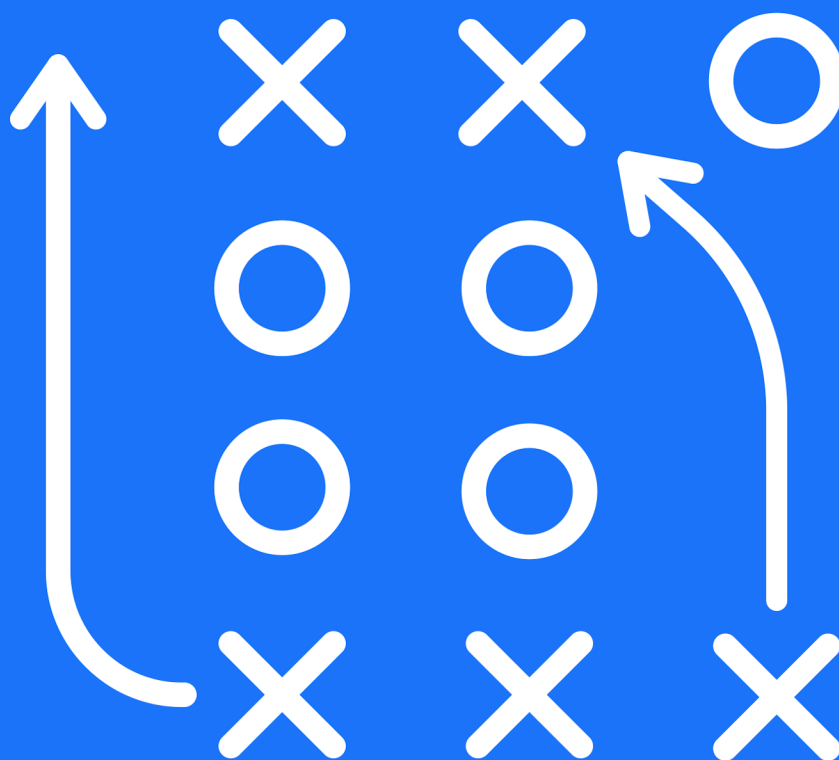


CUSTOMER  
MARKETING  
PLAYBOOK

# THE UPSELL/ CROSS- SELL PLAYBOOK

HOW TO DESIGN CAMPAIGNS  
THAT BOOST UPSELL/ CROSS-SELL



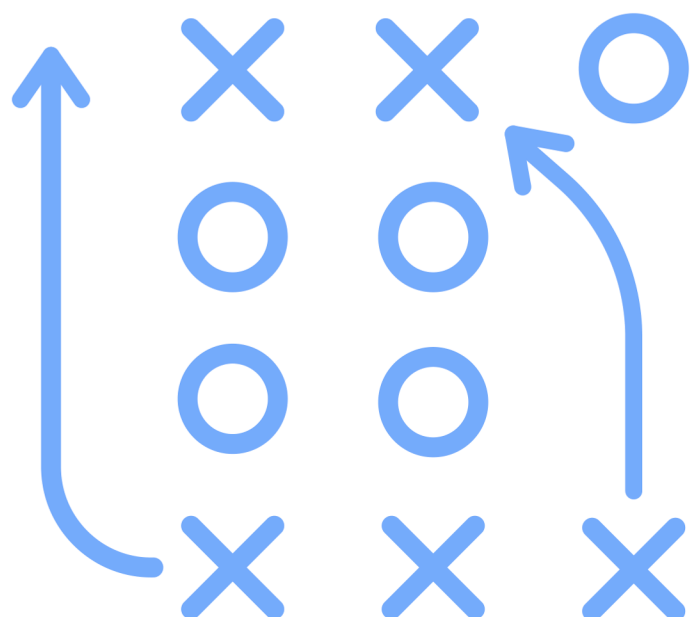
# INTRODUCTION

Welcome to the Upsell Playbook – a guide to building an effective upsell program for B2B customer marketers. This playbook will provide you with practical tips and strategies to help you design and execute a successful upsell program that can drive results for your business.

With a focus on increasing sales efficiency, organizations that are aligned around the customer are seeing remarkable results with their upsell/cross-sell campaigns. But mastering collaboration between Sales, CS and Marketing teams is foundational to the success of your efforts. It takes research and meticulous planning to make sure you are aiming for a win, and ongoing task-force communication to ensure you hit your targets.

The information shared here is an accumulation of knowledge and experience we have gathered through our work in the field and through our customers. All the screenshots and best practices are taken from the Base customer marketing platform, but you can start with a single campaign managed with the tools you have at your disposal, and then adopt a platform when you are ready to scale.

The probability of selling to an existing customer is 60-70%, while the probability of selling to a new prospect is only 5-20%.  
(Source: Marketing Metrics)



# WHAT ARE UPSELL AND CROSS-SELL IN THE B2B SAAS ARENA?

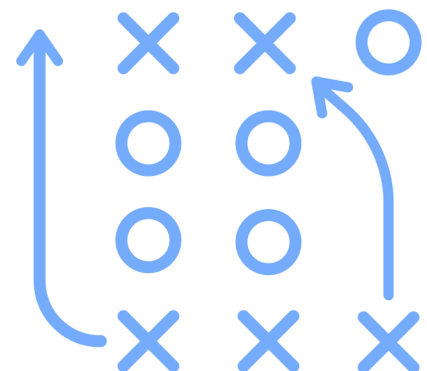
HubSpot: Customers with a well executed cross-selling strategy have a 68% higher customer retention rate than those that do not cross-sell

Upselling and Cross-selling are both marketing techniques aimed at increasing revenue and customer loyalty, but they differ in their approach and goals.

Upselling encourages a customer to upgrade or purchase a more expensive version of the product they are considering. The goal of upselling is to increase the overall revenue of the transaction by selling a higher-priced item. An example of an Upsell in the B2B SaaS world would be when a company that sells a project management tool, offers a more advanced version of the software with additional features, such as team collaboration or time tracking. They may encourage their customers to upgrade to this more advanced version, which will cost more but offer more value.

Cross-selling is when a customer is offered complementary or related products to what they are already purchasing. The goal of cross-selling is to increase the total value of the purchase by adding on other items.

An example of a cross-sell in our world would be when a company that provides email marketing software, would offer its customers a related service, such as a landing page builder or an A/B testing tool. By offering these additional services, the company can increase the total value of the sale and improve customer satisfaction.



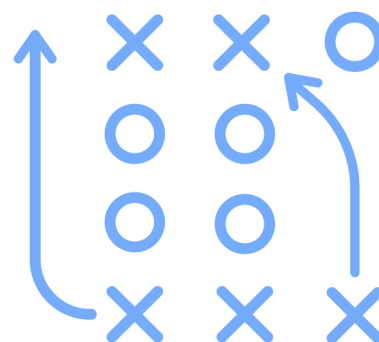
## WHAT ARE THE STRATEGIC STEPS TO TAKE IN PLANNING AN EFFECTIVE UPSELL/ CROSS-SELL CAMPAIGN?

- **Identify Upsell Opportunities:** Start by identifying the products or services that are most likely to be of interest to your existing customers. This can include complementary offerings or upgrades that build on their current investment.
- **Define Your Upsell Offer:** Develop a clear and compelling offer that outlines the benefits of the upsell and any relevant pricing or timing information. This offer should be personalized to each customer's situation and aligned with their needs and goals.
- **Craft Your Upsell Messaging:** Develop targeted messaging that communicates the value of the upsell in a clear and persuasive way. This messaging should be aligned with your overall brand messaging and tailored to each customer's specific situation.
- **Train Your Customer Support/ Sales Teams:** Ensure that your customer support and Sales teams are equipped to handle upsell opportunities and can answer any questions or concerns that customers may have. Provide training and resources to support them in this role.
- **Set Up Tracking Mechanisms:** Establish tracking mechanisms to monitor the success of your upsell program, including the percentage of customers who accept upsell offers and the overall impact on your bottom line.
- **Incentivize Upsell:** Consider offering incentives to customers who accept upsell offers, such as discounts, exclusive access to new features, or priority support. These incentives can help encourage customer engagement and loyalty.
- **Continuously Measure and Improve:** Continuously evaluate and refine your upsell program based on customer feedback and performance metrics. Make adjustments as needed to ensure that your program is effective and aligned with customer needs.



## RONA'S PLAYBOOK FOR UPSELL CAMPAIGNS

Rona Aharonson, Base Head of CLG Programs, has accumulated a great deal of hands-on knowledge she is sharing here to help you plan and execute your upsell/ cross-sell campaigns with greater impact and efficiency.



Although the content of your campaigns will vary in line with your business goals, and in-depth customer familiarity, the nurture to upsell framework provided here is a great way to organize your plan.

In the next chapter we bring you a series of 4 different ASKs you can use to nurture your customers to increase their spend with your company in a manner that will help them succeed more with your product or service.

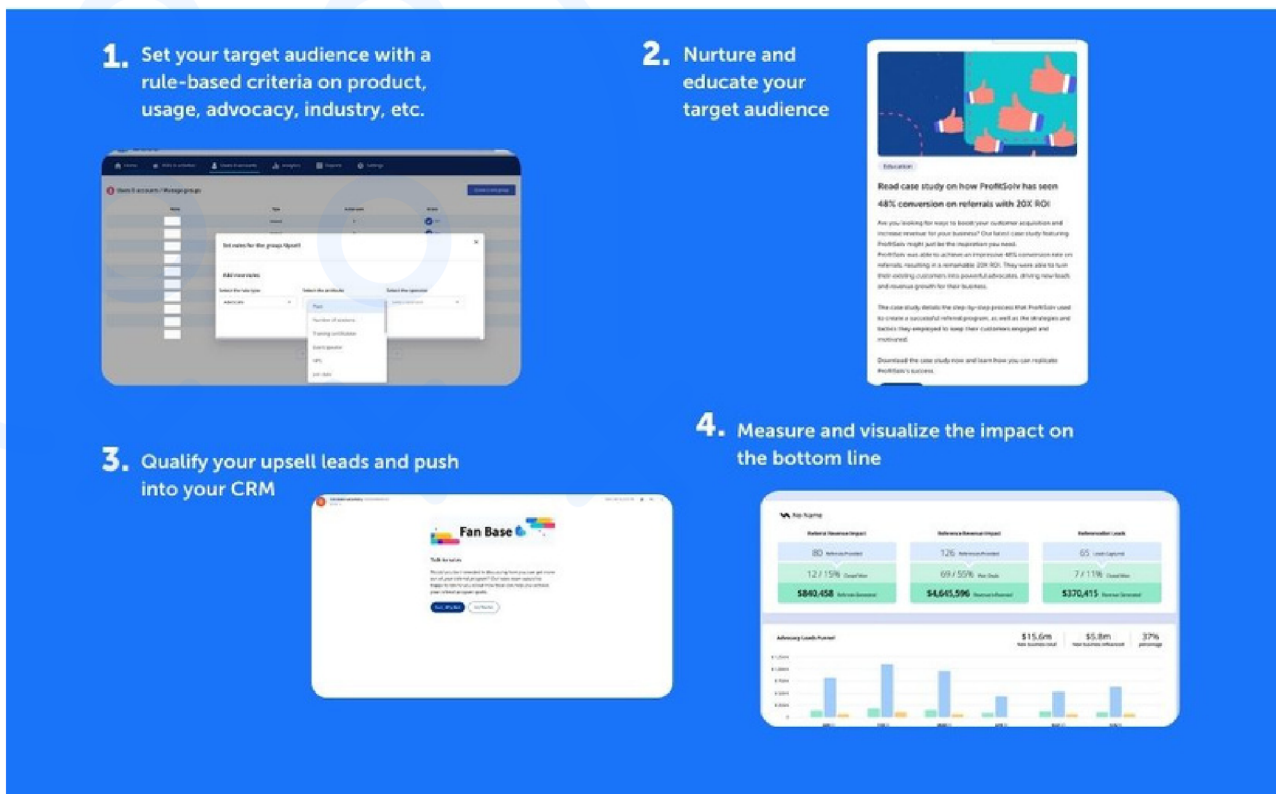
The way you can apply these examples is to work with your teams in Sales and CS to:

- Segment your audiences and know who your candidates are
- Make your outreach contextual and use touchpoints you know they respond to
- Run campaigns to nurture and educate the target audiences
- Create thought leadership content to ensure your customers are exposed to your offer
- Locate other customers that are successful with what you are promoting and leverage their success to inspire others
- Measure and visualize the impact of your campaigns on the bottom line periodically - and publicize the results so you ensure you have buy-in moving forward.



McKinsey and company:  
Cross-selling and Upselling  
can increase a customer  
lifetime value by 20-30%

# NURTURE TO UPSELL WITH BASE



## The Upsell Scenario:

A Base customer has been onboarded to the platform and is making progress with building an advocacy program and uncovering references and generating a pipeline of content. The numbers are looking good, and revenue from customers is a main area of focus this year, so we want to help them make an increasing impact with a referral program rolled out on the platform.

What are some things we can do to nurture our customers, via various relevant touch-points in a campaign to promote an upsell to the Base Referral module?

Accenture: 91% of B2B customers are interested in cross-selling opportunities, and 84% are interested in upselling opportunities.

## NURTURE TO UPSELL WITH BASE

### ASK #1 - Educate: Deliver stats on referrals and grab interest, make it easy to learn more

Referral programs are a powerful way for B2B SaaS companies like yours to grow their business, improve customer retention and loyalty, and build strong relationships with customers.

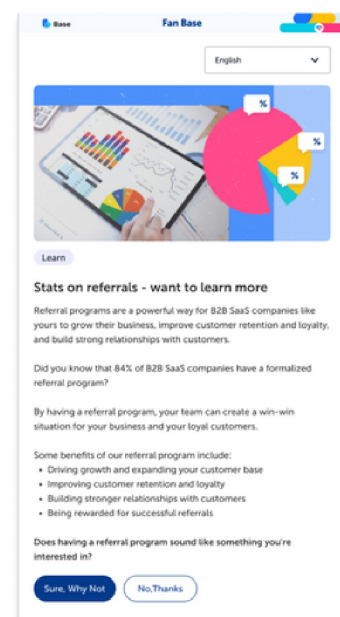
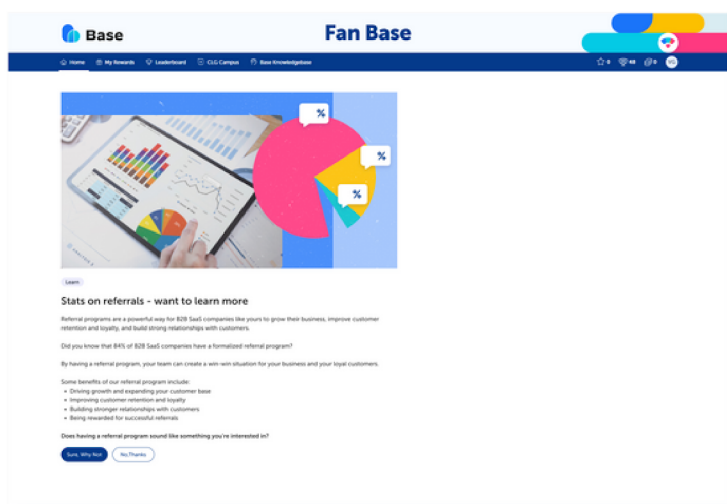
Did you know that 84% of B2B SaaS companies have a formalized referral program?

By having a referral program, your team can create a win-win situation for your business and your loyal customers.

Some benefits of our referral program include:

- Driving growth and expanding your customer base
- Improving customer retention and loyalty
- Building stronger relationships with customers
- Being rewarded for successful referrals

Does having a referral program sound like something you're interested in? (yes/ no)



Make your outreach channel contextual. Get to know what your users respond best to. Use an email, a popup within your product's UI or website, add an ask to your advocacy portal or be 'everywhere' and see what works best.

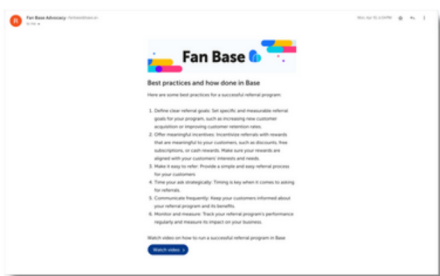
## NURTURE TO UPSELL WITH BASE

### ASK #2 - Empower: Share best practices and explain how its done easily with Base (your product)

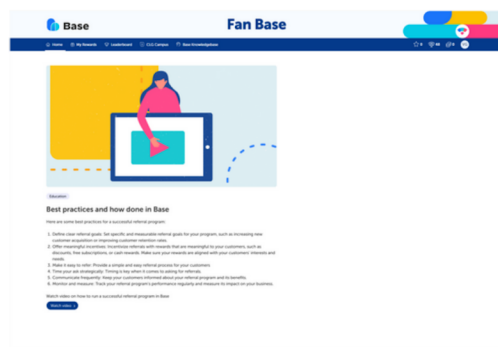
Here are some best practices for a successful referral program:

1. Define clear referral goals: Set specific and measurable referral goals for your program, such as increasing new customer acquisition or improving customer retention rates.
2. Offer meaningful incentives: Incentivize referrals with rewards that are meaningful to your customers, such as discounts, free subscriptions, or cash rewards. Make sure your rewards are aligned with your customers' interests and needs.
3. Make it easy to refer: Provide a simple and easy referral process for your customers
4. Time your ask strategically: Timing is key when it comes to asking for referrals.
5. Communicate frequently: Keep your customers informed about your referral program and its benefits.
6. Monitor and measure: Track your referral program's performance regularly and measure its impact on your business.

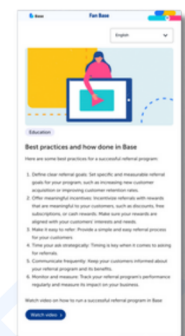
WATCH A VIDEO ON HOW TO RUN A SUCCESSFUL REFERRAL PROGRAM IN BASE.



Email



Advocacy Portal



Popup

When you know a user has responded well to your portal, this should be come your top touchpoint with them. Best practices are a hands-on type of content that most users will appreciate. Keep your content simple and "snackable" for the value is clear. Be sure to have a clear Call To Action that doesn't require too much complexity or effort to convert.

## NURTURE TO UPSELL WITH BASE

### ASK #3 - VoC: Read a case study on how ProfitSolv has seen 48% conversion on referrals with 20X ROI

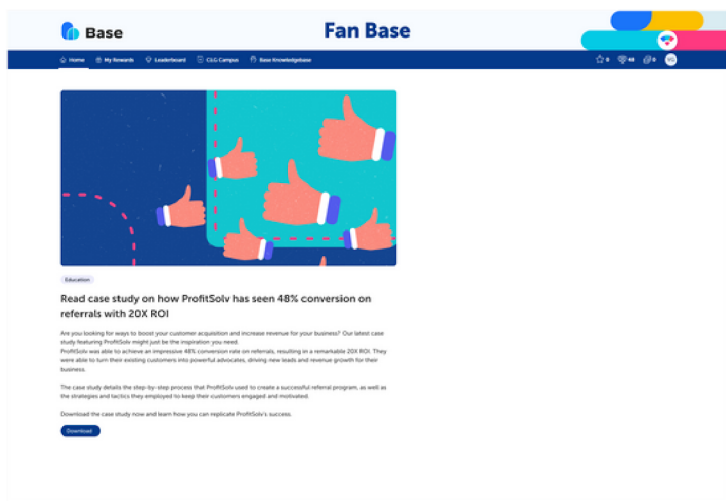
*Are you looking for ways to boost your customer acquisition and increase revenue for your business?*

Our latest case study featuring ProfitSolv might just be the inspiration you need.

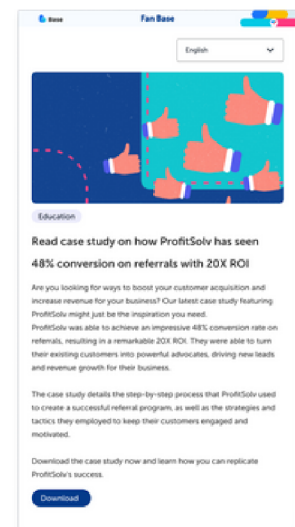
ProfitSolv was able to achieve an impressive 48% conversion rate on referrals, resulting in a remarkable 20X ROI. They were able to turn their existing customers into powerful advocates, driving new leads and revenue growth for their business.

The case study details the step-by-step process that ProfitSolv used to create a successful referral program, as well as the strategies and tactics they employed to keep their customers engaged and motivated.

**DOWNLOAD THE CASE STUDY NOW AND LEARN HOW YOU CAN REPLICATE PROFITSOLV'S SUCCESS.**



**Advocacy Portal**



**Popup**

Nothing speaks louder than the Voice of the Customer! Case studies are an excellent way to tell a story and help your customers demonstrate the impact of the upsell they are considering to get buy-in and budget from their managers.



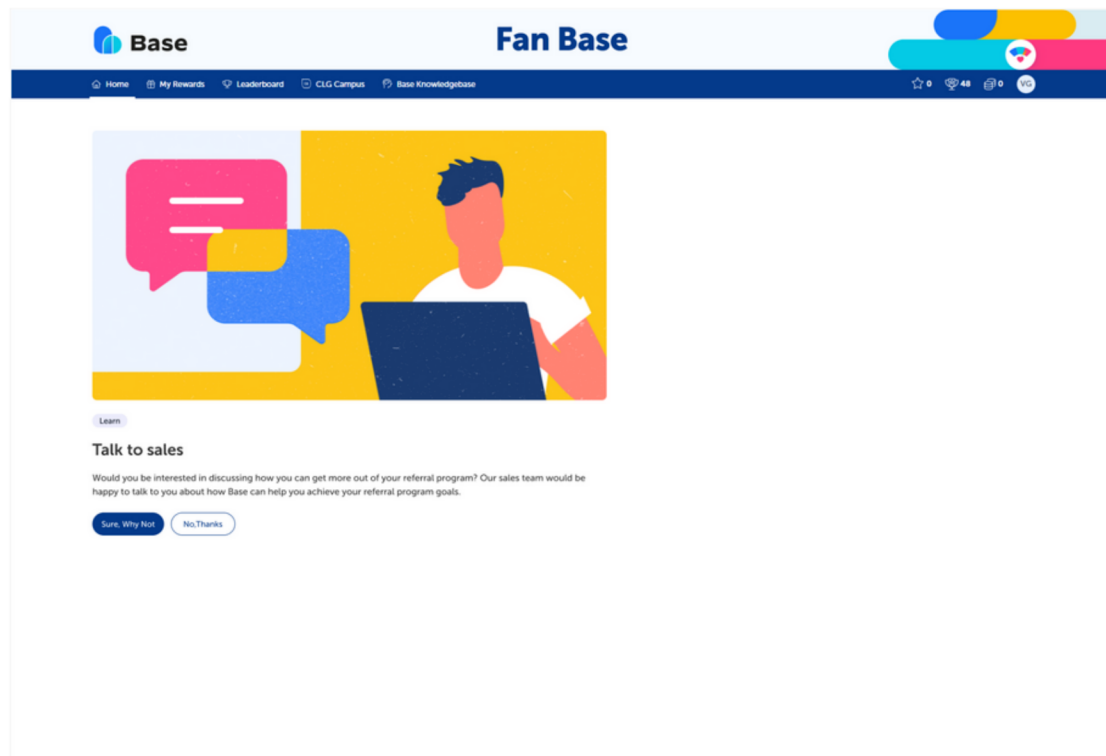
## NURTURE TO UPSELL WITH BASE

### ASK #4 - Push to CRM: Talk to sales?

*Would you be interested in discussing how you can get more out of your Referral program?*

I would be happy to set you up with an account executives to discuss how Base can help you achieve your referral program goals. Absolutely no strings attached, and they all really know their stuff.

SHOULD I GO AHEAD AND SET THIS UP?



### Advocacy Portal

In Customer Marketing, conversion is different, your relationship with your customer does not end when you "hand off" to sales. Be sure to track and analyze the data from the stages of this campaign. See what worked and what didn't, where people seem to have dropped off on the journey, etc. Use this data to consistently tweak your efforts and get better results.

Be sure to track the impact of your efforts all the way to revenue. Don't settle for a report on email opens, clicks or likes. Try to get as big a picture as possible on the impact of the campaign on the metrics that matter most, like retention, renewal, upsell and acts of advocacy. Even if there isn't an initial transaction, the way you engage will influence the relationship and help your users feel seen, while you establish your thought leadership and credibility.



## HOW DO YOU MEASURE THE IMPACT OF YOUR UPSELL/ CROSS-SELL CAMPAIGN?

Although the specific KPIs you use will depend on your program goals and objective, here's some metrics to look at as you plan your upsell/ cross-sell campaign.

- **Engagement Metrics:** These include metrics like email open rates, click-through rates, website visits, and social media engagement. A higher engagement rate indicates that your program is successful in keeping customers engaged and interested in your company.
- **Customer Lifetime Value:** A higher CLV indicates that your program is successful in retaining customers and encouraging them to continue doing business with your company, and possibly increase their spend throughout the relationship.
- **Net Promoter Scores:** NPS measures how likely your customers are to recommend your company to others. A high NPS score indicates that your program is successful in creating a positive customer experience and fostering loyalty.
- **Upsell/ Cross-sell Revenue:** This KPI measures the revenue generated from upselling or cross-selling to existing customers. A higher revenue indicates that your program is successful in encouraging customers to purchase additional products or services.
- **Customer Retention Rate:** This KPI measures the percentage of customers who continue to do business with your company over a certain period of time. A high customer retention rate indicates that your program is successful in keeping customers engaged and satisfied.

## READ WHAT OUR CUSTOMERS HAVE TO SAY

*"We automated our upsell offering, and were able to triple the number of campaigns we sent out, while making them more personalized and contextual at the same time. The results were incredible – we more than doubled the conversion of our traditional upsell email campaigns!" –*

[Radware](#)

*"Our cross-selling motion was reliant on traditional and manual processes, and it was too time-consuming to be a priority. With Crowdvocate we've made it programmatic and scalable, and added journey-based nurturing so that our outreach is really personal, too. We've seen more than 20% of our targeted audience convert to sales calls, far exceeding our expectations." –*

[SimilarWeb](#)

*"All of our revenue opportunities were lengthy sales cycles that took heavy resources and months of effort. Suddenly, we have the tools at hand to leverage insights, and add automation and AI to the task. For the first time, we have campaigns running in the background that add revenues automatically. It's game-changing." –*

[CosmoLex](#)

Your customers are your most powerful growth engine, and we've got ways to fuel it. Reach out today for a free consultation and we'll talk about your goals.

