

Special Series 5 of 10: Tribal Marketing Daryl Urbanski – With Defining Success Podcast By Zeb Welborn

The article provides an overlook into the concept of Tribal Marketing, as presented by successful business strategist Daryl, focusing on how to increase customer relationships to expand a business.

Understanding and applying the principles of tribal marketing is crucial to business growth. It equips you with tools to create more customer loyalty, establish strategic alliances and turn existing problems into opportunities.

Engaging in these exercises will enable businesses and personnel to grasp the keen insights the article offers, applying that knowledge as practical strategies to boost the business successfully.

Quote to remember from the Interview

"When you solve one problem, new problems open up opening new business opportunities."

What You'll Learn From the Activity

The upcoming activity will provide a deeper understanding of the key points addressed in the article by asking reflective questions and situational awareness exercises. This will aid in developing effective strategies for cultivating customer relations, spotting opportunities hidden in problems, and smart networking.

Activity

What does tribal marketing mean to you?

Name a few types of customers that your business serves.

Write down three strategies that you could implement to strengthen relationships with these customers.

Reflect on a time you successfully managed to retain a customer. What methods did you use?

What challenges do you currently face in your business?

Reflecting on the quote, "When you solve one problem, new problems open up opening new business opportunities.", how can you turn your current challenges into opportunities?

List down three potential strategic alliances that may help your business grow.

Do you actively create programs to encourage people to become repeat buyers? If not, why?

Develop a rough draft of a repeat buyer program for your business. How do you currently track your regular customers?

Devise a new method or system to better track your client base.
Do you agree that "success is a moving target"? Why or Why not?

How has your definition of success shifted over time?

Reflect on a time your business has seen a significant "upswing". What led to this success?

What have been your most significant learnings from Daryl's interview and how would you apply them to your business?

Create a SWOT (Strength, Weaknesses, Opportunities and Threats) Analysis for your business, taking insights from the article.

Reflect on a time you successfully managed to retain a customer. What methods did you use?

What have been your most significant learnings from Daryl's interview and how would you apply them to your business?