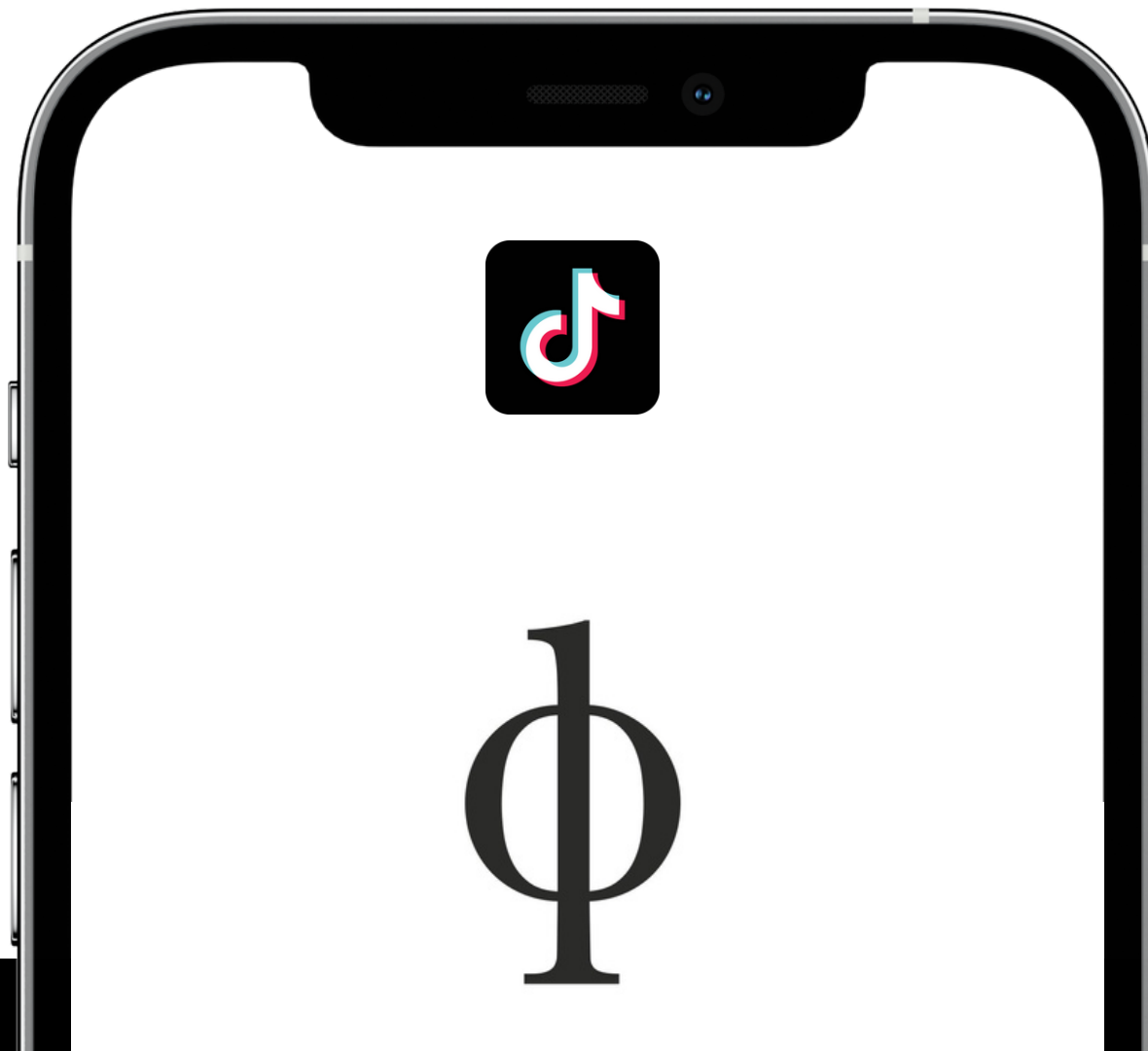
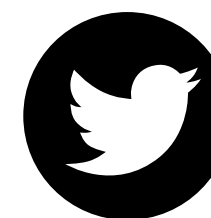
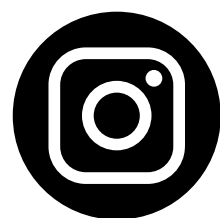


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# Customer Experience Strategy



A High-Level User Experience Strategy





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**The key to a successful Customer Experience for all our digital effort lies in our ability to be Customer-centric and focus on how we can build a relationship with our our customers - both old and new.**



## Customer Experience Strategy Steps

**Step 1** - Identify Target Audience and their Needs.

**Step 2** - Select Channels of Communication.

**Step 3** - Create a Social Media Content Calendar.

**Step 4** - Create Compelling Content.

**Step 5** - Track performance with appropriate Key Performance Indicators and adjust social media strategy accordingly.



## Identify Target Audience and their Needs



Filatov Fashion-lover

The **Filatov Fashion-lover** can be used as our Ideal Customer (archetype profile). As they are in various stages of the buying process, we need to create content that will be **valuable** to them.

In order to build a strong relationship with our customers, all our interactions need to be **consistent, meaningful and** guided by the same **principles**.

These modern men and women love to feel and look amazing wherever they are. They are always willing to invest in top quality, classy clothing that will make them stand out. They are not afraid to try fresh, edgy styles that are modern but still very elegant.

Based on the Filatov Fashion-lover's needs, we they content we create should meet these experience principles:

- **Modern**
- **Classy**
- **Unique**
- **High Quality**





Identify Target Audience and their Needs

»» What Types of Content should Filatov Include across its Social Media Platforms?



Filatov Fashion-lover

Stages					
	DREAMING	PLANNING	ORDERING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Wear Clothes	Review Experience
	High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Use a smart pricing strategy - clothes should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media
Interactions					

Experience Principles: Modern, Classy, Edgy, High Quality



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STEP 2

**What Channels of Communication  
Should we Use?**



Based on the Content the Filatov Fashion-lover may find valuable, we may decide to write out a mission statement for each network. Clearly defined objectives for each platform will ensure we are meeting all our Ideal Customers' needs.

Examples:

- “For **Blog Posts**, we will use our website.”
- “To find **Strong brand positioning**, we will use LinkedIn for promoting and sharing our company culture to help with recruitment and employee advocacy.”
- “We will use Instagram and our app to **share quality photos and videos**, whilst also repost quality content from influencers.”



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STEP 3

# Creating a Social Media Content Calendar





### 80/20 Rule

- 80% of our posts should inform, educate, or entertain our audience
- 20% can directly promote the Filatov brand - mission, vision and values.



## FREQUENCY

According to Hootsuite, a trusted Social Media Marketing and Management, these are the recommended posting frequencies for a successful Social Media Strategy. By following these guidelines, we can increase the chances of maximizing our Customer Experience Strategy.





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STEP 4

**How Can we Create Compelling  
Content?**



- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



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STEP 5

**Measuring Performance**





Once we have executed on our strategy, the following KPIs may be used to measure our performance.

Channel	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						



What should we continue doing?

Instagram	Facebook
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:





What should we STOP doing?

LinkedIn	Twitter
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:



What should we START doing?

TikTok	Website
What’s working:	What’s working:
Why is it working:	Why is it working:
Action items:	Action items:





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**Thank You**  
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