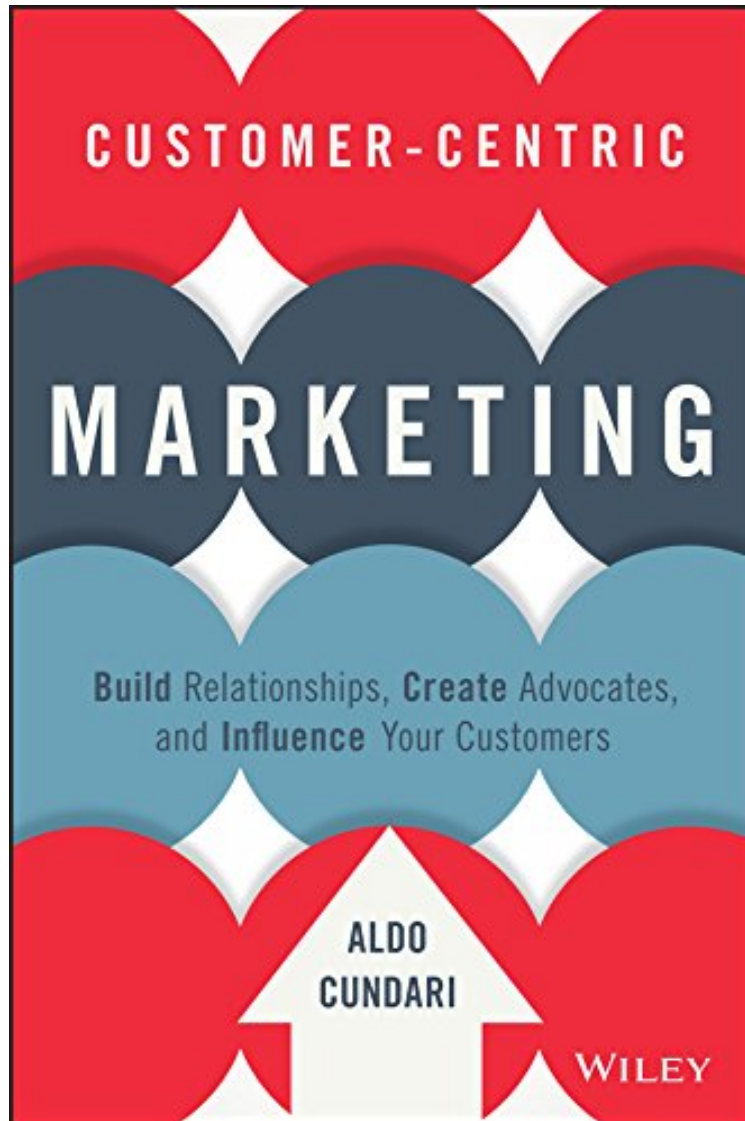


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Customer-Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers

Aldo Cundari

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Aldo Cundari : Customer-Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer-Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers:

0 of 0 people found the following review helpful. Really enjoy this bookBy CustomerReally enjoy this book, it was a quick read for me because I am in the marketing field, but I do appreciate the author to spend time writing down his

experience and lay down the foundations of customer centric marketing.0 of 0 people found the following review helpful. Nicely doneBy CustomerWell written and pragmatic, with lots of real-life examples that bring the story to life.

The practical, expert guide to reaching the new consumer Customer-Centric Marketing is a comprehensive game plan on succeeding in the new marketing landscape by focusing on the customer. Written by one of Canada's top communications pioneers, this book examines the complex forces influencing the rise of empowered and demanding customers and outlines a framework that helps marketers exploit these forces to engage them. You'll find actionable advice to help you pull together these seemingly independent elements to create a customer-centric business model that is ideally positioned to take on the dynamic requirements of today's marketing environment, and learn the strategic rules that CMOs can use to model their organizations to win. Valuable insights on customer experience, innovation, content, social media, and operating strategies will help you formulate a workable plan, and when combined with the practical guidance and expert advice, enable you to put your plan into action today. The new purchasing journey has created a whole new set of customer touch points with unique needs, and has identified key activity areas that drive success or failure in the marketplace. This guide helps you sort it all out, and make your organization rise to the top. Define the new customer-purchasing journey Identify and influence the new consumer Engage, nurture, and utilize brand advocates to spread your message Position your organization to win in the new marketplace As customers evolve, smart companies evolve with them, and, with a track record that speaks for itself, putting the customer at the center of strategic thinking is the key to nbsp;a winning plan,. Consumer evolution is happening more rapidly than ever before, and keeping your organization out in front has never been more important. Customer-Centric Marketing provides the concrete framework, expert insight, and actionable advice that turns strategy into reality.

From the Inside FlapFor over sixty years, marketing's role was to persuade customers to open their wallets, buy products, and become loyal customers. Today, the process is completely reversed, and customers own the relationship and decide with whom they will engage. A customer's level of brand engagement is determined by the knowledge, perceptions, and experiences gathered from influencers in their on and offline communities. That's where the customer starts their relationship with a brand. Along with this role shift, and driven by digital technologies, one of the most important outcomes of this transformation is the rise of a new and very powerful customermdash;the Advocate. These customer Advocates have dramatically increased their importance to a brand's success. Using a digitally connected globe and the power of social media, they have a platform to make their point of view known to everyone. Customer Advocates have transformed what customer-centricity means to the CMO: their job is no longer to tell customers what they wantmdash;it's to give customers what they ask for. In Customer-Centric Marketing: Build Relationships, Create Advocates, and Influence Your Customers, Aldo Cundari elaborates on this new environment and demonstrates how organizations can create a new customer-centric business model. Getting messages to customers no longer matter: they are in charge and are expecting the right messages, at the right time, and in the right place, so they can engage meaningfully with the brand. This book provides practical advice for optimizing the quality, not the quantity of marketing messages. Businesses that still exclusively use traditional, one-directional marketing methods are lagging behind the curve, but if marketers are open minded and willing to change, it isn't too late to start. Customer-Centric Marketing provides a customer-centric blueprint that will help readers gauge their organizational effectiveness at connecting with customers from cultural, structural, and management perspectives. Understanding where change needs to occur is crucial to the success of any business, but in marketing it's especially urgent. In today's real-time marketing environment, customers won't wait for brands to take the slow road. With the straightforward advice in Customer-Centric Marketing, readers will be able to implement new strategies now, before customers decide to close the door. Customer-Centric Marketing has an approach to fit every organization. No matter what your organization's size or industry, follow this process. First, get inspired. Next, align decision makers and build a solid strategic foundation. Get creative, and measure the results. Finally, watch your brand thrive. Customer-Centric Marketing will take you every step of the way.From the Back CoverPraise for Customer-Centric Marketing "Customer-Centric Marketing is more than just another 'how to' guide. It chronicles one man's journey through professional life and lays out the evolution of the field, as well as the professional. Consider it a must-read for those looking for insights on how to excel today and required reading for young people looking for a role model to emulate as they perfect their craft. Cundari's insights are provocative and undeniable. My students will be reading it...for their course at first but more than once for themselves." mdash;KENNETH B. WONG, Distinguished Professor of Marketing, Queen's University, School of Business; author of Basic Marketing "In a day and age where brands chase likes, friends, and followers, what do brands really know about their customers? Do they simply 'like' them on Facebook or do they really know them...the way the local shoemaker in the village used to know his neighbors? In Customer-Centric Marketing, Cundari paints the perfect portrait of how businesses should leverage some of the first lessons we've ever learned about business and how the modern world of technology enables brands to build lifetime customers." mdash;MITCH JOEL, President, Mirum; author of Six Pixels of Separation and CTRL ALT Delete "Cundari's Customer-Centric Marketing is a must-read for marketers struggling to piece together the many trends facing brands today. It not only

neatly summarizes today's market conditions, but provides a practical approach to relationship marketing, reinforced by real-world examples from his own extensive experience." —BRYAN PEARSON, President and CEO; LoyaltyOne, author of *The Loyalty Leap* About the Author ALDO CUNDARI is Chairman and CEO of Cundari Group, a multidiscipline marketing agency offering traditional and digital services to global brands. The firm specializes in integrated marketing, branding and design, and interactive and software development services powered by research insights. In 2012, Cundari Group was ranked among the top 10 most awarded digital agencies worldwide and in 2014 Cundari received international recognition when two of its campaigns were included in the WARC 100 as two of the World's Smartest Campaigns. That year, Cundari was also ranked by WARC as the #1 automotive agency in the world.