

updater.

Updater's recent feature in:

Smash the Funnel

THE CYCLONIC BUYER JOURNEY

A New Map for Sustainable, Repeatable,
Predictable Revenue Generation

Eric Keiles & Mike Lieberman

www.smashthefunnel.com



Book Reviews

WHAT PEOPLE ARE SAYING

Reviews from Amazon.com



★★★★★ **Strategic Marketing Made Easy**

Easy to follow and very informative. These guys are masters of conveying marketing strategies in a way in which you can easily grasp and integrate with your current strategy, no matter what your business.

Pam H. | July 9, 2019

★★★★★ **Great resource!**

Mike, Eric, and Square 2 Marketing continue to lead the way when thinking through how to implement effective inbound strategies that deliver results. This is a must read for anyone committed to delivering real results with their inbound marketing.

Ryan W. | June 24, 2019

★★★★★ **Mike and Eric have done it again**

*Time and time again, Mike and Eric are found changing the way business owners think about marketing. Each book they release cuts through the normal way marketing is practiced and introduces a new and effective way to better market our businesses. With *Smash The Funnel*, my team and I are putting the customer at the center and simplifying the buyer journey leading to my business being so much better in tune with how buyers are operating in today's hectic marketing world.*

Jeremy | June 24, 2019

“DID YOU KNOW?": THE CYCLONE OF PRE-AWARENESS



If I'd listened to customers, I'd have given them a faster horse.

—HENRY FORD (APOCRYPHAL)

“I wish I'd known about this a month ago!”

Whatever your product or service, that is not something you want to hear from your target market, yet that is exactly what the founders of Updater heard time and again from their users.

Think back to the last time you moved. Think of the million and one tasks you had and all the details you had to keep track of. Forget the actual task of packing boxes, then loading and unloading the truck. Plenty of people hate that aspect of it, and they'll gladly pay a moving service to do it for them.

But what about transferring the power bill? What about forwarding your mail and updating your magazine subscriptions? What about canceling your newspaper

delivery? Which telecom providers serve your new address, and how do you choose between them? Where do you go to find out who provides recycling services? If you're moving into an apartment, what about renter's insurance? If you're moving to a new state, what about registering your car? What about forgetting to register to vote until it's too late and missing out on the democratic process? And that's just the tip of the iceberg!

That's where Updater comes in.

The Perfect Solution to a Past Problem

Updater's app tracks all of these details for you. The problem the tech startup had was that its target users didn't realize how overwhelming moving is (or forgot from the last time). It wasn't until just a few days before the actual move that they started to panic and finally thought, *I wonder if there's an app for that?*

By the time they found Updater, there was still plenty to be done—and plenty they had overlooked entirely—but they had missed out on most of the value they could have enjoyed if they'd found the app even just a couple of weeks earlier. As a result, the company was losing out on most of the opportunities and great user experiences it could have had.

To solve this problem, Updater could have gone the traditional route and tried to reach people by, say, advertising. It could have bought Google ads for people searching for “moving companies” or “U-Haul.” But that route came with two problems. One, they would be competing in an already overcrowded marketplace where thousands upon thousands of companies spend millions of advertising dollars, including the ultracompetitive real estate industry.

Two, trying to target Google searches like these addresses

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only a fraction of Updater's potential market. According to the U.S. Census, upward of thirty-five million people move in a given year. Of those, about twenty-three million stay within the same county. Isn't it conceivable that a few million of those might not hire a moving truck but bum a friend's pickup instead? They wouldn't Google "movers," "moving truck," or anything else that would result in being exposed to a relevant search ad.

The same census data also shows that another million movers relocated to a whole other country. How many hundreds of thousands of those individuals stored their belongings stateside and shipped the rest by freight? They certainly wouldn't search Google for their local U-Haul dealership. How many thousands of movers were relocated by their employers, whose human resources department arranged everything from the sale of their house to the moving and the unpacking? None of these numbers even take into account the half-million or so people officially moving into the United States every year, for whom the app might be invaluable if they've never lived stateside before.

By the time Updater's users began searching for help, it was almost too late.

They Had a Problem Long Before You Came Along

Any professional marketer will tell you that the sales process begins with a prospect in some type of pain. That pain can be anything from a problem they want to fix all the way to an emotional desire they want fulfilled. Absent that pain, your buyer will never take action. That's why mass advertising often has the two-fold purpose of trying to reach people experiencing that pain as well as increasing brand awareness

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so that when other people experience pain, the advertiser is the first brand they'll think of.

If Updater had clung to that conventional mindset, the company would be faced with either accepting incremental, organic growth or spending a small fortune on advertising in the hope that when someone did get ready to move, some part of their mind would go, *Hey, didn't I see an advertisement for something to help with moving?*

Neither seemed appealing.

Instead, Updater made a brilliant strategic move: it stopped marketing to its users and began marketing to real estate companies, moving companies, property management companies, universities, and others who had direct relationships with the exact people the company wanted to reach. It partnered with these organizations to create customized portals and checklists for the partners' movers so that the app was tailored exactly to what the movers needed. This strategy allowed those partners to foster communication, loyalty, and a higher image with their respective clients; gave the movers themselves a rich experience that made their lives far easier; and turned Updater into a B2B company that no longer had to worry about individual users finding them too late. Two years after the shift, the company saw 1,300 percent growth and users engaging with the app, on average, three to ten weeks ahead of their move.

Getting inside their buyer's head redefined their entire business.

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