



Better Brand Management Summer Series

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Summer Series Segments



CREATING MEANINGFUL
RELATIONSHIPS WITH CUSTOMERS



MAXIMIZING CUSTOMER
RELATIONSHIP VALUE



THE PURSUIT OF LIFETIME
RELATIONSHIPS WITH CUSTOMERS

Discussion Format

Establishing meaningful relationships with customers

- Who is this Guy
- Challenges & Headwinds
- Brand strategy, purpose and promise – Why you?
- Customer relationship journey – from awareness to consideration – the big leap
- Orchestrating it all – creating a relationship symphony through omni channel marketing and media actions

Before we dive in

This presentation is for educational purposes only and opinions, comments or information shared, or discussed are solely those of the presenter.





Who is this Guy



Challenges & Headwinds



Decline in Consumer Trust

FORCING CLIENTS TO HUNT
FOR THE TRUTH



Unlimited Customer Choice

ONE CLICK AWAY FROM
ANYTHING THEY WANT AND
NEED



Birth of Value Shoppers

DEALS, DEALS & DEALS



Decline in Customer Loyalty

THE POWER OF CUSTOMER
CHOICE



What you say or don't say matters

YOU CANNOT HIDE FROM
SOCIETY



Covert vs Overt Marketing

DEATH OF THIRD-PARTY
COOKIES



Consumer Apathy

WHY SHOULD I CARE?



Distrust in Marketing

TO MUCH FOCUS ON
ACTIONS VS OUTCOMES



Competing Business Models

COMPENSATION CHALLENGE
AGENCY VS COMPANY



The Big B Brand



Brand is what people say about you
when you are not in the room

Deeper Meaning in Brand

THE PURPOSE REVOLUTION

pur·pose

/ˈpərpəs/

Noun

The reason for which something is done or created
or for which something exists.



BRAND
PURPOSE

Create a world where
beauty is a source of
confidence, not
anxiety."

DOVE



To use Patagonia's
resources to do
something about our
climate crisis.
"We are in business to
save our home planet"

PATAGONIA



STARBUCKS' PURPOSE

To inspire and nurture the human
spirit one person, one cup and
one neighborhood at a time.

Purpose Lead Brands

DEEPLY CONNECTED TO A
JUST CAUSE



“Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers’ experience”

(A real mission statement)



Most Brands

BLAH BLAH BLAH



Purpose vs Preaching



ESG

ENVIRONMENTAL, SOCIAL &
GOVERNANCE



The Product is the Brand and the
Brand is the Product



Strategy Matters

PLANNING AND PATIENCE



Customer Journey

AWARENESS, CONSIDERATION
& PURCHASE



Who are you?





What's your promise?



People buy from brands they know
and trust



Winning Consideration

WHY YOU?



Educate
Motivate
Stimulate



Online Everything

GOOGLE IT, FIND IT, VALIDATE
IT, BUY IT, OWN IT, USE IT



Product Training Powerhouse

TEACH, LEARN, FIX, BUILD
& USE



Harnessing Influencers



The Power of TV



Activate your customers

REVIEWS,
RECOMMENDATIONS AND
REFERRALS



Getting the Sale



Closing the deal

Make it Easy

Make it Safe

Make it Right





Wrapping it all Up