

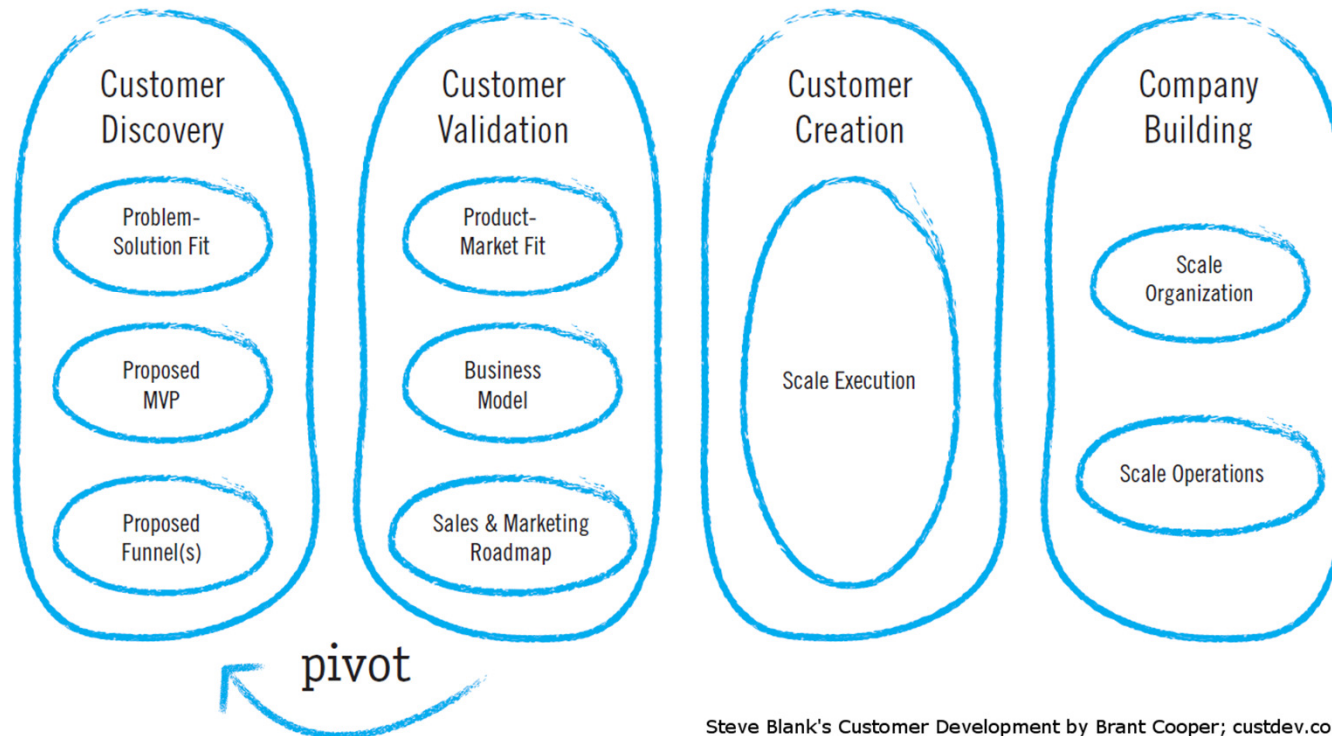
# **CUSTOMER DEVELOPMENT THROUGH INTERNET**

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# WHAT IS CUSTOMER DEVELOPMENT ?

## Customer Development



Steve Blank's Customer Development by Brant Cooper; [custdev.com](http://custdev.com)



When building a business, the process is used to discover, test and validate the following your business assumptions:

A specific product solves a known problem for an identifiable group of users (Customer Discovery)

The market is saleable and large enough that a viable business might be built (Customer Validation)

The business is scalable through a repeatable sales and marketing roadmap (Company Creation)

Company departments and operational processes are created to support scale (Company Building)

# ADVANTAGE

If implemented properly, Customer Development helps a business become highly focused, capital and resource efficient, and while not a guaranteed success, more likely to find Product-Market Fit and market traction.



# PROCESS



Basically we talked about **funnelling people to your website**, and then using your **website to sell them your work**.



# NEED TO ANALYZE

we believe in analytically approaching business work. This is especially applicable to sales efforts. You're trying to sell your artwork, and you need to have an analytical system in place to do so, so that you can optimize the way that you sell to maximize your sales. And you can't optimize anything if you're not being analytical about it.



# HOW ?



## Where do I start?

- **Create a plan**
- **Learn & understand customers' motivations**
- **Don't sell, engage your audience**
- **Research your industry**
- **Keep your friends close and enemies closer!**



## It's All or Nothing!

- Why is it all or nothing?
- Don't put all your eggs in one basket!
- Integrate marketing efforts
- Traditional marketing materials
- Website



# SIMPLE TOOLS...



## Most popular social media channels

- Facebook
- Twitter
- YouTube
- Pinterest
- Blogging (e.g. Wordpress, Blogger)
- LinkedIn



# COMPLETE TOOLS..



# ANALYTICAL TOOLS..

The benefits are obvious

Get deeper insight in business

Improve productivity and efficiency

Informed decision making

Analyze data in a business meaningful way

Optimize cashflow and increase profitability

Enhance team sharing and collaboration

Improve Customer Service and Satisfaction

Enforce regulatory compliance

Increase flexibility and agility

Streamline budgeting and planning