



Evaluating a Customer Advocacy Solution

Your Checklist

Before your business enters the era of customer advocacy, make sure you have the right technology and support to make it a success.

This cheatsheet will help you assess potential vendors and choose the programme for you.

Customer data analysis



- I can create a baseline to assess the quality of my customer base, using historical data to identify my most valuable customer segments.
- I have a unified view of my advocacy signals (i.e. review platforms, NPS, referral, loyalty programme) to determine and target my customer advocates.

Activation tools



- I can acquire high value customers through advocacy campaigns and attract future ones through paid performance channels.
- I can use behavioural AI modelling to predict which segment of my customer base is likely to advocate for my brand.

Campaign management



- I set up and run referral campaigns to measure and track advocacy growth.
- I can A/B test campaigns by cohort to evaluate impact and ROI success.
- I can capture word-of-mouth recommendations without any friction or complexity.
- There are specific features that can segment customer advocates so that I can deliver targeted advocacy campaigns.

Analytics and reporting



- I have access to a full suite of standard reports with the ability to export data.
- I can track metrics such as total revenue, shares, engagement and earned growth to effectively drive revenue and profitability through existing customer base.
- I have access to benchmarking data to understand how our programme compares to industry standards.

Integrations



- I can integrate advocacy data into marketing automation platforms with ease.
- I can target my customers through SMS channels to nurture customer advocates.
- I can leverage advocacy data across other marketing channels such as reviews, loyalty programmes and customer experience.

User experience



- Users can log in and access campaign reports and review content and copy.
- Users can share feedback with the onboarding and client services team within the platform.

Onboarding process



- I understand the onboarding process and the expectations of what is required for the first 30 - 90 days to ramp up the programme.
- I understand what data, resources and content I need ready to ensure a smooth onboarding process.
- I am confident that the vendor and I are aligned on goals that we will be measuring for success.

Pricing structure



- There are software tiers that allow us to start simply but supports our needs as we become more sophisticated.
- There are options for additional service and support when struggling for internal resources.

Customer success and support



- I have the option to work with with a named customer success manager who is responsible for ensuring that we get the most value from the platform.
- I understand the level of training we have access to during the contract and service level packages.
- I have access to a help centre and can request support when needed.

Vendor's approach



- We discussed our key challenges and I am confident that the vendor can offer valuable guidance on how they can meet our business objectives.
- I am confident in the vendor's credentials, expertise and alignment of their solution with our CX strategy.
- The vendor has thorough protection against the risk of referral fraud and gaming controls.
- I understand the vendor's approach to ongoing product development and feature release timeline and that I have access to beta programmes (when applicable).
- The vendor has explained their business process and it aligns with our internal requirements to manage the programme.

Looking to tick all the boxes?

Only Mention Me has the experience to guide you on your customer advocacy journey. Schedule a call with our team to discuss your key goals and challenges around the topics of retention, loyalty and customer lifetime value.

Book a call

About Mention Me

Mention
Me empowers
businesses to **turn
customer advocacy
into a powerful
growth driver.**

Mention Me empowers businesses to turn customer advocacy into a powerful growth driver.

Using cutting-edge technology and expertise gathered over 10 years in referral marketing, we've built the world's first Advocacy Intelligence Platform to identify, recruit and nurture communities of fans.

We've delivered more than USD \$2bn in revenue for 600 customers globally, including ASOS, PUMA, Charlotte Tilbury and ManyPets.

To learn more, visit mention-me.com.



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