

1. Record Nr.	UNINA9910877546503321
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Titolo	Flip the funnel : how to use existing customer to gain new ones // Joseph Jaffe
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2010
ISBN	9786612481857 9781282481855 1282481851 9781118257852 1118257855 9780470591246 0470591242
Edizione	[1st edition]
Descrizione fisica	1 online resource (307 p.)
Disciplina	658.8/72
Soggetti	Customer relations Business referrals Customer services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Flip the Funnel: How to Use Existing Customers to Gain New Ones; Contents; Foreword; Acknowledgments; Preface; Section 1: Getting Priorities Straight; Section II: A New Way Forward; Section III: Making It All Happen; Resources; Index
Sommario/riassunto	Why customer retention is the new acquisition If there's anything the recession of 2009 taught us, it was the importance of investing in our customers, but when was this any different? So says Joseph Jaffe, bestselling author of Life After the 30-Second Spot and Join the Conversation, and a leading expert and thought leader on new media and social media. In most businesses, it costs roughly five-to-ten times more to acquire a new customer than it does to retain an existing one, and yet companies continue to disproportionately spend their budgets into the ""wrong"" end of the fu