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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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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.

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This Connect: How to Use Data and Experience Marketing to Create Lifetime Customers is great guide for you because the content that is full of information for you who also always deal with world and also have to make decision every minute. That book reveal it details accurately using great coordinate word or we can state no rambling sentences included. So if you are read that hurriedly you can have whole data in it. Doesn't mean it only provides straight forward sentences but challenging core information with lovely delivering sentences. Having Connect: How to Use Data and Experience Marketing to Create Lifetime Customers in your hand like getting the world in your arm, details in it is not ridiculous just one. We can say that no book that offer you world inside ten or fifteen second right but this publication already do that. So , this is good reading book. Heya Mr. and Mrs. busy do you still doubt this?

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