BREAKING THROUGH

5 WAYS TO CONNECT WITH & WIN YOUR AUDIENCE

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Director of Go-to-Market Enablement & Training

Constant Contact



LEARNING OBJECTIVES



Break through to your customers more effectively through multiple channels by focusing on the fundamentals of your audience and your why.

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TODAY'S SPEAKER

Dave Pezzano, Director of Go-to-Market Enablement & Training

1. Started in B2C Sales
2. Occasional bassist
3. Small business mentor
4. Sometimes phone banker

I help companies win, wow, and keep customers through programs that work backwards from the customer's experiences.



WHAT'S YOUR WHY?

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Imagine your coworker's band...





PROBABLY NOT WHAT YOU HAD IN MIND

Photo credit: Seth Brown @sethcbrown

THE WHY BEHIND THE BUSINESSES IN YOUR NEIGHBORHOOD

Small-Batch Hot Sauces

- **Local ingredients** and production appealing to regional pride.
- **Craft ingredients** and process so you aren't adding junk to your food.
- **Complex flavors**, not something you get off a shelf.

Old Evangelical Church

- **Generational**, Bible-focused congregational worship.
- **Active mission work** locally and globally to walk the walk.
- **Deep community roots** roots since 1906, we get you.

Accounting & Tax Firm

- **Personalized services** with a direct point of contact to talk to a human not a bot.
- **Cross-state regional knowledge** because we've done it before for people just like you.
- **Come down and see us!** Trusting relationships, not software.

Vacation Rental Host

- **Intimate properties** unlike corporate hotels.
- **A responsive face** you can trust, not an overseas email box
- **Exclusive booking perks** to dive into the local scene from a local

NOW WHAT'S YOUR WHY?

Go write it down!

- Grab some real life paper
- Write down your 3 “why’s” (your ‘youness’ can be a why)
- Honesty check: Do customers care?
- Feeling bold? Drop them in the chat
- Shamelessly steal ones that resonate with you

WHO GETS YOU?

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2026 LANDSCAPE

CONSUMER PRESSURES

Consumers want to shop small, but it is hard for them.

Consumers face a growing disconnect between their intentions and actions, heavily driven by immediate economic realities and rising living costs.

41%

INFLATION CONCERNS

Currently express active concerns regarding inflation impact.

49%

CUTTING SPENDING

Reducing spending at small businesses due to rising costs.

89%

FAVOR BRANDS THAT SHARE THEIR VALUES

Consumers are willing to trade the best deals for a good one that aligns with their values.

Sources: Constant Contact, Forbes, CapitalOne, ICSC

WHEN YOUR WHY MEETS WHO

Go back to your “why’s”

- Jot down your different customer types
- Do your **“why’s”** engage buyers of all income types?
- Aside from income, who else gets your **“why’s”**?

PRIORITIZING YOUR WHY’S

The “why’s” that deeply resonate across customer types become your **“always” message**. The others help you win customers circumstantially and shore up your sure thing buyers.

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Where do you show up best?

Where do you engage with and win over your ideal customer?



In-person



Social media



Captive channels

HUMANIZE YOUR "BRAND" TO DRIVE ENGAGEMENT

- Every email, post, and item on your table should scream your 'why'
- Founder-led content builds trust.
- Stories are 22x[1] more memorable than other content types - show your behind-the-scenes
- User-Generated Content drives more engagement and can be seen as more trustworthy.

Source: Jennifer Aaker



WIN THE WHERE BY GOING BACK TO WHY

Doing everything won't work

- **FOCUS:** Ruthlessly prioritize your leading **WHY** in your best channel
- **LAYER IN WHO:** Which values matter to your different customer types?
- **WHY > WHO > WHERE:** Identify who is likely to engage with your primary channel and lead with the **why** that matters most to them

BRANCHING OUT WITH PURPOSE

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LOOKING BACK AT THE BAND

A unique reason to engage with each channel



Raucous vaudeville stage show

Captivating the audience immediately through dynamic group performance and authentic expression.



Complex and intimate experimental music

The music is lushly orchestrated and experimentally produced. It is meant to sound like a unique sonic space.



Irreverent and wild social media

Social media tangentially related to the band or acts but always with the visual tie in of the masked characters

IDENTIFYING YOUR LEADING VALUE BY CHANNEL

You're a LGBTQIA+ owned online book shop

- **Queer owned and & friendly:** You acting as a virtual gathering space for the local community
- **Curated selection:** New and used books curated by staff who seem like they have read everything. Tell us what you love and we'll find your next favorite

Web shop: Curated selection

Your site is organized thoughtfully around unique categories that draw the customer in. You have CTAs everywhere that urge customers to chat with you to find their next great book love.

In Social Media: Queer owned & friendly

Your social posts are both funny and serious and focus heavily on conversations that matter to your LGBTQIA+ community. You also run an active discord to coordinate conversation and digital events.

IDENTIFYING YOUR LEADING VALUE BY CHANNEL

You're a 3rd Generation General Contractor

- **Family owned:** We see you around the community so we care that you love the work we do.
- **Deep Expertise:** Residential GC work is all we do. We know how to do it right and how to do it around local regulations.

In person: Family Owned

Dad does the estimate, mom sends estimates and invoices, son and brother run the job and pop does the final run through. You meet the whole family and when we see you in town, we remember you as "hey there family room!"

In email: Deep Expertise

You nurture customers and those who got estimates with an informative seasonal newsletter. You can't commit to doing it monthly, so when the seasons change you lead with advice on home tips and projects that are seasonally relevant.

IDENTIFYING YOUR LEADING VALUE BY CHANNEL



You're a NPO that does headshots for vets

- **Great craft:** Your photos are truly top-tier in your market. Authentically taken, edited by hand, printed locally.
- **Audience Expertise:** Your focus is your value. You aren't for everyone so you deeply learn what matters and how to work with veterans especially those job hunting after coming home

Social Media: Great Craft

Your social media is filled with behind the scenes shorts and slides of your process and results. Anyone who finds you on social media knows how much your photos pop.

In Person: Audience Expertise

Owned, operated, and staffed by veterans and families of those who served. Everyone who works with the customer "gets them" in an experience that can be a little intimidating.

FOCUS YOUR LEADING VALUE BY CHANNEL.

It's a shortcut to what to say, how you get the word out, and it helps buyers remember you.







MOVE FROM RENTED TO OWNED CHANNELS



Don’t lose your audience. Transition them to high-ROI direct channels you own.

- Shift focus away from social media platforms.
- Anchor on your “why’s” to invite contact migration.
- Entice movement with lead magnets, contests and differentiated “why’s”
- Build direct relationships via email and SMS communication.

$36 ROI

Email marketing remains highly effective, generating an ROI of up to $36 for every $1 spent.

BLENDING DIGITAL & PHYSICAL ENGAGEMENT

Bridge the gap between online and offline experiences using phygital tactics.

Let's get phygital

Implement QR codes, BOPIS, and integrated event marketing to seamlessly link physical locations with digital touchpoints.

Remember those stories?

Stories enhance consumer memory association. Carrying a key story or theme through multiple channels weaves an immersive brand impression across channels.

Improve Conversion

Consistent storytelling makes your brand a presence. You are the no-brainer when they are ready to buy or recommend.

KEY TAKEAWAYS



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1. Lead with an Authentic "Why"

Identify your unique value proposition and align it with the specific values and economic realities of your target customers. Authentically project your why through your most valuable channel.

2. Transition to Owned Channels

Avoid relying solely on "rented" platforms like social media. Actively migrate your audience to high-ROI, direct-owned channels like email and SMS using lead magnets and CTAs driven by your “why’s.”

3. Identify the Right "Why" in Each Channel

Based on who engages with that channel and how you want to interact with them, establish a dominant "why" per channel to keep focus and encourage broad engagement..

4. Tell Focused, Multi-Channel Stories

Make your brand impossible to miss by projecting your “why’s” through thoughtful stories across multiple channels. Leverage authentic behind the scenes content and encourage customer social proof to invite customers to engage with your why.

QUESTIONS?





