

The Marketing Journey: from Strategy to Sales

Customer-centric Growth

*by Brian Gould, Partner
Akela Partners Consulting Group*

CEO Roundtable For Growth

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www.akela-partners.com

The Paradox of Customer-centric Growth



"If I had asked people what they wanted, they would have said faster horses."

Attributed to Henry Ford

How do we create the right balance?



Seeing the world
through
the eyes of the
customer

vs.



Seeing the world
through
the perspective
of the company



“Your most unhappy customers are your greatest source for learning.”

Bill Gates

“There is only one boss. The customer.
And he can fire everyone...
simply by spending his money somewhere else.”

Sam Walton

Creating a Customer Strategy

Who is our customer?

What do they value?

What problems are we solving for them?

Why should they buy from us?

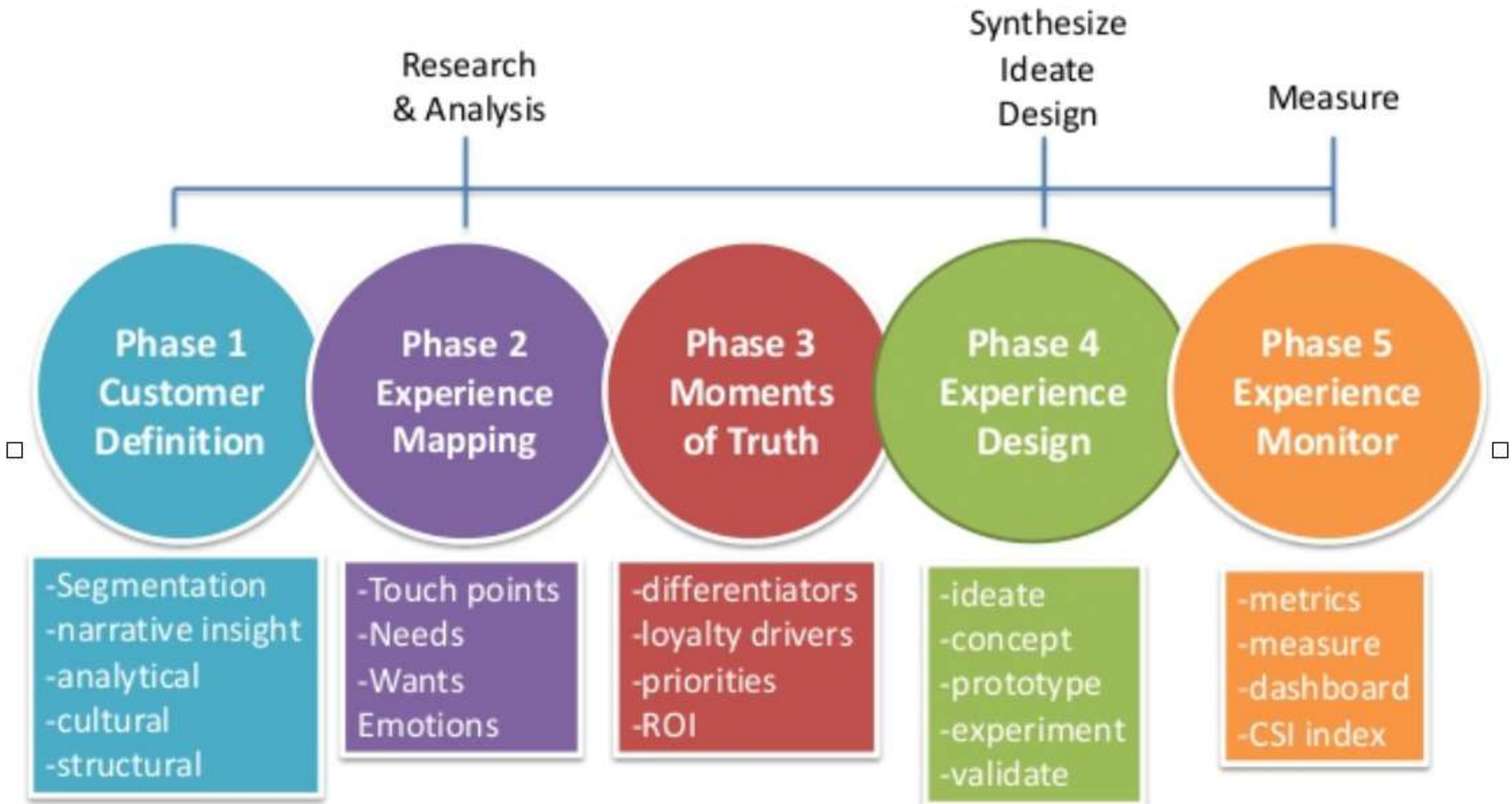
Where do we reach them?

How do we communicate with them authentically?

When can we find them?



Case Study: Process for change



How has the customer journey changed?

- Social posts
- Reviews
- Blogs
- Word of Mouth

- Website
- E-commerce

- Social engagement
- Newsletters
- Blogs
- Communities

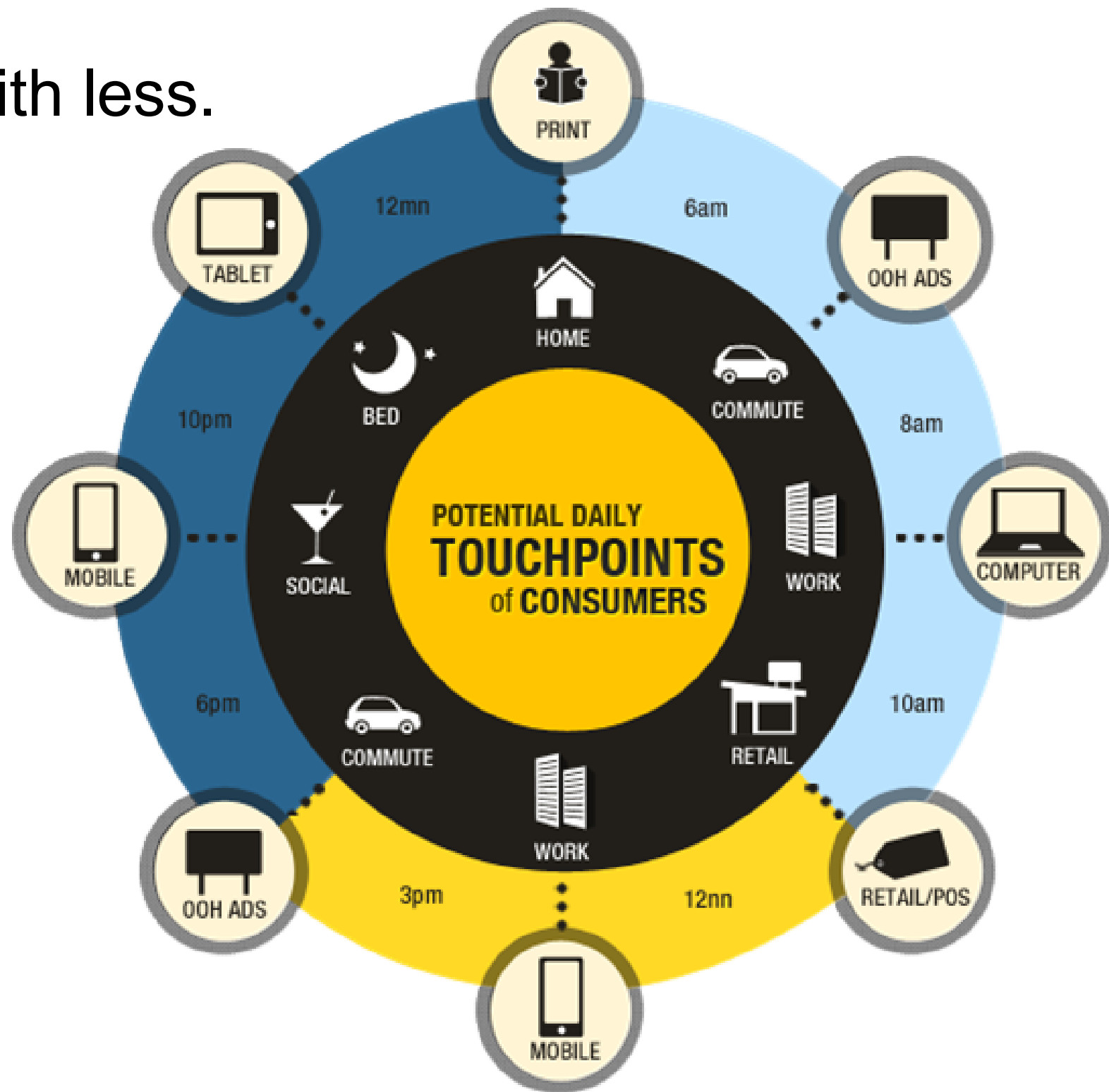


- PPC
- Email
- Direct Mail
- PR

- In-Store
- E-commerce

- Knowledge base
- Customer Service
- FAQs
- Promotions

Do more with less.



Thank-you



“Be yourself.
Everyone else is taken.”

“Nowadays people know
the price of everything
and the value of
nothing.”

Oscar Wilde

Akela Partners - Marketing Services

- Digital Marketing Assessment
 - Channel Mix and allowable acquisition cost
 - Alignment with brand message & customer acquisition
- Marketing Channel Audits, for example:
 - Social
 - Google AdWords
 - Email/Database
- Strategy development - creates a road map from a Digital Marketing Assessment or Channel Audit. Includes campaign “learning plan.”
- Campaign Management
 - Kick-start campaign for client to manage
 - Manage media against budget and marketing goals

Brian Gould

brian@Akela-Partners.com