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HERCO MARKETING CANVAS

PT Herco Digital Indonesia

HOOK Build strong impression, interest, and make HOT audiences *"want to know more"*

OPTIMIZE *Optimizing* customer relationship to build *loyal customers*

ENGAGE Build active *engagement* and two way communication to *Increase audience trust*

REMIND Remind HOT audiences (shown interest & engage with your

CONVERT Convert or turn prospects into customers
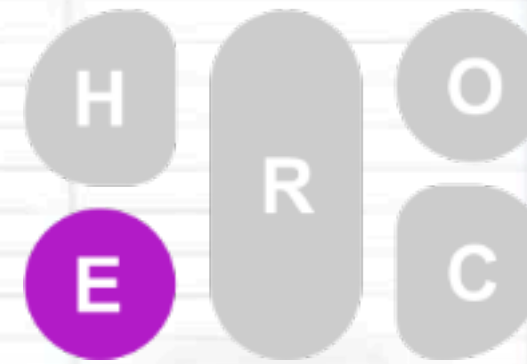
H E R C O C

F R A M E W O R K
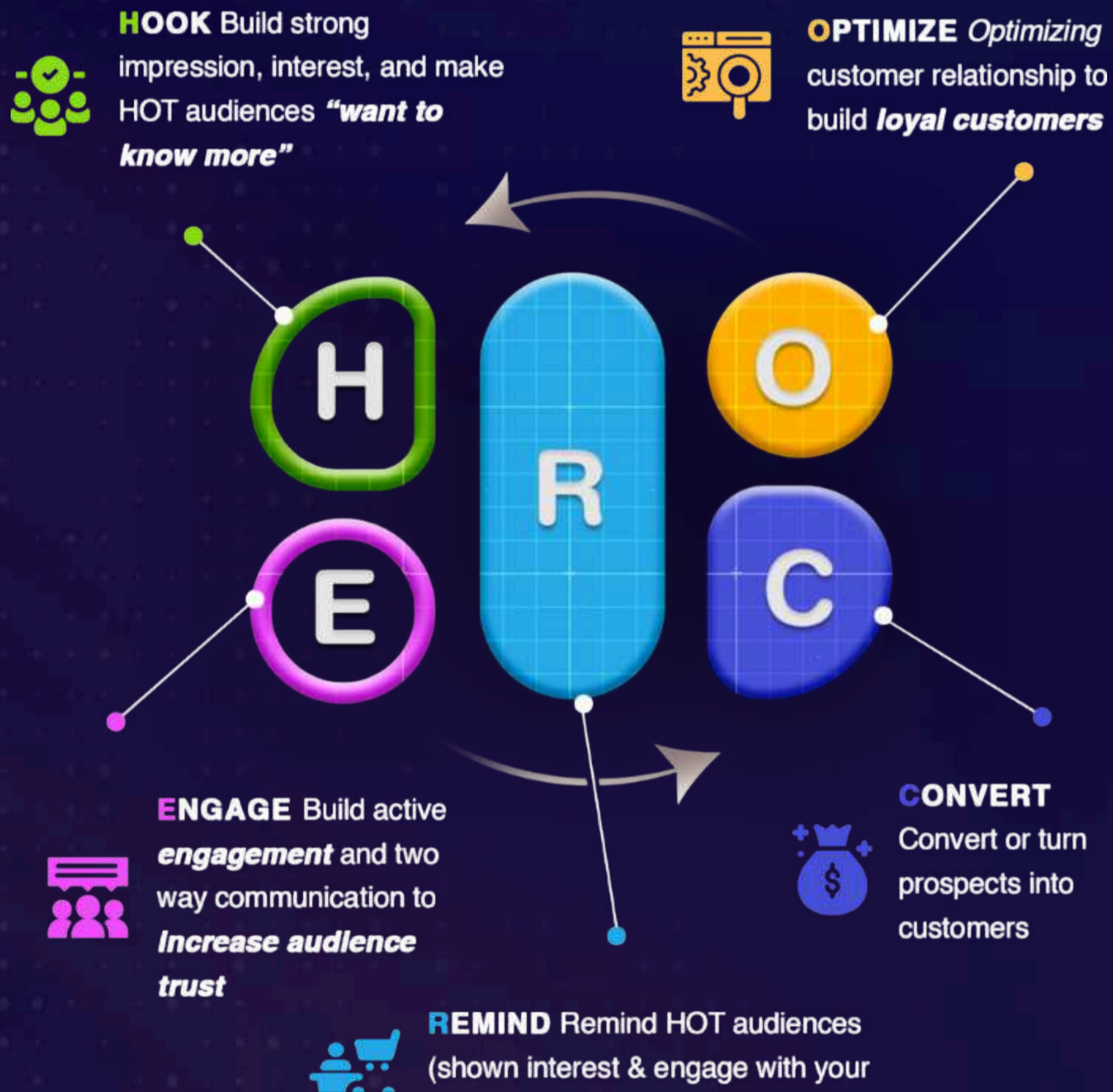
HOOK

Menarik perhatian target market (VIP) terhadap informasi / konten kita

HOOK Build strong impression, interest, and make HOT audiences *"want to know more"*

ENGAGE

Membangun minat VIP terhadap produk / layanan kita

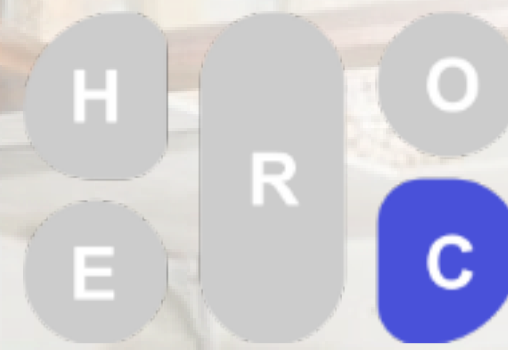**ENGAGE** Build active engagement and two way communication to Increase audience trust

REMIND

Mengingatkan VIP pada brand dan penawaran kita

REMIND Remind HOT audiences *(shown interest & engage with your brand)* and customers

CONVERT

Mengubah prospek menjadi pembeli

CONVERT

Convert or turn prospects into customers

HERCO FRAMEWORK CANVAS

Hook

Hints :
- Who are our VIP customers?
- What are their core desires (Pains & Gains)?
- What is our Unique Selling Proposition (USP)?
- How can we create a strong First Impression?

Remind

Hints :
- How do we keep our Database (customers & leads)?
- What Follow-Up Strategies?
- What do we want them to remember about us?
Any tagline (short but strong message)?
- Any marketing automation tool & strategies?

Optimize

Hints :
- How to increase customer's LTV?
- What are the data metrics we should track and optimize?
- What Higher-level offers can we provide?
- How do we get feedback & references?

Engage

Hints :
- Where are they (physically & virtually)?
- Who they follow / interact with?
- What are our Compelling Stories?
- How can we create a sense of Curiosity?

Convert

Hints :
- What are their Fears / Objections? How do we address them?
- How can we Simplify the conversion process?
- Any testimonials or case study to convince our leads?
- How can we create a sense of Urgency for immediate action?

Designer For :

Date :

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Hook

Hints :
- Siapa customer VIP kita?
- Apa hasrat utama mereka (Pains & Gains)?
- Apa keunikan kita (USP)?
- Bagaimana kita menciptakan kesan pertama yang kuat?

Remind

Hints :
- Bagaimana kita mengumpulkan dan menyimpan database (customers & leads)?
- Apa strategi untuk follow up?
- Apa yang seharusnya mereka ingat tentang kita? Apakah ada tagline (singkat namun memiliki pesan yang kuat)?
- Adakah strategi & alat marketing otomatis?

Optimize

Hints :
- Bagaimana kita meningkatkan customer's LTV?
- Data apa yang harus kita monitor & optimalkan?
- Apa penawaran Higher-level yang bisa kita berikan?
- Bagaimana kita bisa mendapatkan feedback & referensi?

Engage

Hints :
- Dimana mereka berada (online & offline)?
- Siapa yang mereka ikuti / tertarik?
- Apa kisah menarik kita?
- Bagaimana kita menciptakan rasa penasaran?

Convert

Hints :
- Apa ketakutan / keberatan utama mereka?
- Bagaimana kita menjawabnya?
- Bagaimana kita bisa membuat proses konversi lebih sederhana?
- Adakah testimoni ada portofolio keberhasilan untuk meyakinkan calon klien?
- Apa penawaran Entry-level yang bisa kita berikan?
- Bagaimana kita menciptakan rasa urgensi?

Designer For :

Date :