

CUSTOMER ENGAGEMENT

ISSUE 16 • DECEMBER 2013

THE CUSTOMER EXPERIENCE FRAMEWORK

LIOR ARUSSY

MINDSET MANAGEMENT: THE POWER OF PERCEPTION

RAY STENDALL

COLLABORATIVE SELLING

DR. TONY ALESSANDRA

INTELLIGENCE DRIVEN MARKETING

with COURTNEY KAY

BONUS: *Brian Smith - The Birth of UGG in America and Bob Burg - Adversaries into Allies*

CONTENTS



LETTER FROM THE EDITOR

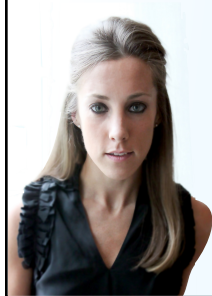


THE 6 DS OF CREATING A CUSTOMER-CENTRIC CULTURE
SHEP HYKEN



MINDSET MANAGEMENT: WINNERS UNDERSTAND
THE POWER OF PERCEPTION - DO YOU?
RAY STENDALL

COVER STORY



INTELLIGENCE DRIVEN MARKETING

with COURTNEY KAY



BONUS

BRIAN SMITH: THE BIRTH OF UGG IN AMERICA
PHIL TAYLOR



COLLABORATIVE SELLING
DR. TONY ALESSANDRA



BONUS

BOB BURG: AUTHOR OF *ADVERSARIES INTO ALLIES*
TOM CUNNINGHAM



THE CUSTOMER EXPERIENCE FRAMEWORK
LIOR ARUSSY



DO YOU TRULY UNDERSTAND YOUR CUSTOMER?
DEB MONFETTE



BAD CUSTOMER SERVICE EXAMPLE 1:
LITTLE BRITAIN USA - RUDE BRITISH RECEPTIONIST



BAD CUSTOMER SERVICE EXAMPLE 2:
BAD CUSTOMER SERVICE MONTAGE



MOTIVATIONAL VIDEO:
MICHAEL JORDAN "FAILURE" NIKE COMMERCIAL

from our editor

Welcome to this issue. As I write this letter to you we are about to start a new year. 2013 was a great year for Customer Engagement Magazine - we featured some of the most recognized experts in the world as part of the Customer Engagement Blueprint and delivered the Customer Engagement Manifesto for free to you as thanks for being part of our community.

2014 is an opportunity for you to take the ideas we share and implement them to amaze your customers and build real brand loyalty. In this issue, we deliver a powerful interview with Ms. Courtney Kay - Vice President of Field & Product Marketing at TechTarget Inc on the topic of Intelligence Driven Marketing. The cutting edge of marketing involves utilizing data for how prospects interact with your brand to customize what information is presented to them and what is left out. Creating content rich campaigns that inform, motivate and inspire prospects to make an informed buying decision is essential. This can only happen if you have a clear understanding for who your prospects are and what they need based on where they are in the buying process. You're going to love this interview.

In addition to our interview with Courtney Kay, we examine the 6Ds of Creating a Customer Centric Culture with Shep Hyken. Next, we examine the Customer Experience Framework with Lior Arussy. From here we look at the topic of Collaborative Selling with Dr. Tony Alessandra. In addition to all of this great content we have bonus podcasts and some funny videos lined up for you.

Study and implement the ideas in this issue. We hope you will agree that this multimedia magazine is very different than others. If you really like us, please share the Magazine with your friends and colleagues. For a limited time, folks can try out the magazine for free by going to www.CustomerEngagementMagazine.com and if you are feeling extra generous please leave a review with Apple - this helps us attract new subscribers so we can deliver amazing content to you.

Have a fantastic 2014 - we have lots of great content planned for you!



RAY STENDALL
EDITOR & PUBLISHER

CUSTOMER ENGAGEMENT MAGAZINE

www.CustomerEngagementMagazine.com

Editorial

RAY STENDALL Editor-In-Chief & Publisher
DEB MONFETTE Content Management Editor
CYNTHIA BULL Editor
JB LIM Layout Designer
TERRA PALEY Social Media Strategist
DANIEL REINOSO Video Editor

Contributors

TONY ALESSANDRA
LIOR ARUSSY
BOB BURG
TOM CUNNINGHAM
SHEP HYKEN
COURTNEY KAY
BRIAN SMITH
RAY STENDALL
PHIL TAYLOR

Published By

Ray Stendall International, Inc.
www.RayStendall.com

Advertise with us!

Advertise@CustomerEngagementMagazine.com

Contribute an Article

Contributors@CustomerEngagementMagazine.com

Letter to the Editor

Editor@CustomerEngagementMagazine.com

Feedback

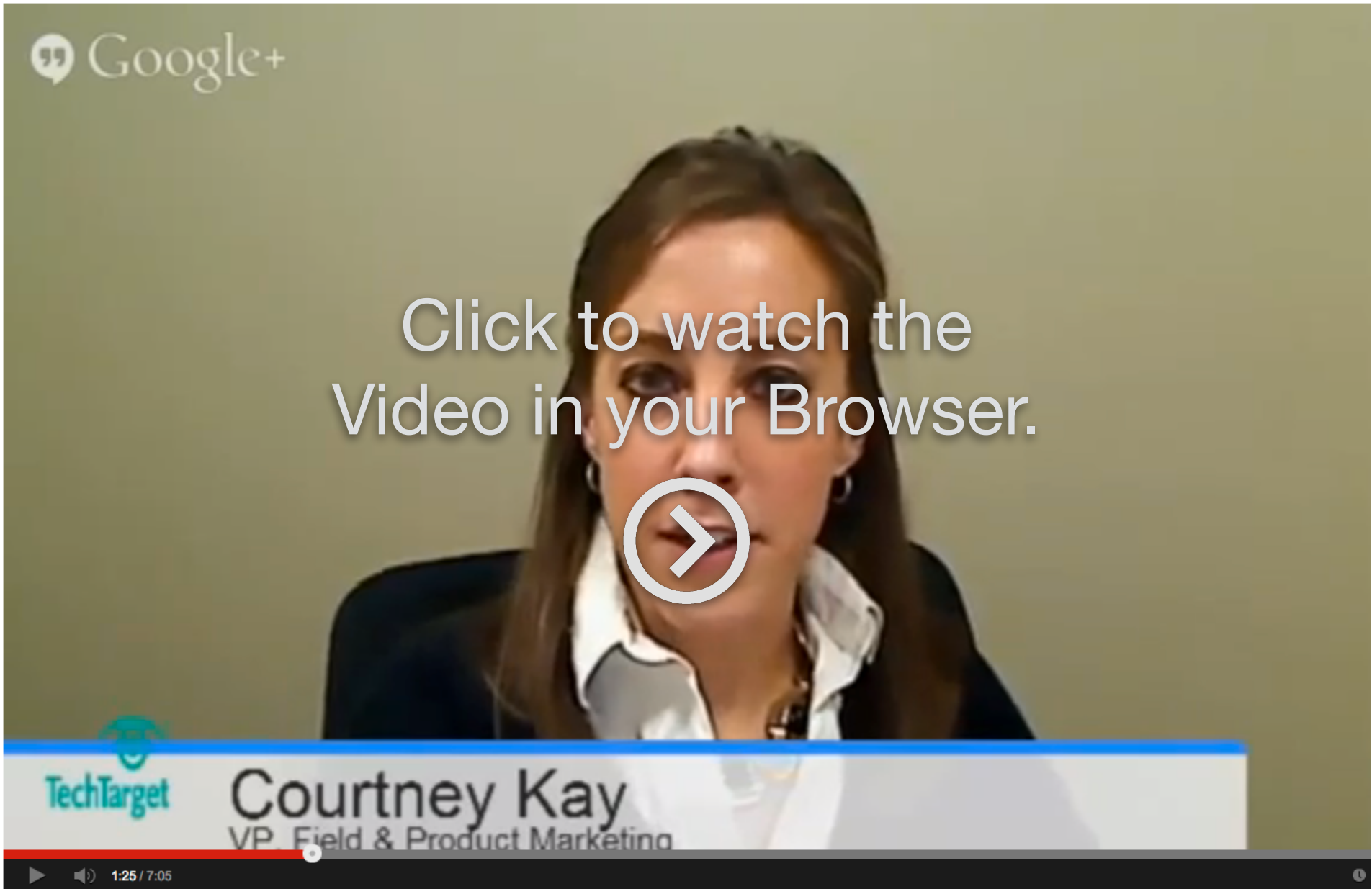
Feedback@CustomerEngagementMagazine.com

Copyright 2013

Ray Stendall International, Inc.

All rights reserved under International and
Pan American Copyright Conventions





INTELLIGENCE DRIVEN MARKETING

COURTNEY KAY

Ray: Hello and welcome to another exciting episode of Customer Engagement TV. My name is Ray Stendall, publisher of *Customer Engagement Magazine*, and today I am so happy and grateful to have as my guest an expert in Data Driven Marketing. You all asked for it. You wanted to know deeper and more information about how can we use data metrics to further the customer

experience, to further the way in which we interact with customers to have a profitable and beneficial relationship for everyone involved, and we found you an expert to help deliver on this amazing piece of content. So without further ado, I'd like to introduce our guest, who has worked with some of the largest tech companies on the planet and specifically in Silicon Valley, the likes of Cisco and

HP. Our guest is none other than Ms. Courtney Kay. Courtney, welcome to the program.

Courtney: Thanks so much, Ray, for having me.

Ray: Courtney, just to begin, our audience likes to always get a good sense of who we're working with, so let's start off with really the first question. Give us a sense of your experience, of what really brings you to be in the position to help educate, inspire and motivate our audience to learn about Data Driven Marketing.

Courtney: Sure. I've been in the marketing space for about ten years now, predominantly working in the publishing and new media realm, more specifically, right now focused on field and product marketing for IT media company, TechTarget. Our focus is really on delivering very niche technical information to buyers and aligning them closely with the brands that provide solutions for what their particular IT challenges are. Where I think it gets really exciting, and given my background and experience in today's kind of dynamics, is that we're talking a lot today about the idea of Content Marketing and how brands need to become publishers, and how everybody needs to be out there producing content. And who better to really talk about that and explain how it works than a publisher? TechTarget's model, because of our really niche approach, really depends on data and insights on the behavior of our audiences to be able to deliver the right content at the right point in time.

Ray: That's very important. So we're talking about getting the right content at the right point in time to the right audience to form

a connection that engages, inspires and motivates them to want to learn more about the vendor or the partner involved in sharing that content, correct?

Courtney: Exactly. If we think about the power of content today and communicating on behalf of brands, given the amount of noise out in the marketplace, it becomes a really critical element of the marketing and sales strategy to be able to deliver that message cohesively in the form of various pieces of content.



"TechTarget's model, because of our really niche approach, really depends on data and insights on the behavior of our audiences to be able to deliver the right content at the right point in time."

Ray: Another key point to build and plus, so to speak, in what you're saying, is that in today's self-service world, where everyone pretty much goes to the internet to try and find answers to their questions, figure out who it is they want to do business with, who it is they want to avoid, being able to differentiate your message with solid content that helps a customer make an informed buying decision is key. But being able to actually do it in a way that allows you to stand out and to really enjoy that position of authority in the marketplace becomes harder and harder, unless they have a cohesive Content Marketing strategy, as you mentioned. With that being said, let's talk about the Data Driven approach to marketing intelligence, so that we can

garner some intelligence, so that we can make smart decisions as marketers. Can you help us define this subject?

Courtney: Sure. When you think about Data Driven Marketing, actually, Lisa Arthur on Forbes CMO Network defined it in an interesting and concise way. She calls it "propelling value by engaging customers more effectively." I think that's the most important foundational element to anything related to data. If you think about the big data world that we live in, there are so many sources and types of data to consume that it often can feel very overwhelming and create a paralysis for marketers especially to figure out, "What do I need to look at in order to inform my market?" So coming back to this idea of propelling a better customer engagement is really the key foundation to figuring out what data elements to look at. Data is just one piece of the story, so I like to evolve that. We, as a company, have a framework that we call the Intelligence Driven Marketing Framework. The idea here is to knit together those pieces of data to tell a story and provide intelligence on your customers, your personas, your prospects to your sales force to enable them to better follow up with the prospects and opportunities in front of them.

"If you think about the big data world that we live in, there are so many sources and types of data to consume that it often can feel very overwhelming and create a paralysis for marketers especially to figure out, 'What do I need to look at in order to inform my market?'"

Ray: Before we dive a little bit deeper, I think it will be great if you could give a really simple example of the type of story we can tell someone in sales, and then from there, we can dive into the subject matter in a little bit more breadth and depth.

Courtney: Sure. If you think about the types of things we can know about individuals, historically when we think about prospect generation or lead generation, demand generation, we're thinking predominantly about passing along points of demographic data. You might get a spreadsheet with fifteen pieces of information including title, location, all sorts of different demographic information, maybe some form of graphic information like company size or industry. But what we're missing from that data historically is digital behavior and body language. Obviously, there are a lot of key terms and buzz words out there. But I think what this begins to inform your sales force of is where someone might be, in terms of their buy cycle, and more importantly, the pain points and challenges that they are facing within their organization, as it relates to your particular solution. So this behavior can become a really informative piece of information for sales teams to effectively meet the content needs and technology or solution need of their particular buyers.

Ray: One thing I'd like to add to what you've just mentioned, which we've talked about in previous issues of the magazine, is the importance of understanding the psychographics of a marketplace in addition to the demographic. Partly what you're talking about here has to do with looking at behavior, and where the customer is within their buying cycle, and

how does that relate to where we are in our sales cycle, being able to then garner these metrics. And to whatever extent possible, the more we're able to understand some of the more emotional aspects of how someone makes a decision, the more pertinent conversations can take place between the customer, the prospect, and the sales team. Wouldn't you agree?

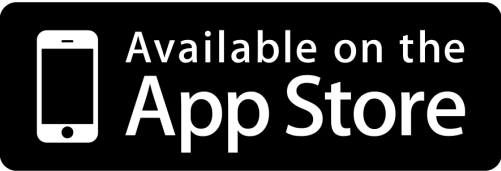
Courtney: I would absolutely agree with that. I think what all of these things knit together to create is sort of a mind set of where someone may be, in terms of their propensity to buy a solution or to understand their options more effectively.

Visitor Demographics

Number of active users per day for the past month

BY AGE	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
13-17	1	2	1			7	1		2		2	1			8	1	3	7	1		3	5	6	1	1		5	1	2	
18-24	47	6	1	1	1	44	6	1	45	2	73	6	2	3	75	11	56	61	6		1	64	65	6	3	4	54	5	3	
25-34	112	24	6	5	3	110	10	5	110	9	134	20	4	4	171	33	138	125	9	2	1	134	158	20	12	7	109	14	1	5
35-44	216	48	2	4	2	206	23	3	213	19	268	27	3	4	251	78	257	249	25	2	2	254	255	43	25	4	215	30	4	3
45-54	171	63	10	2	2	166	29	13	153	30	193	34	14	7	196	70	182	190	36	9	3	203	214	61	32	13	179	41	18	10
55+	108	54	12	5		105	30	8	88	30	99	30	12	4	106	46	97	103	24	3	3	93	105	38	16	8	97	28	11	7
BY GENDER	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Female	501	142	23	8	3	478	71	22	472	50	506	88	20	14	606	175	553	549	67	11	3	569	618	116	64	25	491	92	22	14
Male	137	51	8	9	3	149	26	4	122	26	174	27	7	6	183	60	161	148	30	5	6	169	166	42	23	9	152	25	15	8
Unspecified	17	4	1			11	2	4	17	4	19	3	2	2	18	4	19	18	4		2	15	16	11	2	2	16	2	2	3
BY COUNTRY	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
United States	632	190	31	16	8	619	95	27	582	82	726	110	33	21	775	224	702	709	93	15	9	722	785	158	81	36	635	111	36	22
Canada	4	1				6	1	2	5	2	5	1	1		7	2	4	6	2			6	3	5	1		4	1		
United Kingdom	3					2			3	1	6	1			7	5	8	5			4	8	10	1	2		6	1	2	
Philippines	2					1	1		2	1	2	1			1	1	2	1				1	1	1			1			
India	2	1				2			1			1			2		1	1				1	2	2			1	1		
Netherlands	1					1																								
Malaysia	1	1										1			1		1		1											
Thailand	1	1				1						1			1		1		1											
Morocco	1					1			1																					
Serbia	1	1				2			3						1	1	2	2				1	2		1		1			
TOTAL	29	30	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Active Users	655	199	32	17	8	633	99	30	611	92	789	119	35	22	807	239	732	715	101	16	11	753	793	170	89	36	660	119	39	25

You might get a spreadsheet with fifteen pieces of information of different demographics. But what we're missing from that data historically is digital behavior and body language. This informs your sales force where someone might be in terms of their buy cycle, and more importantly, the pain points and challenges that they are facing within their organization.



Get the full issue for your iPad or iPhone.

Use code COURTNEYKAY2013 to receive this issue and the next two issues free.