MY FRAMEWORK – EXPERIENTIAL, INTEGRATED & HOLISTIC
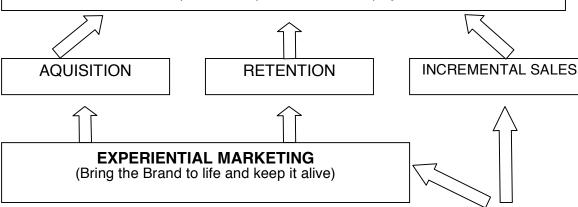
FINANCIAL VALUE

CUSTOMER EQUITY
($ value of the customer to the company)
Using the company's goods and services helps customers lead more rewarding personal and business lives, they will therefore reward the company financially by doing business with it, being loyal to it and telling others about it. Customers are assets that the company invests in through EM and from which they can expect an ROI. Therefore one needs a model that shows how improving a customer experience impacts customer equity!

| AQUISITION | RETENTION | INCREMENTAL SALES |

EXPERIENTIAL MARKETING
(Bring the Brand to life and keep it alive)

CUSTOMER EXPERIENCE

BRAND EXPERIENCE (STATIC) & CUSTOMER INTERFACE (DYNAMIC)

Brand Experience:
- Look & Feel (Brand Identity)
- Product Experiences (Aesthetics, Design, etc.)

Customer Interface:
- Exchange of info. and services
- Face to face, written, electronic, media

INNOVATION

In order to live up to the brand promise, an organization must continuously innovate in order to enhance the experience to meet customer expectations

INTERNAL RESOURCES

BRAND PLATFORM & RESEARCH

Brand managers are more than stewards (protectors) they are "brand producers" who bring the brand to life at all touch points. Researchers are customer anthropologists as well as empirical scientists.
Platform consists of:
1. Experiential Positioning (Essence)
2. Experiential Value Proposition (Promise)
3. Experiential Execution Concept

EMPLOYEE & ORGANIZATIONAL ALIGNMENT

Employees to take part in creating the brand promise
Employees to be aware, understand & own the brand promise
Employees to be motivated to deliver the brand promise
Organization to create and support a culture that fosters and sustains alignment & innovation

EMPLOYEE EXPERIENCE
(Internal Customers)
Marketing and HR are no longer mutually exclusive! All employees deliver the brand promise and delivering the brand promise drives people to perform. The key to success is "employee contribution"! Work towards building a holistic, integrated & experiential platform that engages, empowers, and challenges your human capital (internal audience)

SEAMLESS INTEGRATION & EXECUTION ADDS VALUE….WHAT GETS MEASURED GETS DONE…RESEARCH EVERYTHING…