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# **groundswell**

winning in a world transformed by social technologies

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Hey look! It's  
Brains on Fire!!

an element of the embracing strategy we describe. The incalculable value in helping ensure that products buyers will actually succeed. In this case, energizing includes a strong element of listening as well.

## how you energize depends on how you want relationships to change

The examples in this chapter show three good ways to energize your customers—with ratings and reviews, communities, and ambassador programs. But there are many more, depending on what your customer base is like—and how you hope to change your relationship with those customers.

For example, Fiskars, a company that makes scissors and scrapbooking supplies, worked with a consultancy called Brains On Fire to create an ambassador program like Lego's. The program includes a community like Constant Contact's at [www.fiskateers.com](http://www.fiskateers.com). After an intensive search, Fiskars picked four ambassadors who have now become icons in the scrapbooking community. Fiskars pays its ambassadors, but they return far more value in getting women charged up about scrapbooking.

Carnival Cruise Lines developed a program that helps people plan cruises with friends. Once you sign up at [www.carnivalconnections.com](http://www.carnivalconnections.com), you can use the tools there to connect with friends, invite them along, and coordinate activities. Given the sporadic nature of Carnival's customer base, this event-based energizing strategy makes sense.

These companies were smart—they considered the propensities of their customer bases first, then designed strategies and chose technologies that matched the relationships they already had, and provided ways for their customers to extend those relationships. Do this skillfully, and you can get your customers to sell each other, too.

## advice for energizers

Energizing is both more powerful and riskier than the techniques we discussed in the previous two chapters on listening and talking. The reason? Now you're dealing with *people* who are going to talk about your brand. As much as companies say they're in touch with their customers'