship Management Programs and Technologies: Issues and Trends** Eid, Riyadh, 2012-03-31 This book offers case studies methodologies frameworks and architectures and generally the cutting edge in research within the field of customer relationship management Provided by publisher



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## **Creating Customer Evangelists Introduction**

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