

1. Record Nr.	UNINA9910809135303321
Autore	Petersen Lars Birkholm
Titolo	Connect : how to use data and digital marketing to create lifetime customers // Lars Birkholm Petersen, Ron Person, Christopher Nash
Pubbl/distr/stampa	Hoboken, New Jersey : , : Wiley, , 2014 ©2014
ISBN	1-118-96362-8 1-118-96360-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (274 p.)
Classificazione	BUS090010
Disciplina	658.8/72
Soggetti	Internet marketing Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword; Introduction; Chapter 1 The Customer Is in Control; Welcome to the Era of the Connected Customer; The Future; Trust as the New Currency; Attract; Communicate; Trust; Commit; How Relevant Are You to Your Customers?; Data Is the Glue; The New Marketing Mandate: Connected Marketing in the Era of the Connected Customer; Note; Chapter 2 The New Marketing Mandate; Key Initiatives; Metrics; Customer Life Cycle Engagement; Contextualization; Organizational Buy-In; Don't Boil the Ocean; Agile Approach for Marketing; Investing Where It's Needed Breaking through the Biggest Barriers to Marketing SuccessPeople; Process; Technology; Chapter 3 Measuring Customer Experience Maturity; To Be Successful Takes People, Process, and Technology; Customer Experience Maturity Model; Three Phases in the Customer Experience Maturity Model; Stages in the Customer Experience Maturity Model; Initiate; Radiate; Align; Optimize; Nurture; Engage; Lifetime Customers; Mapping to Capabilities; Crawl, Walk, Run, Fly!; Next Steps: How Mature Is Your Organization?; Notes; Chapter 4 How Does Your Organization Compare?; The Time for Change Is Now Biggest Barrier to Marketing MaturityHow Do You Compare to Your Industry?; How Do We Measure Success?; How Does Your Top-Level Management Compare for Involvement with Digital Strategy?; How Do

You Compare in Optimizing for Mobile Devices?; How Do You Compare in Using Segmented Email Campaigns?; How Do You Compare in Using Testing to Optimize Customer Experience?; How Do You Compare in Using Personalization to Be More Relevant?; How Do You Compare in Using Behavioral Targeting to Adapt to Visitor Browsing?; How Do You Compare to Organizations Using Marketing Automation? How Do You Compare to Those Having a Single View of the Customer across Online and Offline Touch Points?How Do You Compare in Using Predictive Analytics to Steer Content Targeting for Specific Customers?; Mapping People, Process, and Technology to the Customer Experience Maturity Model; Technology; People; Process; Where Are Organizations Investing?; What Must You Do?; Every Industry Has a Customer Experience Leader; Notes; Chapter 5 Making It Happen!; What Barriers Are Preventing You from Maturing?; Steps to Successfully Improve Marketing; Burning Platform Method of Organizational Change John Kotter's Eight-Step Model of Organizational ChangeTrapeze Theory Model of Organizational Change; Common Barriers to Increasing Maturity and How to Break Through; Barrier 1: Lack of Understanding Return on Investment (Early Stages); Barrier 2: Lack of Strategic Direction (Early Stages); Barrier 3: Lack of Resources, or How to Focus the Resources You Have (Early to Middle Stages); Barrier 4: Caught in a Technology Silo (Middle Stages); Barrier 5: Lack of Executive Buy-In (Middle Stages); Notes; Chapter 6 Stage 1-Initiate, and Stage 2-Radiate; The Initiate and Radiate Stages Objectives of Initiate and Radiate

Sommario/riassunto

"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. Smart marketers have learned to think in new ways, use new technology, and apply new processes. They've moved to a higher level that achieves their business objectives while being more relevant to the customer. In this "age of the customer," a marketer's message must be personal, relevant, and accessible at all touch points throughout a customer's life cycle, both online and offline. This takes new ways of thinking and new processes to be relevant to individual customers, to be accessible through multiple online and offline channels, and to link digital goals and metrics to business objectives. It's a tough new world of marketing, but Owning the Customer Experience takes you inside this world to see how the winners are jumping ahead of their competitors. "--
