

Adello



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TOP 50 BUSINESS & MARKETING *visionaries*

SAFETY
RULES
IN THE
NFT WORLD

*Adello's focus
of the week*

MARISSA PICK

*Social Media Connoisseur & Digital
Marketing Strategist, Speaker,
Content Marketing Evangelist*

GAME REVIEW:
DEAD CELLS

By Exscalibur

TAPPING THE POWER OF CUSTOMER MARKETING TO CREATE BRAND ADVOCATES

EDITOR'S NOTE

Dear reader,

In B2B, customer success and positive experience during each interaction with an organization have become one of the most influential elements in turning opportunities into deals and clients into brand advocates. That's why experienced sales and marketing professionals consider growing "word of mouth" referrals as an ultimate goal of customer relationships.

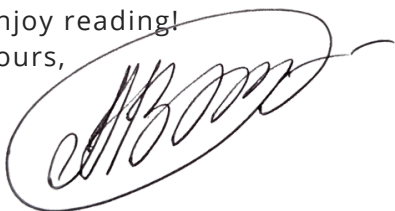
So, how to build strong and trustful relationships with clients bringing their loyalty to the new level of active brand advocacy? In this edition, Marissa Pick, social media and digital marketing strategist, speaker, and consultant, shares her advice on how to grow a strong brand advocacy community in the B2B environment.

Building a trusted brand also means making rational decisions and keeping your name away from fraud. And if you or your company plan to enter the world of NFT, be aware of the scammers. We researched and collected information on the most common fraud techniques related to NFT transactions.

Lastly, to learn more about Gen Z gaming interests, check out our new game review by Exscalibur.

Enjoy reading!

Yours,



Anna Pak
Head of Marketing at Adello



TAPPING THE POWER OF CUSTOMER MARKETING TO CREATE BRAND ADVOCATES

In B2B sales, customer experience and trust play a decisive role. Prospective clients may be more likely to buy products they learn from people they know and trust. And that's where Advocacy marketing steps forward. Indeed, this type of marketing has various benefits, if you use it right.

BY MARISSA PICK

B2B marketers may be leaving a lot of opportunities on the table if they're not transforming their customer marketing efforts into customer advocacy. With more than 75% of B2B buyers consulting three or more sources of advocacy before they make a purchase decision, it's important for marketing leaders to recognize that, just like in B2C marketing, customer advocates can carry a lot of weight and influence.

What exactly is **customer marketing advocacy**? Advocacy marketing targets getting employees, customers, contractors, and other stakeholders to share their products

and services with or among their networks. The term 'customer advocacy' is frequently confused with 'customer loyalty,' but while the two are naturally intertwined, they are not always the same thing. Achieving customer loyalty ensures there is a strong likelihood of repeat business while that customer remains satisfied with your range of products or services. Customer advocacy, on the other hand, can help to transform loyal customers into advocates for your brand. Yet, sadly, they are too often overlooked in marketing strategies, despite their accessibility and effectiveness.

Step back and put on your customer hat and recall brands that have taken the time to make an extra effort for you. Think about your experiences and what they did, and **why** it's motivated you to share your experience with others. Leveraging customer marketing and advocacy to share peer-to-peer referrals to promote products and services is an excellent way for individuals to market to those within their professional as well as personal networks.

When you bring on a new customer, marketing shouldn't come to a halt just because they've signed on to support your brand. Instead, it's the signal that marketing should ramp up to create engagement throughout the entire customer journey. Seasoned B2B leaders understand that when the right marketing messages reach current customers **at the right time**, they can have a significant impact on retention, revenue goals, and new customer acquisition.

By reminding customers of your company and products and illustrating your value, again and again, customer marketing can increase retention. Keeping customers at the center of your marketing strategies reinforces your relationship with them and unlocks broader creative opportunities. People are more likely to purchase products they learn about from trusted friends and referrals versus those that they may see within ads.

It's also important to keep in mind that current customers are generally more reliable buyers than new customers. When you leverage customer marketing in the right way, these existing customers are more likely to purchase new or re-purchase products or services, which can lead to higher overall revenue for your brand— without needing to increase your marketing budget.





HAPPY CUSTOMER=BRAND AMBASSADOR

One of the most compelling reasons to lean into customer marketing is to turn fans into advocates. By involving happy customers in your marketing processes, you can attract prospects, convert them into leads, and nurture them until they become customers.

Brand advocates are 50% more likely to influence a purchase, and advocates are x2-3 more effective than non-advocates. When people genuinely love and connect with a brand, they're often happy to tell everyone they know about it.

In today's digital-first world, there are so many effective ways that customers can advocate on your behalf.

Advocacy can also directly impact revenue growth. With just a 12% increase in advocacy, on average, companies can experience an x2 growth in revenue, according to a report in the Harvard Business School Press. Whether it's sharing their experiences on social media, in blog posts, video testimonials, or at conferences, this kind of "word of mouth" buzz and first-hand experience can help convince others that your brand may be right for them too and lead to long term growth and so much more!

THE CONNECTION BETWEEN UGC AND SOCIAL MEDIA PROOF

While there are many tools marketers can use to promote their brand, one of the most powerful, which is complimentary to customer marketing and advocacy, is *user-generated content (UGC)*.

UGC is a symbol of confidence. As people are advocating for your product or brand promoting posts, showcasing your products or series, writing reviews, sharing photos often this is done without any promotion.

One of the perks of UGC is that it helps build your brand's social proof. UGC from real people with unbiased reviews helps to further your brand's credibility and can therefore boost your social proof.

Often brands make certain promises to their customers or audiences, and when UGC is complimentary to that promise it can build social proof and help solidify the reputation and validity of your brand or product.

To ensure a consistent stream of satisfied customers, make sure to engage deeply with them. Make them feel known and appreciated by delivering exceptional service at every touchpoint. Be active on your own social media platforms to give your advocates new things to get excited about and share within their network. Social media was based on the idea of engagement, so the more you can engage and showcase UGC, the better it will be overall.





ENGAGE & EDUCATE

Customers are smart. Sales pitches, false promises, and promotions get ignored and deleted and can also lead to a loss of customer interest. Trust in your brand can suffer, and you may lose the opportunity to engage with them before you even begin. Your customers are human, and you should talk to them openly and honestly, treating them like humans - like YOU would want to be treated.

You've engaged with your customers, and you see the value you bring as a potential solution to their challenges.

The key is to engage with relevant content to address their needs. You know where your customers are, show them your brand is knowledgeable, experienced, and would make a good partner!

Understanding your customer challenges, frustrations, and experiences on a micro and macro level helps tailor the message and connect it back to your product or service. Focus on building your trust before you sell and switch the mindset to a customer first-mentality.

RISE ABOVE THE COMPETITION

Brands that can stay honest and genuine are the ones that will rise above the competition and succeed in leveraging customer marketing strategies and turn those happy customers into brand ambassadors.

Too often when marketers try to outdo each other from competing organizations and make statements or claims, often leading to a spiral leaving customers confused and uncertain of what to believe.

I believe your brand should stay focused and prioritize connecting customers on the path to building trust, the rest will come - believe me. Stay true to the course and amplify the content and UGC to serve your audience an open, clear, and consistent message. I have no doubt you've put a lot of hard work into

developing your business and your brand. Capitalize on your efforts by turning your current customers into brand advocates. They will help you solidify your current base of clients while helping you attract new customers.

Getting customers through the marketing funnel requires focus and effort. Don't make the mistake of thinking your job is done once you've initially transacted with a customer. Keeping customers engaged and satisfied throughout their journey will transform them into brand supporters and advocates who will ultimately make your job easier by marketing your brand to new prospects. As always, keep these loyal customers at the heart of your marketing strategy and thank them for being your cheerleader.

ABOUT

Marissa Pick

Social Media Connoisseur & Digital Marketing Strategist, Speaker, Content Marketing Evangelist

Marissa Pick is the founder of Marissa Pick Consulting LLC, where she provides strategic consulting focused on Digital Transformation, Content Marketing, Social Media Strategy, Personal Branding and more. She utilizes strong communication skills to interface with key influencers and decision-makers and provides training and ongoing development while helping to strengthen stakeholder relationships. She has a proven aptitude for increasing traffic, driving sales & revenue, and a proven ability to improve the overall digital experience.

Honors include being named as one of Marketing Insider Group's *Top B2B Marketing Experts to Follow*, named as one of Design Rush's *Top 30 New Jersey digital marketing agencies*, included by CVENT as one of the *20 Event Professionals You Should be Following* and more.

Marissa holds a Master of Public Administration from Fairleigh Dickinson University, where she graduated with Honors. She received her B.A. in American Studies from Brandeis University.



SAFETY RULES IN THE NFT WORLD

ADELLO'S FOCUS OF THE MONTH

Initially, NFT was designed with exclusively good intentions. Non-fungible tokens were supposed to help artists monetize and sell their artworks without a buying agent. And if initially, NFT seemed to be a new step in the development of digital art, today, unfortunately, the NFT phenomenon is increasingly being associated with a “bubble”. The unpleasant truth is that the NFT market is filled with scammers and fraudsters, which are harmful both to artists and buyers.

NFT still remains an unknown field for many, and this fear is understandable. Indeed, the development of Web 3.0 is bridging for users not only a better Internet of the future but also room for fraud and scam schemes. Nevertheless, it's important to remember that it's not the fault of NFT invention but cybercriminals. It's like blaming the cars for the accidents on the roads. In fact, when something new becomes extremely popular, like decentralized finance (DeFi) or the latest version of Web 3.0, there are always risks.



TYPES OF NFT FRAUD

Instead of just being afraid, it would be more reasonable to be able to recognize the danger. Understanding the most common types of NFT fraud should help you to avoid it. Let's look at the common scam schemes related to NFT:

Pump-and-dumps

One of the most unpleasant types of NFT fraud is pump-and-dumps. This is a manipulative scheme to raise the value of a cryptocurrency with a subsequent price collapse. Large asset owners artificially increase ("pump up", "pump down") their value to sell later as much as possible to small traders. As a result, the value of the asset goes down, and hence, investors lose money.

NFT scammers often use false information to raise the minimum price of the NFT (it is a representation of the lowest price of a commodity updated in real-time) that a potential buyer is interested in. If the scammers succeed, they sell their goods and leave buyers empty-

handed. This type of scam is very common in Telegram or Discord. Be aware: sometimes, even celebrities and influencers can actively promote such tokens. If such a celebrity writes to you in your personal message with the offer, most probably, it is a fraudster.

Fishing

The second type of scam is an "old-good" fishing scam, which aims to get the user's identity information. Scammers can use fake pop-ups to link to perfectly normal and not suspicious-looking pages (such as your crypto wallet). This often works for newbies, as they find it difficult to make a transaction, and without thinking twice, they accept the offer to invest in NFT. That is how they fall into the scammers' trap. After the user inserts their personal data, the information immediately falls into the criminals' hands.





Bidding scams

This type of NFT scam happens when someone tries to resell their own non-fungible token. When scammers achieve the highest bid, they switch out the cryptocurrency to one of lesser value.

Investor scams

Staying anonymous while selling or buying NFTs makes it easier to create investment scams. Criminals create a seemingly lucrative project for investment. Once scammers obtain the money, they disappear without a trace.

Copyright infringements

Another common NFT scam concerns intellectual property and copyright. For example, scammers simply take the artist's work and turn it into an NFT. Buyers will think they are investing in original artwork and will bid high when, in fact, it is just worthless fiction.

The main problem with the NFT market now is that the platforms where artists (as well as scammers) post content for sale do not check the works for authenticity or establish copyright in any way. Theoretically, any user can collect pictures of different authors from the Internet and put them up for sale as a collection. Often, the illustrators are not even aware that their work is for sale; meanwhile, the scammers make money.

HOW TO PROTECT YOURSELF FROM NFT FRAUD

Now, since we know the potential danger, the next step will be to learn several rules on how to protect yourself from the scam schemes:

Watch your information security carefully. Keep your keys safe and private. Never share cryptocurrency wallet information with anyone. And, obviously, don't put your personal information into various unverified pop-up windows.

Create strong passwords. It sounds trivial, but creating strong passwords for NFT accounts and cryptocurrency wallets is essential.

Don't click on questionable links. This can be fishing or a virus.

Follow the news. Scammers never sleep and come up with new ways to still money.

Check NFT sellers. Before purchasing NFT, take a look at the seller's NFT marketplace account. They must have a blue check verification mark. Also, it will not be superfluous to have a glance at the seller's social media accounts and online reviews.

Cross-check NFT prices. Before buying an NFT, look at the trading platforms (Axie Marketplace, Mintable, or OpenSea). Prices must be similar. If the NFT price seems much lower or higher than on legitimate trading platforms, most probably, it is a scam. It's always better to use legit NFT exchange markets, such as OpenSea, Rarible, Mintable, Foundation, MakersPlace, and Axie Marketplace.

Know what you're doing and why you're doing it. For example, before you buy an NFT, it would be wise to look at the entire history of transactions on it. In addition, find the creator's contact information and make inquiries about them. If all transactions were made around the same specific date, that should obviously raise some suspicions.

Many may say that NFTs are nothing more than overpriced PNG files that are simply a scam. But there is also an opposite view: NFT opens new horizons for artists and art buyers. Obviously, there is always someone trying to gain from NFT scams. But don't rush to make certain conclusions that all NFTs are scams. After all, when we make an important purchase outside the Internet, there is always the risk of meeting unscrupulous sellers, right?



ADELLO GAME REVIEW: DEAD CELLS

BY EXSCALIBUR

Dead Cells from Motion Twin released in May 2017 is an indie game, which synergizes genres such

as roguelike, metroidvania, and souls-like. Let's dive into it!

GAMEPLAY

As soon as you start playing, your character will have a limited set of weapons: the default sword, a bow and a shield to choose from. You can choose 2 weapons and 2 slots for additional items. The regular bow shoots at a distance, and the shield blocks some of the damage. The shield, however, has interesting parry mechanics. Once a second, before you get hit, you use the shield to parry the attack, negate the damage and strike back. The sword, in turn, can be used at close range.

The game constantly keeps you on your toes and won't let you get bored. As the game gradually develops, it gives new ways of passing and sometimes discovering new things.

Dead Cells has many procedurally generated levels with different enemies, teleportation points, chests, secret passages, merchants, and bosses. After each level, there is a break where the player gets into a different location. Here gamers can





Photo from www.rockpapershotgun.com

create new weapons, obtain skills or clothing, get a mutation, as well as regain the healing flask. After defeating the final boss, you get one boss stem cell. Boss stem cells increase the difficulty level and the quality of items found (for the better), depending on the quantity.

Working with complexity, Motion Twin was inspired by the Dark Souls series and the Soulslayer philosophy of no pain, no gain.

Like the Soulsborn games, Cells requires good reactions and a high level of stress management. But here, the price for mistakes is much higher than in the FromSoftware games: after each death, the player finds himself in the starting location and has to start all over again.

Motion Twin continues to regularly update and add to their project. Over time Dead Cells has transformed from a game only for hardcore gamers into a game that almost everyone can play.

In the game, you can create your own strategies, set tasks, or try to beat your own record until you pass the game. Dead cells is filled with jokes, dialogues, irony, and references to other games.

For the soundtrack, the author gives a special tribute to the game's composer. The sound is atmospheric, making you feel the tension of the battle or the relaxation in the quiet moments of the game.

Graphics also keeps up. Unlike other projects, pixel style forces you to linger on it at times.



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