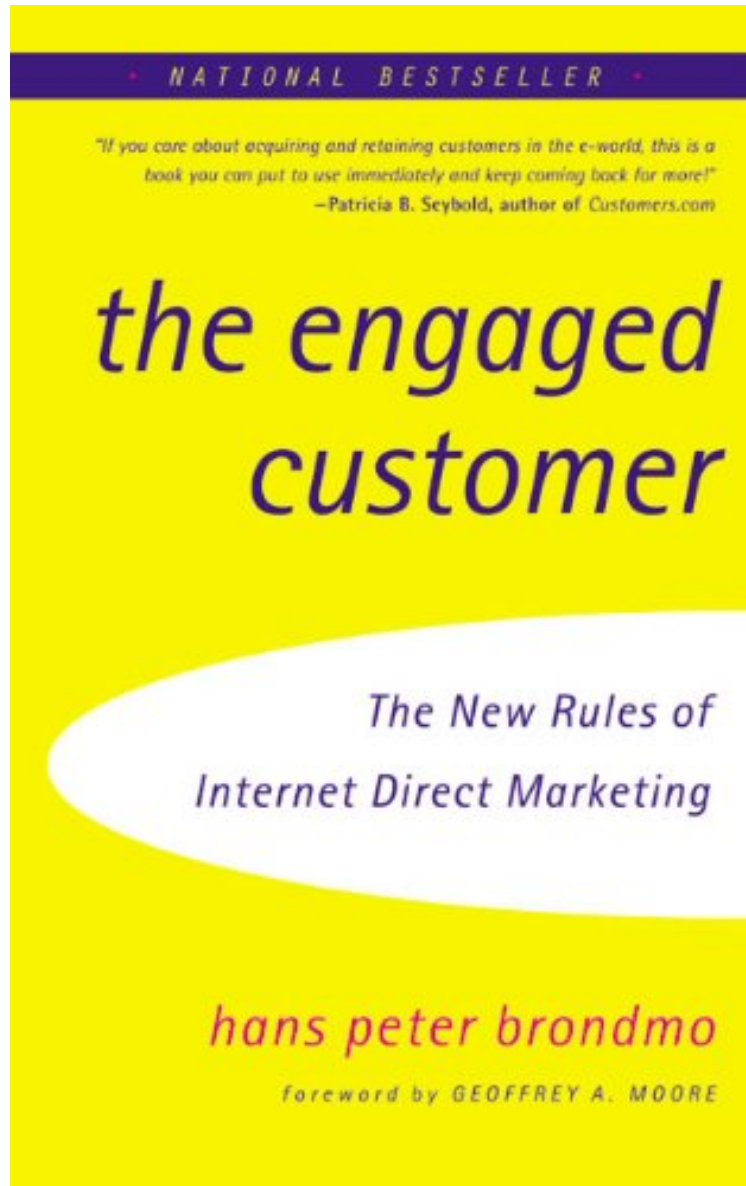


(Pdf free) The Engaged Customer: The New Rules of Internet Direct Marketing

The Engaged Customer: The New Rules of Internet Direct Marketing

Hans Peter Brondmo

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Hans Peter Brondmo : The Engaged Customer: The New Rules of Internet Direct Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised The Engaged Customer: The New Rules of Internet Direct Marketing:

0 of 0 people found the following review helpful. Recommend it!By George TepperMost customers who sign up will

use a product only once. This is true for every product with a free trial. This isn't surprising; it's the fallacy of funnels in action. When you strip every barrier away from signing up, what you get is lots of sign-ups. Unfortunately lots of sign-ups doesn't translate to lots of customers. Customers are the result of a series of events. Engagement is just one piece of the puzzle, but it is so frequently ignored that there's lots of quick wins to be had. There are lots of methods and techniques in this book to keep the customers engaged and making them come back. I recommend it. 6 of 6 people found the following review helpful. The New Rules...of the really obvious. By J. David Evans OK, the book was published in 2000. But it still seems to me that if you call your book "The New Rules..." they ought to be somewhat useful and somewhat timeless. Unfortunately, the "rules" in this book are neither. For example "The e-customer expects to be in control." Well, yah...but so has every customer in recorded history. Auto dealers get a bad rap when they obviously and purposely deny any sense of control. In later chapters we get tips like "Don't send unsolicited messages." Even (back) in 2000 (several years after the first successful anti-SPAM lawsuits) this was a no brainer. Instead, check out Shapiro's "Control Revolution" -- written a year earlier (1999) it's still relevant. If you're new to the discipline and haven't already, check out "Permission Marketing" or "Cluetrain Manifesto." They too provide a sense of history...and a lot more insight. 10 of 10 people found the following review helpful. Outstanding and Essential Text on Email Marketing By Edward E. Rigdon I have adopted Brondmo's email marketing book as a text in my electronic marketing course. I recommend it as essential reading. The book takes over where Seth Godin's Permission Marketing left off. Godin's book was all about philosophy, with not too much about implementation. Brondmo's book start with a grounding in a customer-centered / one-to-one business philosophy but carries through implementation to program review, getting down to nuts and bolts. His examples and analogies ring true... .

In the age of the Internet, how do you keep your customers coming back--again and again--when your competitors are always just one click away? How do you turn casual, anonymous surfers into profitable, "engaged" customers? The answers to these questions can be found in *The Engaged Customer*, written by Hans Peter Brondmo, one of the Internet's best known and most successful direct marketing experts. In this new marketing classic Brondmo introduces readers to the new rules of Internet direct marketing and shows them how to use email to build service rather than marketing relationships. A visionary in both the technology and marketing arenas, Brondmo has shown more company executives than anyone how to build lasting, profitable, one-on-one relationships with customers on the Internet. His client list includes such household names as Palm, Hewlett-Packard, Victoria's Secret, Amtrak, Wells Fargo Bank, OfficeMax, Wegmans Food Markets, as well as such Internet leaders as CDNow, E-Trade Women.com, Petopia.com, Sparks.com, and eBags.com. *The Engaged Customer* makes Brondmo's expertise available to executives, managers, and marketers in both Old and New Economy businesses. The book combines a strategic perspective with tactical guidance, showing where and how to invest in order to build an Internet direct marketing program, and how to plan, develop, and implement your program for maximum success. While sending email messages to customers may sound like a simple process, retailers and marketers all over the world have discovered just how difficult it is to do it well. Let Brondmo show you how to design email communications and marketing programs that have your customers complaining if they don't hear from you understand and manage customer information so that you can "get to know" each and every customer--even if you've got millions avoid spam and the potential nightmare of privacy violations anticipate the organizational impact of customer-focused Internet direct marketing define, measure, and track your success. Whether you are an executive or a manager, *The Engaged Customer* will show you: how to keep your customers coming back how to rise above the increasing Internet clutter how to become the trusted voice that your customers rely on.