

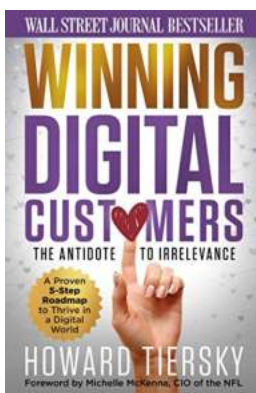
Winning Digital Customers: The Antidote To Irrelevance

In today's highly digitized world, the battle for customer attention has reached unprecedented heights. Traditional methods of marketing, such as television and print advertisements, are becoming less effective as consumers are now avid internet users. Brands that fail to adapt to this new digital landscape risk becoming irrelevant in the eyes of their target audience.

So what exactly does it take to win over digital customers and stay relevant in this rapidly evolving marketplace?

The Power of Personalization

One of the key factors in winning digital customers is the power of personalization. Gone are the days of generic marketing messages that are aimed at a broad audience. With the amount of data available today, it's possible to tailor marketing efforts to meet the specific needs and preferences of individual customers.



Winning Digital Customers: The Antidote to

Irrelevance by Howard Tiersky (Kindle Edition)

★★★★☆ 4.8 out of 5

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Screen Reader	: Supported
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Print length	: 405 pages



Personalization can come in many forms - from customized email marketing campaigns to personalized product recommendations on e-commerce websites. By delivering relevant content and offers to customers based on their preferences and behavior, brands can provide a more personalized and engaging experience that sets them apart from the competition.

The Rise of Influencer Marketing

Influencer marketing has emerged as a powerful tool for brands looking to reach and engage with their target audience. With the rise of social media platforms like Instagram and YouTube, influencers have amassed large followings of loyal fans who trust their opinions and recommendations.

By partnering with influencers in their niche, brands can tap into the influencer's audience and gain valuable exposure to their target market. This form of marketing not only helps to increase brand visibility but also adds credibility and authenticity to the brand's message.

To succeed in influencer marketing, brands must carefully select influencers whose values align with their own and whose audience matches their target customer profile. It's important to forge genuine relationships with influencers based on mutual trust and collaboration for long-term success.

The Importance of Social Media Presence

Social media has become an integral part of our daily lives, and brands that fail to establish a strong social media presence risk missing out on valuable opportunities to engage with customers.

Platforms like Facebook, Twitter, and Instagram provide brands with a direct line of communication to their target audience. By consistently sharing engaging and relevant content, responding to customer queries and feedback, and building a community around their brand, companies can foster meaningful relationships with their digital customers and establish themselves as trustworthy and authoritative sources in their industry.

Embracing Mobile-First Strategy

With the widespread adoption of smartphones, it's no surprise that mobile devices have become the primary means of accessing the internet for many consumers. Brands that optimize their digital experiences for mobile devices are more likely to capture the attention and loyalty of digital customers.

Implementing a mobile-first strategy involves creating mobile-responsive websites, designing mobile-friendly user interfaces, and developing mobile apps that enhance the user experience. By providing seamless and intuitive mobile experiences, brands can ensure that their digital customers can access their products and services anytime, anywhere.

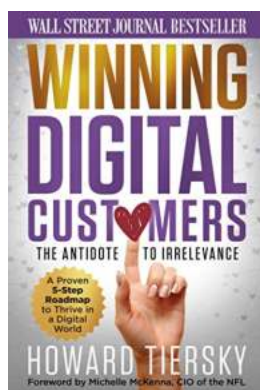
Utilizing Data-Driven Insights

Data is the driving force behind effective digital marketing strategies. By utilizing data-driven insights, brands can gain a deep understanding of their target audience, their preferences, and their behavior.

Tools like Google Analytics and social media analytics provide valuable information about customer demographics, engagement levels, and conversion rates. By analyzing this data, brands can identify patterns and trends, optimize their marketing efforts, and make data-backed decisions that drive results.

In today's digital age, winning over customers and staying relevant requires a multi-faceted approach. From personalization and influencer marketing to social media engagement and mobile optimization, brands must adapt and embrace the latest marketing strategies to capture the attention of their digitally savvy audience.

By understanding the needs and preferences of digital customers and leveraging the power of data-driven insights, brands can position themselves as trusted and relevant players in the increasingly competitive digital marketplace. With the right strategies in place, brands can win over digital customers and secure their place as leaders in their respective industries.



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Customers today expect the brands they deal with to deliver an increasingly outstanding and seamless digital experience. Those that do are thriving. Those that don't are becoming increasingly irrelevant.

Executives charged with leading any aspect of digital face many challenges which often include: outdated technology, inadequate funding, the wrong talent,

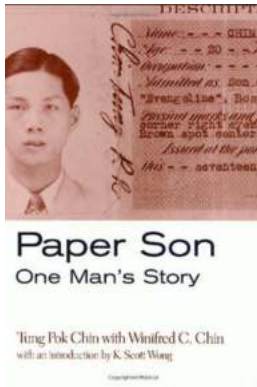
organizational resistance, and lack of alignment on what the vision for the future should be, just to name a few.

Howard Tiersky has been named by IDG as one of the Top 10 Digital Transformation Influencers to follow today. As an entrepreneur he has launched two successful companies that help large brands transform to thrive in the digital age. His dozens of Fortune 1000 clients have included Verizon, NBC, Viacom, Avis, Universal Studios, JPMC, NFL, and even digital leaders like Facebook, Spotify, and Amazon.

In this new book, Tiersky lays out a simple but detailed five step methodology that any company can follow to align their teams around a vision for the customer experience that will maximize their competitiveness in the market, identify the quick wins that will help them out of the gate, and ultimately drive the transformation needed to bring their company into alignment with today's digital world. As part of that methodology, he shares a proven approach to integrating Design Thinking and Journey Mapping to more predictably drive business results.

In the book's Foreword, written by Michelle McKenna, former Disney Executive, the technology leader behind The Wizarding World of Harry Potter, and the current CIO of the National Football League, McKenna says this about Tiersky and his approach: "Howard Tiersky has been my secret weapon every place I've been because he is, I think, one of the brightest, most collaborative and best creative thinkers I've ever worked with. I'm happy that he's now writing it all down and that others can now know what up until now has been known only to his clients. This book provides a very readable, but detailed, pragmatic guide to how to drive digital transformation in the 'real world,' including both specific steps to follow and many anecdotes to put them in context. You will find methodologies, techniques and formerly top-secret tricks that can make a huge difference for

you. Even if you've already hired the best agency or consultancy in the field, reading this book and applying its principles will help you understand and manage your transformation in a way that you get real sustainable change that can survive and thrive long after the last consultant leaves the building.”



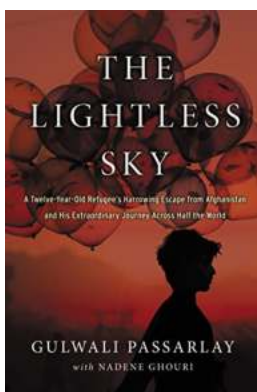
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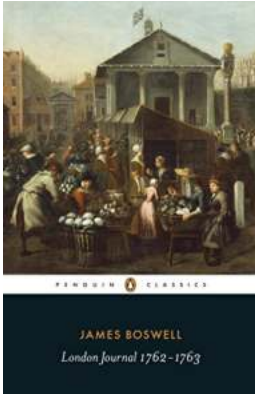
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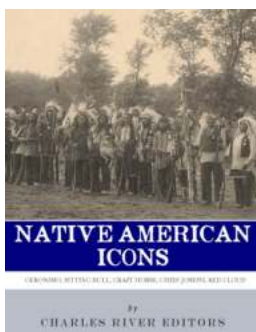
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