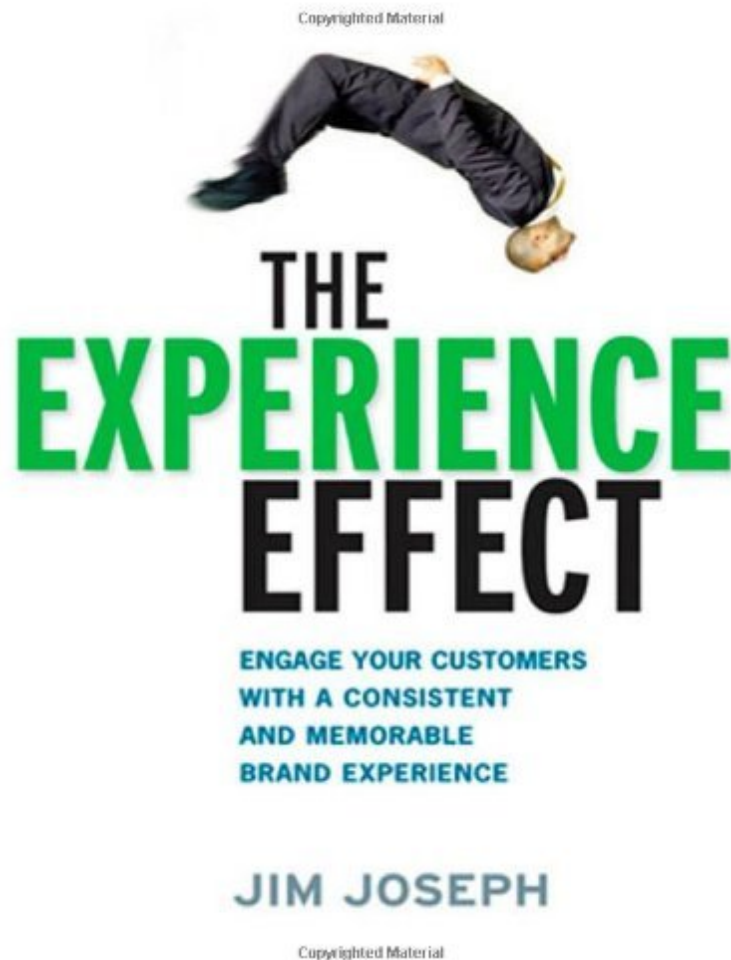


(Mobile library) The Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience

The Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience

Jim Joseph

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Jim Joseph : The Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience:

6 of 6 people found the following review helpful. Excellent for BeginnersBy lokaI gave this book a 3-star rating not because it is mediocre - it has all the basics a new marketer or people interested in the topic need to know. Plus, the author does that in very simple language - it's jargon free. The book gives you a guide (plus real life examples) for brand-building. It talks about a multi-steps approach: 1. Define your brand. Draw a perceptual map to help you find a unique place in your category (the fact that it talks about a perceptual map gives you a sense of who its target audience is, for those who does not know how to draw a perceptual map - grab this book, now!). 2. Understands your consumer.

You have to literally observe them by following them, doing what they do to understand their needs - functionally and emotionally.³ By doing 2, you find out all the touchpoints (points at which your consumers will potentially come into contact with your brand). The next step is to choose the touchpoints which matters to consumers and at the same time make sense for the brand.⁴ Design the touchpoints. Be consistent but avoid cookie-cutter approach. Make the most out of each touchpoint because each has own advantages and characteristics (just think about 2 different touchpoints - retail outlets and websites- and how you can tailor-make experience for each). I think the author has given a bunch of good examples as to how this could be done. Examples including LV, Ralph Lauren, Abercrombie Fitch, The Simpsons Movie and a cookie brand called Keebler.⁵ In building the brand, make sure the brand experience is "ownable" - meaning the experience is uniquely about your brand, so that consumers will not confuse you with someone else and you don't end up marketing for your competitors. The author mentions a number of techniques e.g. giving your brand a unique color (as in Pepsi is blue and Coke is red). This might sound intuitive, but I think the author has given a good list.⁶ Finally, he talks about how to execute the marketing plan you have drawn up by following the above steps. The author talks about team coordination and the use of a "style guide" to make sure everybody in the team understands the brand and increase the chance of consistent execution. All in all, a good introductory book for all brand-builders and all who are interested in the topic. Another good introductory book is Zag: The Number One Strategy of High-Performance Brands. For more "advanced" readers, I suggest the following titles:¹ Get Content Get Customers: Turn Prospects into Buyers with Content Marketing (Tells you how to draw customers by providing useful content)² The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning (Tells you how to make marketing valuable to consumers)³ Inbound Marketing: Get Found Using Google, Social Media, and Blogs (New Rules Social Media Series) (Tells you how to get found by consumers online - Please check out my detailed review on this one too)¹ of 1 people found the following review helpful. Real Life Branding By Dave Fiore Marketing professionals, read this book! Brand managers especially. In a world where the best-informed-consumer-ever makes new demands of your products and practices, and where they have access to far-reaching bully pulpits (social networks, consumer review sites, YouTube, blogs, and more) -- you need help! Read The Experience Effect. Jim Joseph sets out by clearly defining what The Experience Effect is (it's the summary impact of your brand on a consumer based on the cumulative experiences they have with your brand every time they interact with it, whether shopping for it, complaining about it, using it, etc). In fact, that's the best word to describe this book: clear. The concepts are presented in everyday language and supported by everyday examples. The conversational tone is perfectly appropriate, because Joseph is writing about consumers' everyday experiences and how they affect your brand's performance. As you digest the lessons and examples, you're suddenly remembering your own experiences with brands, and these connections give great clarity to the premise. And there are plenty of examples. The Experience Effect isn't limited to sales. Joseph points out good and bad brand experiences that happen everyday in customer support, in product design, in web site design, in general service. The brands highlighted range from J. Crew to the local pasta restaurant. And they all resonate. Then Joseph walks you through the steps of understanding, strategizing and tailoring your own brand's Experience Effect. And as the rest of the book, it's super clear and informed by his deep marketing knowledge. I was reminded of a Reuters story last year that started this way: "Americans are more loyal to their favorite soft drink, television show or car brand than they are to their employer, according to a joint Reuters/Ipsos poll." So how do you make sure your brand is on the loyalty list of your most important customer? I suggest you start by reading "The Experience Effect." ¹ of 1 people found the following review helpful. Great primer for newbies, superb reminder for industry vets By markb73 I've worked in the advertising industry for nearly 10 years and have actually had the pleasure of seeing Jim Joseph in action. He has an incredible ability to think on his feet regardless of the situation. His knowledge of the space is quite remarkable and he has a seemingly endless reservoir of experience to draw from. He shares a great deal of that experience in this book, that squarely places the emphasis back where it belongs - on the customer and their experience with a brand. The concepts are easy to follow and he clearly outlines the steps those new to the advertising/marketing world need to master. That's great, but I've worked on countless campaigns over the years and his examples served as a sharp reminder to me of just how easy it is to get sidetracked while brand building (or destroying as sometimes the case may be). I've seen, first hand, too many advertisers (myself included) get lost in the "big idea" for a brand, that they forget to really consider what that ultimately means for how the customer relates to that brand (or how the disparity between a brand's offline and online experiences can create confusion and a serious disconnect for that matter). I now actively pay attention again to my interactions with the various brands in my life and how they affect me. Not only do I find it fascinating to really ponder how those interactions impact my habits, but it will no doubt increase my effectiveness in the ad world moving forward. So thanks Jim for the reminder to pay attention again to all things, big and small.

The decision to pay money for a product or service is often based on more than just the product or service itself. Consumers care deeply about the overall experience of the buying process: They respond to the marketing message, the advertising, the sales approach, the website, the interaction with company personnel, and more. When all these elements come together to form a seamless experience, the customer is left with a feeling of satisfaction that ultimately

builds loyalty. Jim Joseph calls this ideal combination the 'experience effect', and in this book he shows how any business can create one for its brand. Filled with practical advice and real-life examples. Whatever the business, whatever the size, "The Experience Effect" will help companies create a simple yet powerful brand experience that resonates purpose fully, consistently, and continuously with customers.