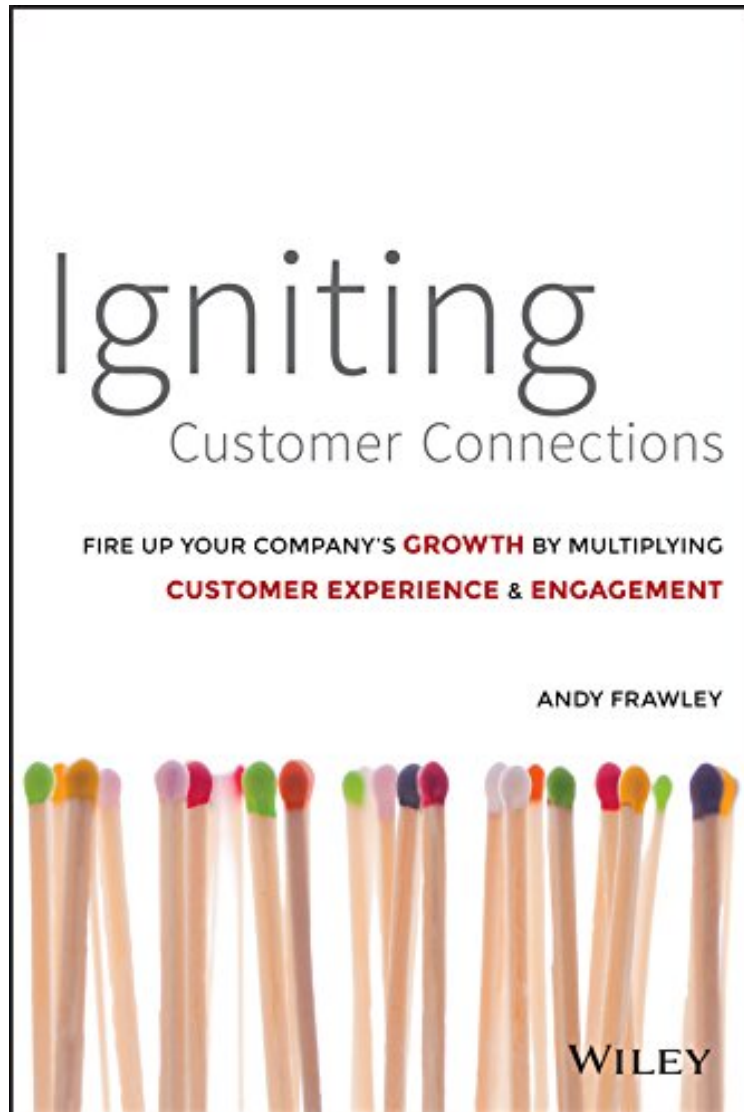


(Download free pdf) Igniting Customer Connections: Fire Up Your Company's Growth By Multiplying Customer Experience and Engagement

# Igniting Customer Connections: Fire Up Your Company's Growth By Multiplying Customer Experience and Engagement

*Andrew Frawley*

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**Andrew Frawley : Igniting Customer Connections: Fire Up Your Company's Growth By Multiplying Customer Experience and Engagement** before purchasing it in order to gage whether or not it would be worth my time, and all praised Igniting Customer Connections: Fire Up Your Company's Growth By Multiplying Customer Experience and Engagement:

2 of 2 people found the following review helpful. How To Survive The New Marketing LandscapeBy Mark

SmithReality check: Every citizen-buyer is a marketer now. Between tweets, posts and blogs, your consumer's reach is every bit as broad as any marketer you can think of. So you probably already realize how easy it is for today's consumer to simply turn off your message. But do you know what to do about it? Do you know how to actually connect with customers instead of merely talk at them? You'll need to if you want to create long-term brand equity. Finally, a commonsense approach about sustainable growth that provides evidence instead of opinions. And includes first-person accounts from leaders at organizations we've all heard of. But get ready for some of your most cherished thoughts about traditional marketing to be set ablaze when you check out the section on "Atomic Moments of Truth." Game. Set. And most definitely, Match. For example, forget classic ROI and think instead about a new way to inspire and measure customer connections: Return on Experience x Engagement (ROE2). With the proper consumer data and insights, you can create a constant sense of interest and excitement for your brand. And in doing so, consumers will sense that your brand moves faster, sees farther, and is highly experiential and more responsive to their future needs. You'll find each chapter intellectually challenging without being wonky. I believe any marketer of big brands must read this book and encourage her entire team to do so as well. And for savvy business leaders, smart marketers and CMOs looking to defy your brand's competitors . . . you would do well to make it essential reading. As a colleague of Andy's at Epsilon, I know that Igniting Customer Connections is much more than a book for him. It's actually a personal conviction, and part of the talk that he truly walks every day as President of one of the world's largest marketing firms. So if you're looking for the best and most effective ways to connect with customers across all channels, then grab your shoes, because it's a walk you need to take with him right now.

0 of 0 people found the following review helpful. A Clear, Understandable, and Actionable Marketing Text  
By Patrick Cleary  
ROE2 -- Return on Experience X Engagement = lasting customer connections. In clear language, my colleague Andy Frawley lays out the framework for connecting people to your brand. I've read a number of marketing texts in the past few years, and I have to say that "Igniting Customer Connections" puts forth one of the most compelling cases for matching your customers' experience and emotion with solid technique and the numbers to back it up.

2 of 2 people found the following review helpful. Challenging tired notions of marketing measurement  
By Mandy Schrire  
In his debut publication, my colleague Andy Frawley challenges marketers to think about more than ROI. In Igniting Customer Connections, Frawley introduces ROE2 (Return on Experience x Engagement). Using his new formula, Frawley shows you how you can measure the success of your marketing efforts by not just return on investment, but by how engaged your consumers are by your brand. A higher level of engagement will generate devoted customers and increased brand loyalty. An interesting new approach to counter the same old marketing formula, Frawley's approach resonates more with today's ever-changing marketplace and proliferation of channels. Definitely a worthwhile read!

A new data-driven approach to building customer relationships that fuel sustainable business growth Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex, fast-paced, and fragmented marketplace. Written by the president of one of the world's largest marketing firms, the book provides expert insights about connecting with customers effectively across all channels and over time. The central premise is a refreshingly different, evidence-based approach called Return On Experience and Engagement, or ROE2, which delivers a new way to inspire and measure customer connections—and improve business results. The traditional marketing campaign—a battle for attention with a clear launch date and endpoint—no longer works. Marketing is faster and more complex than ever, and consumers now have the power to turn off the message. Igniting Customer Connections explores the benefits of a new approach that enables companies to connect with customers, rather than just talk at them. Topics include: Why classic ROI is losing relevance as a way to measure results—and to budget marketing spend How to make powerful connections by taking full advantage of "atomic moments of truth" Amplifying the impact of customer experience and engagement Creating a continuous, measurable, repeatable process for growth The key to winning customers and building long-term business is creating positive customer experiences that inspire ongoing engagement—from Facebook "likes" to purchase decisions. Based on data and stories drawn from dozens of top brands and thousands of consumers, Igniting Customer Connections helps marketers create long-term brand equity and sustainable business growth.

From the Inside Flap Everyone knows that traditional marketing strategies are going extinct. So, naturally, there is a sea of books out there that claim to have discovered the Next Big Thing. The problem is, marketing is a practice that was built on research. Anecdotal examples, memoir-style advice, and stabs in the dark don't really cut it. Igniting Customer Connections really stands out in the crowd because it is built on strong evidence and clear data. Even better, the evidence shows that the book's core marketing approach—ROE<sup>2</sup>—actually works. ROE<sup>2</sup> means Return on Experience times Engagement. For those of us who are used to looking at the numbers, justifying marketing expenditure through traditional ROI, this new concept is a little puzzling. But in Igniting Customer Connections, Andy Frawley presents enough numerical evidence that the importance of ROE<sup>2</sup> can scarcely be disputed. He commissioned exclusive research among over 4,000 consumers, representing in excess of 10 billion

transactions, to discover rather than guess the next big thing. This book presents the results, which demonstrate that customer-centered approaches can, in fact, be measured, and that they do, in fact, lead to dramatic improvements in brand and business equity. Today's purchase decisions happen on the spot, at all hours of the day and night. Smart devices and social media alone have completely transformed the way consumers interact with brands. We've known all of that for years. What many of us are still struggling to figure out is how, exactly, we can take advantage of new marketing capabilities while avoiding the sometimes major downside. Thanks to Igniting Customer Connections, much of the fog can be cleared away. Marketing success has always been about emotional connection. Now, using the ROE approach and the other techniques in this book, it's possible to create connections that are stronger than ever. Igniting Customer Connections provides objective proof that its fresh marketing concepts are effective. It also explains how to employ ROE in a way that's measurable and repeatable, so marketers of all stripes can build a solid case for their work and achieve recognition throughout their organizations. There can be no stronger case for reading this book than that. It turns out that experience and engagement are the undeniable keys to marketing success, and Igniting Customer Connections codifies these ideas into a simple framework with the potential to create opportunity for any brand.

**From the Back Cover**

**Praise for Igniting Customer Connections**

"Andy Frawley pours gasoline on the hot spots for marketers in Igniting Customer Connections. It's about time we linked marketing success to customer satisfaction. This book lights the way." —Jeffrey Hayzlett, Primetime TV Show Host, Bestselling Author and Sometime Cowboy

"The customers are in charge. This smart, practical and approachable book clearly demonstrates why and how businesses can create meaningful connections with consumers. Highly recommended for all marketers." —Jay Baer, New York Times bestselling author of Youtility

"In Igniting Customer Connections, Andy Frawley provides an easy-to-follow roadmap for measuring and improving customer experience and engagement by leveraging relevance. Frawley draws up his three decades of experience to give marketers sound strategies to improve ROE (Return on Experience times Engagement)." —Bryan Pearson, president and CEO of LoyaltyOne and bestselling author of The Loyalty Leap and The Loyalty Leap for B2B

"Consumer interaction today is changing, and companies of all sizes need to take a new look at how they're engaging with customers in ways that are truly relevant. Igniting Customer Connections is an important read for every marketer, offering a compelling guide to differentiating brands through a superior customer experience." —John Costello, President, Global Marketing and Innovation for Dunkin' Brands

**About the Author**

**ANDY FRAWLEY** is President of Epsilon, a global leader in creating customer connections that build brand and business equity. He has 30 years of marketing experience, including 25 years at the senior management level. He's also an in-demand subject matter expert on digital marketing, and his expertise has been sought by USA Today, The New York Times, and other leading publications.