

Step One

Module Four

Mini Lesson Guide

the
marketing
Democracy™

Welcome!



Today's digital media landscape makes it possible to deploy marketing "one customer at a time" in near real-time! With the ability to execute precision marketing at scale, some pundits are questioning whether we still need mass marketing. We need to call off the debate: there are no winners and losers between mass and direct marketing. World-class marketing takes a 3D view of customers: as individuals, as members of communities, and as part of culture. This module will help you to create the perfect blend of mass, community and direct marketing for your business.

- Judy

Module Overview

In this module, we are going to focus on four key ideas:

- In [Lesson One](#), you will learn to make each customer feel like the most important customer.
- In [Lesson Two](#), you will learn how to create social currency that your customers can share with their communities.
- In [Lesson Three](#), you will learn the value of being part of a broad, cultural conversation.
- In [Lesson Four](#), you will learn how to balance all three dimensions of marketing: mass, community and direct, to create the optimal approach for your business.

To help you create the perfect blend of mass, community and direct marketing for your business, you can purchase a "3D Customer Map." This downloadable PDF is fully functional if you open it in Adobe Acrobat Reader. Be sure to click on the "listen" icon in the lower right-hand corner to learn more about this helpful tool. And, for additional inspiration, you can watch the real-world example video to see this lesson in practice.

Congratulations on taking this important step in your journey to developing world-class marketing for your business.








Lesson One

Make Each Customer Feel Special

Why This Matters

Every customer that you have should feel like the most important customer in the world. This is a simple idea that is often misconstrued. All too often, marketers focus solely on loyalty programs that reward their customers with special offers and incentives. They check off the loyalty program box, and they're done. Your marketing plan must express gratitude beyond the loyalty program. Every asset in your marketing communications plan should work toward this goal. This lesson illustrates what it truly means to make each customer feel special and how mass, community/social and direct marketing channels can all be used to achieve this important goal

5 Key Takeaways

-  In today's digital age, we can send marketing messages to one individual at a time at scale. Some believe mass marketing is over. That's not the case! We still need three forms of marketing: mass, community/social and direct.
-  Know the difference between marketing one-to-one, and making each customer feel like the most important customer you have. That's the goal.
-  In order to make each customer feel special, you need to market to all three customer dimensions: as individuals, as members of communities and as part of culture.
-  Different individuals require different forms of outreach in order to feel special. This is a far greater opportunity than a "one size fits all" loyalty program.
-  If you make each customer feel special, they will reward you with what is referred to as Customer Lifetime Value. The monetary return to your business over the lifetime of each customer's purchases in your category.



Ask Yourself

Before moving on to Lesson Two, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Are you ready for a mindset shift? The three forms of marketing are not three ways in for you. Instead, they are three ways to connect with your customers. Do you see the difference?

How do you currently make your customers feel special? What other ideas can you come up with that are easy to do?

What direct marketing channels do you currently use? How do you customize your messages so that each customer feels recognized? What steps can you take to make messages more personal?






Lesson Two

Give Customers Social Currency to Share with Their Communities

Why This Matters

In lesson one, we introduced you to the three dimensions of customers and the importance of making customers feel special by recognizing them across mass, community and direct marketing channels. This lesson focuses specifically on your role within social communities. Social media marketing is not a right; it's a privilege that must be earned. Too often, marketers insert themselves into conversations where they clearly do not belong. Your job is to provide your customers with social currency that they can share with others. You need to know how to draw the line between supporting social conversations and interrupting them for your own gain.

Key Takeaways

-  We are social by nature. Individuals are part of many communities--interpersonal, professional, life stage, passions and interests--that each fulfill our need to belong.
-  We like to share ideas within our communities. We call this social currency. Your job is to give others ideas to share.
-  You don't belong in a community unless you can legitimately enhance the conversation. You need to be relevant and you need to contribute resources and expertise to the community.
-  You may find that you cannot join the conversation, but an Influencer can do the talking for you. Influencer marketing gives you a voice in a highly valued community that would otherwise be unavailable to you "if" it's done properly.
-  You are not the topic of a social conversation. Take a back seat. You're there to provide support.



Ask Yourself

Before moving on to Lesson Three, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Are you welcome in your customers' social communities? Or, are you interrupting their activities? Can you find the spaces where you are most welcome?

What forms of social currency can you offer your customers? What can you give them that they can share with others?

Do you currently use Influencers to help market your products and services? Who are the Influencers that your customers follow?






Lesson Three

Become a Part of the Cultural Conversation

Why This Matters

Lesson Three addresses the role that culture plays in your marketing strategy. Your business is part of the fabric of its trading area (however defined) and it is shaped by broad cultural themes that occur at any given time. Your customers exist in this broad culture and it's your job to "see" them and to relate to them on a more mass level. A marketing plan that doesn't address culture can miss out on all the talk value that is created by cultural trends. Conversely, if businesses do not pay attention to culture, they can appear tone deaf and they run the risk of alienating their customers and losing valuable business.

Key Takeaways

-  Popular culture is the best form of talk value. If you can become a part of it, you can become part of the conversation. Learn to read cultural trends and ride the wave before it crests.
-  It's crucial to read the signals from culture and to be on the right side of broad issues that are important for the times. Be prepared. Don't become tone deaf to the voices that are rising in culture.
-  How you define the boundaries of culture is based upon the boundaries of your business. For some virtual businesses, culture is boundless while for other brick and mortar businesses, culture is defined by a local market.
-  Brands that can become part of a cultural ritual create a built-in, and lasting business. Cultural rituals create bonds that are shared with others, and are passed down from one generation to the next.
-  Your company vision and mission is something larger than the products and services you sell. In today's era of social responsibility, customers want to do business with companies who do good.



Ask Yourself

Before moving on to Lesson Four, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of this lesson?

What cultural issues are relevant to your business category and to your customers?

Do your products and services fit into a larger cultural ritual? How can you celebrate these rituals and make your business more important in the process?

What are the causes that you stand for? How do you communicate your corporate/social responsibility to your customers? Remember, actions speak louder than words.

Lesson Four

Balance all Three Dimensions of Marketing

Why This Matters

Throughout this module, we made a strong case for three dimensions of marketing: individual, community and mass and their respective roles in making each customer feel like the most important customer in the world. This final lesson focuses on how to apply each of the three dimensions based upon your unique business situation. There is no magic formula to determine the right mix. But one thing is certain: the best marketing incorporates all three forms without any compromises. Today, there seems to be a pull and tug between mass marketing, social media marketing and direct marketing. It's time to call a truce and thoughtfully apply all three.

Key Takeaways

- Every marketing plan should incorporate all three dimensions: individual, community and mass marketing. You can't leave one out and have an effective marketing strategy.
- The priority (emphasis) among the three forms of marketing is based upon your business goals for the year and the corresponding customer actions that are tied to these goals. There's no one set formula.
- When all three forms of marketing (individual, community and mass) are executed well, they improve the performance of the others. Remember that 1+1 can equal 3. We refer to this as marketing synergy.
- It's easier to execute and manage three forms of marketing if they are all part of a brand story. Brand stories tie different messages together into a cohesive plot that customers can engage with over time and channel. More to come!
- Each of the three elements of marketing (individual, community and mass) are measured differently. Don't expect them all to do the same thing. They each play specific roles with their own unique measures of performance.



Ask Yourself

Before moving on to the action plan, take the time to reflect on this lesson.

Do you understand the five key takeaways that were presented at the beginning of the lesson?

Do you currently use all three forms of marketing: direct, social/community and mass? If not, which do you use, and which are missing?

Do you have a single brand story that you can use to inspire all three forms of marketing? If not, there are resources here to help.

Do you have a measurement plan for each of the 3 dimensions? Or, are you simply looking at your own sales? What are some important customer behaviors that you can easily measure?