

Lifecycle Marketing

A Holistic Approach



In today's transformative digital business environments, technology, products and services are no longer the be-all and end-all of an organization.

It's about people, customer experience, engagement, journeys, social responsibility, sustainability, and personalization.

It is about the value a company brings to all its shareholders.

Marketing is no longer a practice for a select group of marketing and salespeople but must include other functions in an organization like human resources, customer service, professional service, R&D and more.

Xtra Mile's lifecycle-marketing model redefines marketing strategies. It is aimed at **creating a synergetic relationship** between all stakeholders in a business – **customers, prospects, employees, suppliers, partners and society** at large. It is about going the distance with digital and physical strategies that speak the language of all audiences, whoever and wherever they are. It's about building a strong brand image and lasting experiences.

In alignment with these trends, Xtra Mile's lifecycle marketing focuses on three main spheres: **External Marketing** (marketing and sales), **Employment Marketing** (human resources, **Employer Branding**, candidate experience), and **Purpose-Driven Corporate Social Responsibility** (CSR) marketing.



Outreach Marketing

External marketing focuses on customer loyalty, retention and advocacy. In a way, it's traditional marketing 'dressed' in new tools and methodologies. At its core, external marketing focuses on the following main areas:

- ✕ Engaging to create MQLs – generating marketing qualified leads uses all the tools and methodologies (Lead generation, Account Base Marketing, and Hybrid approaches) at the disposal of marketers today, including content creation and distribution, organic and paid searches, social media channels, physical tools like tradeshows and conferences, and customer testimonials. They all serve to engage and promote the brand.
- ✕ Maximizing SQL results – distilling sales qualified leads brings a brand's message home. This requires in-depth analysis to determine where each prospect is in the engagement journey and develop a personalized approach.
- ✕ Retention and increased Customer Lifetime Value (CLV) – customer lifetime value and retention mean obtaining a 360-degree view of each customer to build long-lasting relationships, create strong loyalty to a brand, and develop opportunities with the right incentive. Well-developed and applied CVL tactics reduce customer acquisition costs (CAC) and enhanced experience.

Employment Marketing

Employment marketing is all about building a company's brand and values and communicating them to its employees and to active and passive candidates.

Sometimes synonymous with employer branding, this type of marketing caters to the needs of a company's employees, addresses their work/life blend, and seeks to increase employee satisfaction and professional growth over time.

Employment marketing also focuses on recruiting talent, mapping optimum candidate journeys, capturing passive candidates, and creating employee experiences that turn a company's employees into ambassadors of a brand.

Purpose Marketing (CSR)

Today's consumers are growing more and more tired of brands that talk only about the features of a product, service, or technology.

Gen Z and millennials embrace social causes and values and individual expression, choose workplaces that reflect these new standards.

At Xtra Mile we help companies define, develop and manifest their vision for social impact, and then bring it to life through cultural change, internal communications, and public engagement.

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We work in partnership with our customers so they can see that human resources and marketing are inseparable; that contributing to the community and being involved in social causes increases their value in the eyes of prospects, customers, employees and potential candidates.

We show them that the traditional method of working in silos is a thing of the past. Only a holistic approach to creating and giving meaning to a company brand will lead to a stronger presence and more sales.

In an era when society and marketing go hand in hand, we work with our customers to reinforce their values of ethics, sustainability, time optimization and work/life blend to make their brand truly unique.

To sum up, while the quest for leads and more sales continue to be key business objectives, the methods have changed. Lifecycle marketing is about all segments of an organization working together to create a 360-degree positive and value-based brand image that speaks to the hearts of all stakeholders.