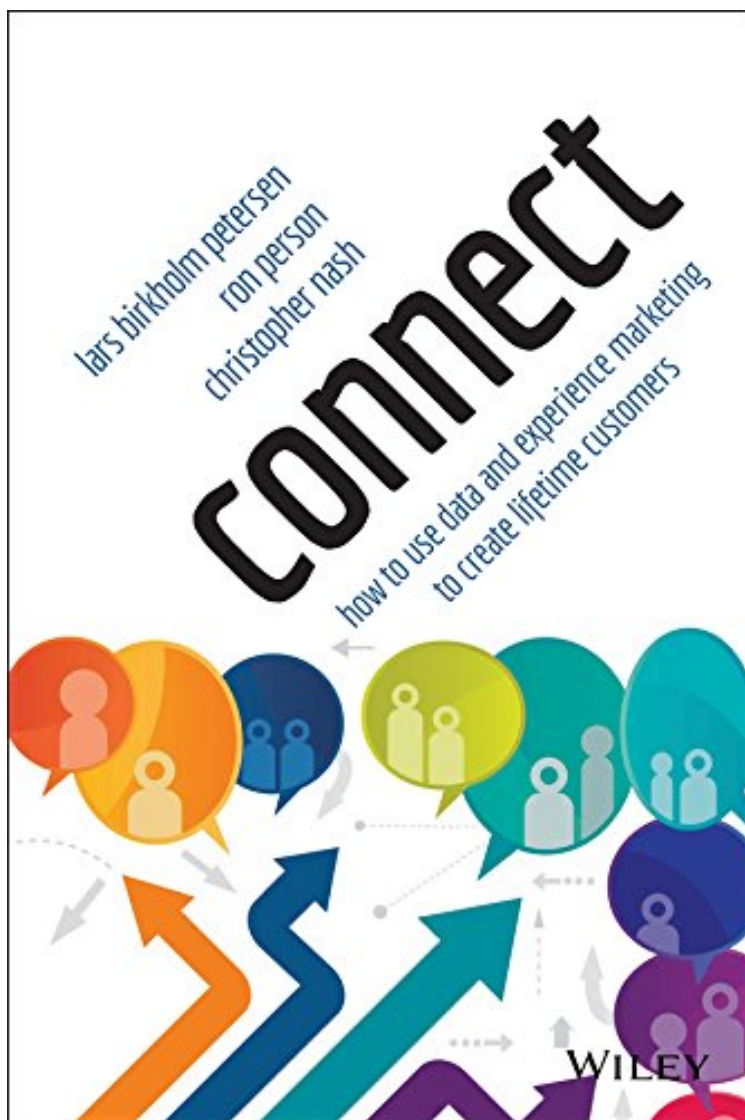



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## Connect: How to Use Data and Experience Marketing to Create Lifetime Customers

Lars Birkholm Petersen, Ron Person, Christopher Nash  
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**Lars Birkholm Petersen, Ron Person, Christopher Nash : Connect: How to Use Data and Experience Marketing to Create Lifetime Customers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Connect: How to Use Data and Experience Marketing to Create Lifetime Customers:

0 of 0 people found the following review helpful. Five StarsBy CustomerExcellent basis for understanding the place of your company in the digital experience world.4 of 4 people found the following review helpful. A roadmap for realistic marketing transformation.By Filip GeuensConnect. A book written for all those who want to understand what

is happening in a world driven by customer experience. But also for all the marketers that are picking up their new mandate and want to shape a marketing organisation that is contributing to digital top and bottom line revenue growth. Connect is a well balanced book that focusses on technology, processes and people. That makes it a roadmap for transformation. Not only in marketing, but for your whole business. Buy it, read it, use the tools, the website that comes with the book, and apply it. 3 of 3 people found the following review helpful. This book shows you how to remain relevant by using the data to make better marketing decisions. By Danielle Business owners and marketers alike need to understand data and the customer journey to remain competitive in today's market. This book shows you how to remain relevant by using the data to make better marketing decisions. The digital footprint that our customer leave give us wonderful information to correct pathways and make our exchanges with customers more purposeful and relevant. This is an important resource and documents how to use data to create a customer journey that frankly our customers expect.

Connect and engage across channels with the new customers Connect is the ultimate marketing guide to becoming more relevant, effective, and successful within the new marketplace. Written by a team of marketing experts serving Fortune 500 brands, this book outlines the massive paradigm shift currently taking place within the industry, and provides the insight and perspective marketers need to stay on board. Readers will find guidance toward reaching a customer base that sees marketers as an unnecessary annoyance, and strategies for engaging those customers at touch points throughout the customer lifecycle. The book's scope encompasses both digital and real-life avenues, discussing the new ways of thinking and the new tools and processes that allow marketers to function in the new era where digital customer experiences are increasingly important. Marketing is undergoing a revolution to rival the impact of Gutenberg's printing press. Customers are in control, with more choice and more access than ever before, and they refuse to be "sold to" or "managed." Many marketing professionals are flailing for a new strategy while the winners are clearly jumping ahead; Connect takes readers inside the winners' world to learn the approach that's engaging the new consumer. Discover the technology and processes that allow marketers to remain relevant Craft a personal, relevant, and accessible customer journey that engages the connected customer Keep in touch throughout the customer's life cycle, both online and offline Link digital goals and metrics to business objectives for a more relevant strategy Smart marketers have moved to a higher level that achieves business objectives while increasing relevance to the customer. Connect provides readers a roadmap to this new approach, and the tools that make it work.

From the Inside Flap Marketing is going through a revolution that rivals the impact of Gutenberg's printing press. Customers are in control and marketers have become an unnecessary annoyance. It's more important than ever to have connected marketing that is relevant to customers' needs across myriad channels. Connect is the hands-on resource for succeeding in the new age of marketing that demands organizations create world-class, relevant, and connected customer experiences. Lars Birkholm Petersen, Ron Person, and Christopher Nash offer tactics that can be put in place today while at the same time helping to set the long-term vision and planning for effective marketing. The authors' experts in the field of experience marketing show what it takes to become relevant to individual customers, to be accessible through multiple online and offline channels, and to link digital goals and metrics to business objectives. This marketing strategy does more than simply increase the customer base; it changes customers into lifetime advocates. The authors reveal how to connect with different groups of customers and their different intents, motivations, emotions, and decision processes throughout the different stages of the customer journey. In many organizations; for example, hospitals, municipalities, nonprofits, and so forth; they aren't selling products, but a decision and commitment are still necessary. For most organizations, branding and loyalty are critical to their overall success. To ensure that success, Connect shows how to create marketing that is personal, relevant, and accessible at all touch points throughout a customer's life cycle, both online and offline. Connect is a comprehensive and accessible guide to customer focused marketing. It is filled with compelling examples, recommendations, initiatives, work-arounds, and step-by-step processes on how leaders can move their team to a higher level of marketing excellence. The book's companion website includes a wealth of fresh content, structural frameworks, high-resolution illustrations, templates, and organizational assessments, that will help your organization grow its customer experience maturity. It's a tough new world of marketing, but Connect takes you inside this world to reveal how you can jump ahead of your competitors. From the Back Cover Experience marketing that inspires unwavering brand loyalty Customer experience management is no longer an option, a nice-to-have, or a remote step in the five year strategic plan. Now is the time to act, embrace technology and build connected experiences that put the customer at the center. Success is dependent on truly understanding the customer needs and matching the complexities of an ever-changing digital landscape with the goals of your organization. Read this book today, and prepare your business for a superlative tomorrow. — Scott Liewehr, President, Principal Analyst, Digital Clarity Group This eye-opener should be read by all brands. It gives a comprehensive look at why customer intelligence needs to be at the center of any digital marketing strategy and more importantly how to create a phenomenal customer experience that leads to greater profitability. — Michelle Accardi-

Petersen, Chief Marketing Officer at Star2Star Communications and Author of Agile Marketing "Companies are on a mission: they need to embrace digital marketing and Big Data to better engage and connect with their customers. The core precepts outlined in this book will help organizations along this journey. Engaging. Connecting. Words to survive and prosper by." —Jeff Cotrupe, Industry Director, Big Data Analytics, Stratecast|Frost Sullivan

Welcome to the new age of experience marketing. This new age demands that marketing align with customers by providing relevant content using the customers' preferred channels for communication. Marketing must be faster and more agile than in the past, ready to move rapidly to leverage new technology and stay connected and available to customers. Written by Lars Birkholm Petersen, Ron Person, and Christopher Nash, leaders in the field of experience marketing, this vital resource offers marketers the tools and ideas they need to succeed in today's customer-driven marketplace. The authors reveal how to tap into the power of new ways of thinking and new processes so that any organization will be relevant to individual customers, accessible through multiple online and offline channels, and able to link digital goals and metrics to business objectives. Once a company has its customer-connected approach in place, it can build customers who are lifetime advocates. Connect and its companion website give you a wealth of illustrative examples, recommendations, initiatives, and step-by-step processes for taking your organization to new levels of marketing. Now, you will know how to attract new customers and keep them for life.

About the Author Christopher (Chris) Nash is a curiosity-driven analog and digital marketer who frequently hangs out at the corner of business and technology. Over the course of his business career, he has advised numerous brands on digital marketing adoption challenges, co-founded a marketing automation company, grown a successful independent consulting business, and traversed the international business arena. In his current role as senior business optimization consultant at Sitecore, Chris advises customers on strategies and tactics for creating connected customer experiences that produce positive business outcomes. Previously, Chris has held marketing management and digital marketing communications roles at several companies in the United States and Europe, ranging from a Fortune 500 company to technology start-ups.