

# Creating Customer Value and Engagement



# The Changing Marketing Landscape



# The Digital Age: Online, Mobile, and Social Media Marketing



- The explosive growth in digital technology has fundamentally changed the way we live
- The consumer love affair with digital and mobile technology makes it fertile ground for marketers trying to engage customers
- At the most basic level, marketers set up company and brand Web sites that provide information and promote the company's products

# Social Media Marketing



- Online social networks provide a digital home
- the goal of most social media campaigns is social sharing

# Mobile Marketing



- Mobile marketing is perhaps the fastest-growing digital marketing platform
- Marketers use mobile channels to stimulate immediate buying, make shopping easier, enrich the brand experience, or all of these

# The Changing Economic Environment



- In today's post-recession era, consumer incomes and spending are again on the rise
- The new, more frugal spending values don't mean that people have resigned themselves to lives of deprivation.
- companies in all industries have realigned their marketing strategies with the new economic realities
- In adjusting to the new economy, companies may be tempted to cut their marketing budgets and slash prices

# The Growth of Not-for-Profit Marketing



- In recent years, marketing has also become a major part of the strategies of many not-for profit organizations
- Government agencies have also shown an increased interest in marketing

# Rapid Globalization



- marketers are also taking a fresh look at the ways in which they relate with the broader world around them
- Thus, managers in countries around the world are increasingly taking a global

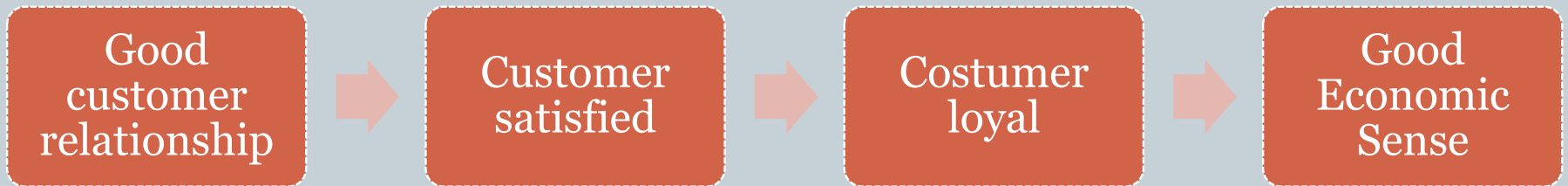


# Sustainable Marketing—The Call for More Environmental and Social Responsibility



- Marketers are reexamining their relationships with social values and responsibilities and with the very Earth that sustains us
- The social responsibility and environmental movements will place even stricter demands on companies in the future

# Creating Customer Loyalty and Retention



# Conversely...



Losing a  
Customer



Losing more  
than single  
sale



Losing the  
Entire  
Stream

# Growing Share of Customer



## How to increase share of customer

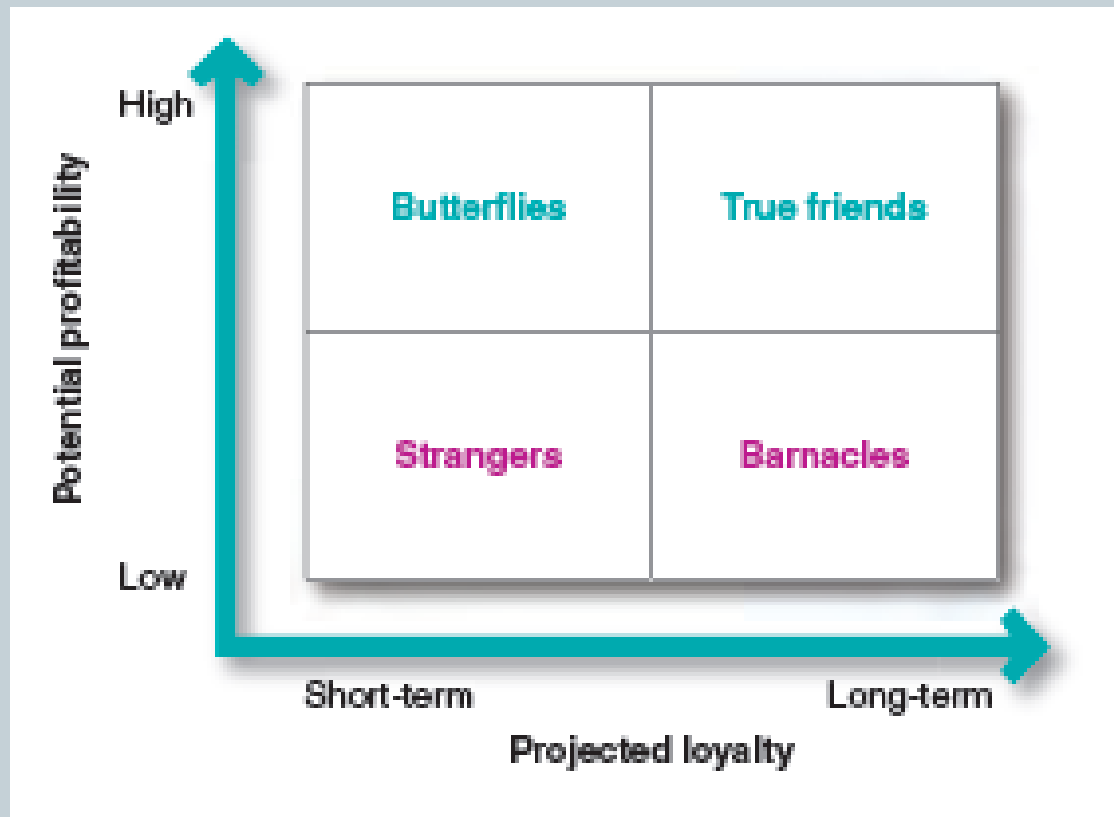
- offer greater variety to current customers
- create programs to cross-sell and up-sell to market more products and services to existing customers.

# Building Customer Equity



- Customer equity is the total combined customer lifetime values of all of the company's current and potential customers.

# Classifies Customers Into One of Four Relationship Groups



# Preparing an Integrated Marketing Plan and Program



4PS

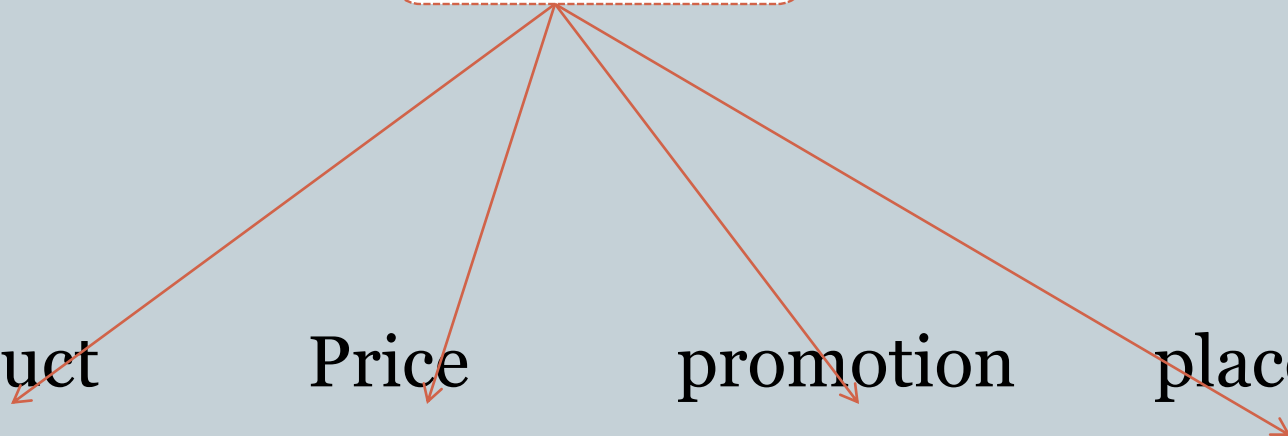
MARKETING  
MIX

Product

Price

promotion

place



# Building Customer Relationship



1. value and satisfaction
2. engaging customers





- **THANKYOU!**
- **ANY QUESTION?**