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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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Michael Chapman:

Typically the book Connect: How to Use Data and Experience Marketing to Create Lifetime Customers has a lot details on it. So when you check out this book you can get a lot of advantage. The book was authored by the very famous author. The writer makes some research before write this book. This kind of book very easy to read you can find the point easily after reading this book.

Helen Palmer:

People live in this new moment of lifestyle always attempt to and must have the free time or they will get lot of stress from both everyday life and work. So , if we ask do people have extra time, we will say absolutely indeed. People is human not just a robot. Then we inquire again, what kind of activity are there when the spare time coming to you actually of course your answer will unlimited right. Then do you try this one, reading ebooks. It can be your alternative within spending your spare time, the particular book you have read is Connect: How to Use Data and Experience Marketing to Create Lifetime Customers.

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