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Grow Your Business



Why Is Customer Experience Important?

When you focus on others experiences, you get rewarded



What's going on here?

- (Customer) Experiences lead to an **Emotional Response**.
- The Brain plants experiences and attached emotion in your mind as a **Memory**.
- All buyers are affected by their emotions. But, not all of them realize it because 95% of them are unconscious.
- Brands that have a higher emotional responses can increase customer loyalty and sales by 20%-200%.





How Else Does This Relate To Your Business?

- Want people to remember your name? Provide an experience!
- People like talk about things (stories) that have an impact on them (an emotional response).
- Share things that excite you! Excitement is contagious!
- Stories are **Word Of Mouth Advertising** or things that can be shared with everyone, including **The Media.**



Remember that time when...

Ideas For Customer Experiences

- Provide opportunities.
- Create experiences and memories.
- Build Relationships/Trust/Network.
- Show customers they are valued.
- Give people a reason to talk or share a story.
- Show support to the community that has supported you.
- Be the “Good News” people.





Focus on providing the experience for others, not what the experience can do for you.





What Does This Do?

#1 - Top of mind awareness

- People who are more aware of your brand and become familiar with what you do will be predisposed to click on a link or contact you!


- A lot of this comes down to being the most visible and **Customer Experiences that create emotional responses.**







K 96.0
CLASSIC ROCK

 Interior Savings

 Interior Savings

 Interior Savings

Helping Those Who Need Help The Most

- Give back to your community through something you are already doing.
- We're not doing it for the money, we're doing it for the story.





(New to us)

Ideas For Customer Experiences



Consumers Have 5 Questions They Want Answered (FAST)

- How much?
- Drawbacks?
- What are others saying about it?
- How is the product or service the best?
- How does this item/service compare to others?

How can you implement these things for customer experience on your website?





Testimonials (What Others Are Saying)

- No one is better about talking about you than a happy customer.
- Ask your clients permission to use their name and 1 or 2 sentence testimonial about each teacher.
- Put testimonials on your website underneath teacher bios.
- When necessary, add Keywords.
- Helps with customer trust, conversion and Search Rankings.

Katie Alexander Piano T... Watch Later Share

KATIE ALEXANDER

Katie Alexander
 Qualifications: Grade 9 RCM Piano
 \$28/ Half hour lesson (private)
 Available: Mon-Fri
 Teaches ages: 4 and up

To book, call 250-860-2251 or email our education representatives here

I am an outgoing teacher and my passion for music is contagious. In my lessons, I aspire to create a friendly and positive environment where my students feel comfortable taking risks and making mistakes. In order for my students to be successful, I take care to structure my lessons so that they are engaging and personalized to each person's unique strengths and needs. With a background in special needs education and autism therapy, I am uniquely suited to creating an inclusive environment where all my students will thrive. I love to teach everything from popular selections to classical pieces. My lessons are structured to include a balance of note reading, chording, ear training and above all foster the joy of music.

"My daughter really enjoys going for her piano lessons now. She practices with much more enthusiasm and much less persuasion!"

Tanya Muir

Jaydean Braham Piano T... Watch Later Share

JAYDEAN BRAHAM

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 Qualifications: Grade 9 RCM Piano
 \$28/ Half hour lesson (private)
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 Teaches ages: 4 and up

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Whether it's through instructions such as Alfred, RCM, theory, ear-training or other technical exercises, I aspire to create a very low-pressure learning environment for my students. This method allows my students to make mistakes, and understand that making mistakes will lead to making progress! It also allows them to express their desire to perform in some of the many opportunities through Wentworth Music, whether its recitals, competitions or even the incredible Wentworth rock shows. I am looking forward to a fantastic music year filled with inspiration and learning! Learn More here

"Awesome piano teacher for my daughter Lily!"

Dirk Stroda



Videos

- 80% of all content consumed on the internet is through Video (2018).
- What do you have on your website as a picture or a description that can be turned into a short video? (Elevator speech?)
- There are Benefits to engaging your audience on you website!
- Videos watched on your website increase website dwell time. This is a search engine ranking signal.





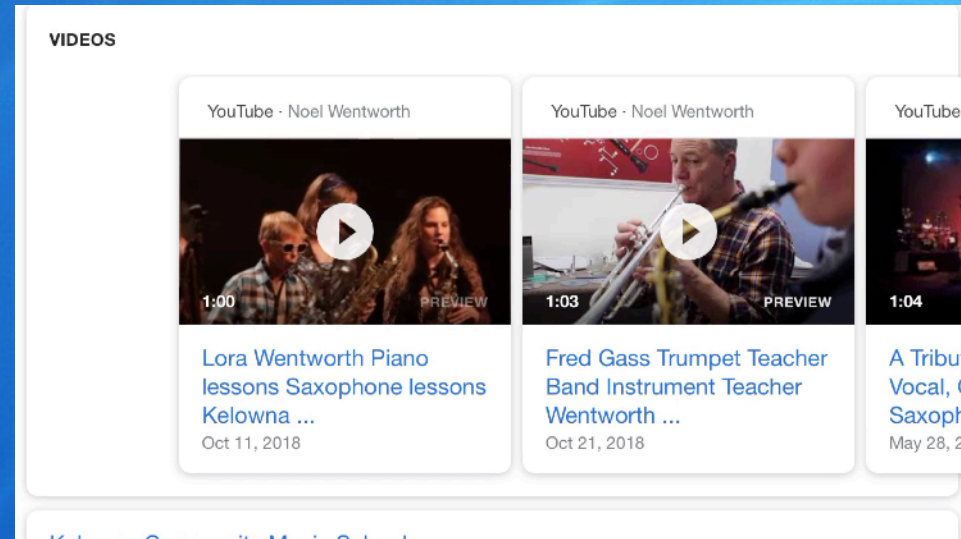
Website Get-To-Know Your Teacher Videos

- Highlight Teacher Personality and their support for students.
- 1 camera (DSLR), Wireless lapel Mic, Camera Adaptor for audio (whole package under \$1000).
- **Pro Tip:** Must Include Student/Teacher photos and/or lesson video footage!
- Match your video content to the Video description on Youtube.



Importance Of Videos: YouTube & Google Search Previews

- Google owns YouTube.
- Visual search component.
- Automatic Video Previews (3 Sec) of “select” videos related to that persons search.
- For videos longer than 30 seconds.
- Engage customers more.
- More Search Engine Real Estate





Create A “Best At What We Do” Video

- Description Video Goal = **Fun! Fun! Fun!**
- Sum up why everyone feels like family
- Eliminate all doubt where to take lessons





Create A “Best At What We Do” Video

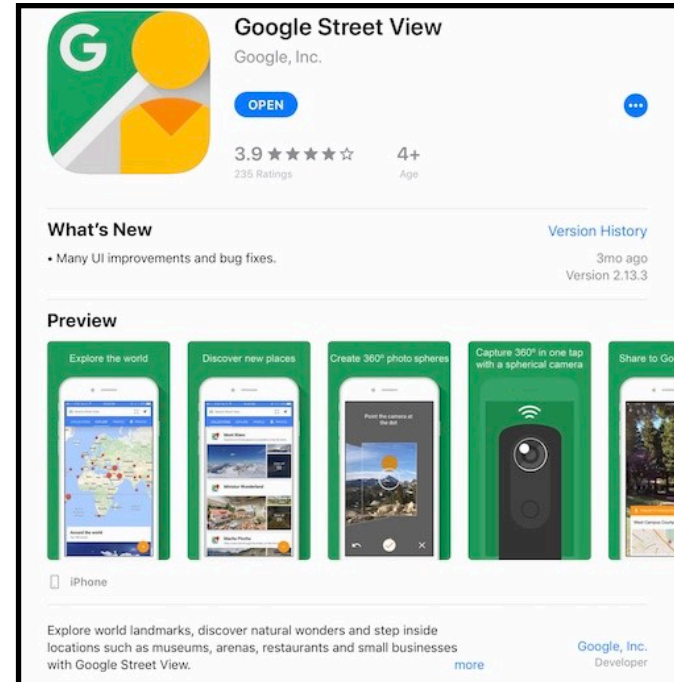
- Description Video Goal = **Fun! Fun! Fun!**
- Sum up why everyone feels like family
- Eliminate all doubt where to take lessons
- Adds value for Clients, Teachers and Business
- Another way to drive traffic to your website
- Add Videos to Socials, Website and **Google My Business**



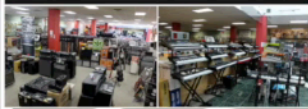


Customer Experience Before They Walk In

- Create 360 degree photos and tours of your business for FREE on your phone through Google Street View App.
- Helps optimize your Google My Business listing.
- Views of 360 photos are interpreted as positive organic interaction.
- Helps with higher search engine rankings.
- Lets customers know you are up to date and will be around to serve them.



← Wentworth Music
ALL INSIDE BY OWNER 360° VIEW





Customer Experience (Can Be A Lot Of Things)

- Importance Of Studio Walk Through
- My Vision (Hard Rock Cafe meets Music School)
- Memorabilia, Lyrics, Stories = Builds Culture
- Customers browse while waiting for students
- Component to lesson culture, clients check out memorabilia
- Icebreaker: Opens up conversation



Student Concert Pictures

- Show you're proud of the students
- Hire a professional Photographer
- Most colorful animated pictures
- Line walls with Collages and Posters
- Create welcoming school environment



Student Concert Picture Books

- Concert photos = “Yearbook”.
- 13x11 Coffee Table Books.
- Adds Value and Customer experience.
- Builds studio lesson culture, shows students are valued as part of the team.





Customer Experiences

“You’ve got to start with the customer experience and work backwards to the technology. You can’t start with the technology and try and figure out where you’re going to try and sell it.” - Steve Jobs

Focus on providing the experience for others, not what the experience can do for you.

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