













2,599,049,587

Google searches today



2,471,389

Blog posts written today



294,321,208

Tweets sent today



2,733,625,627

Videos viewed today on YouTube



31,814,079

Photos uploaded today on Instagram



53,371,711

Tumblr posts today



2,258,249,476

Facebook active users



719,770,526

Google+ active users



348,906,032

Twitter active users



242,157,557

Pinterest active users



134,871,071

Skype calls today

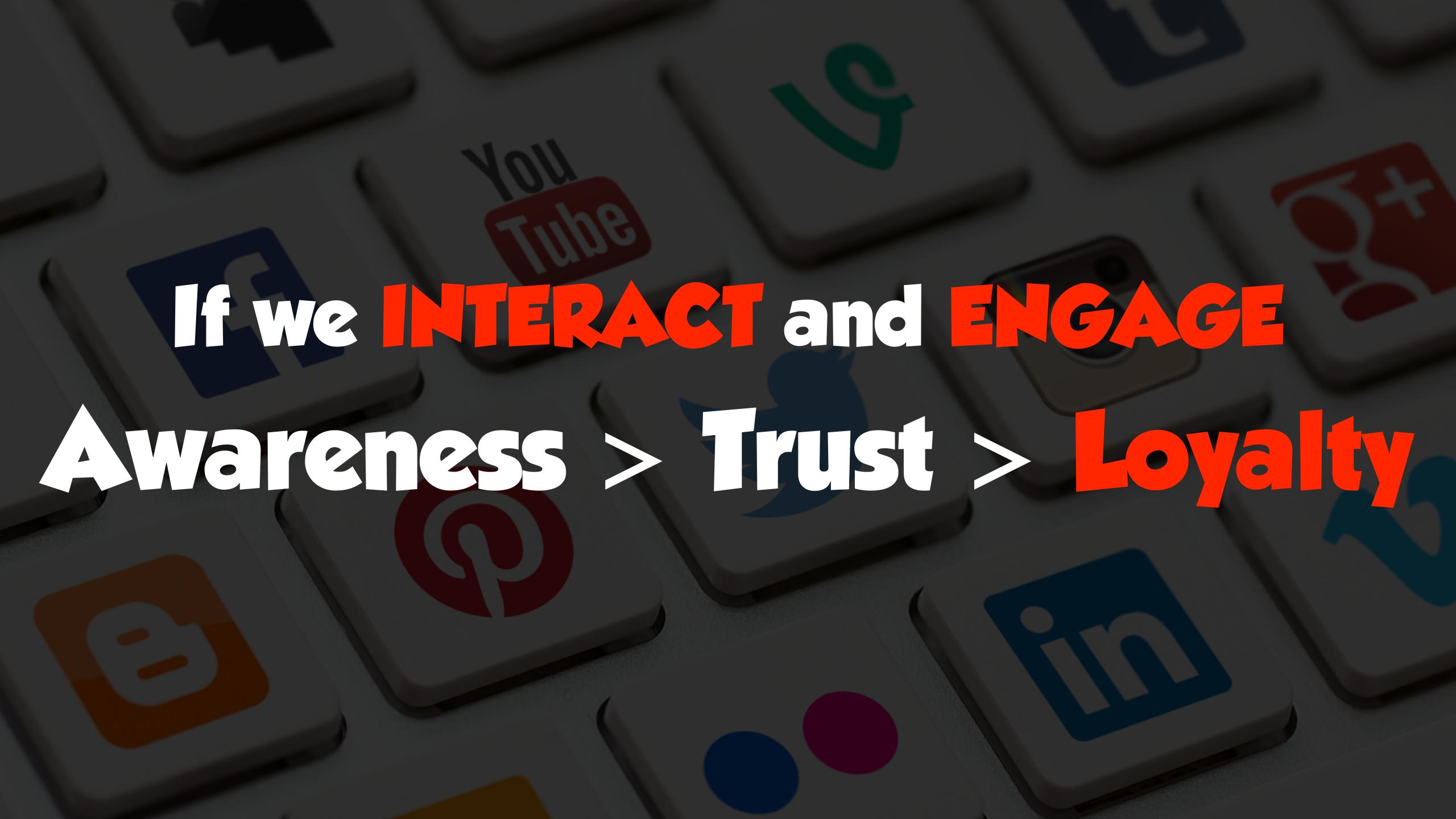


50,886

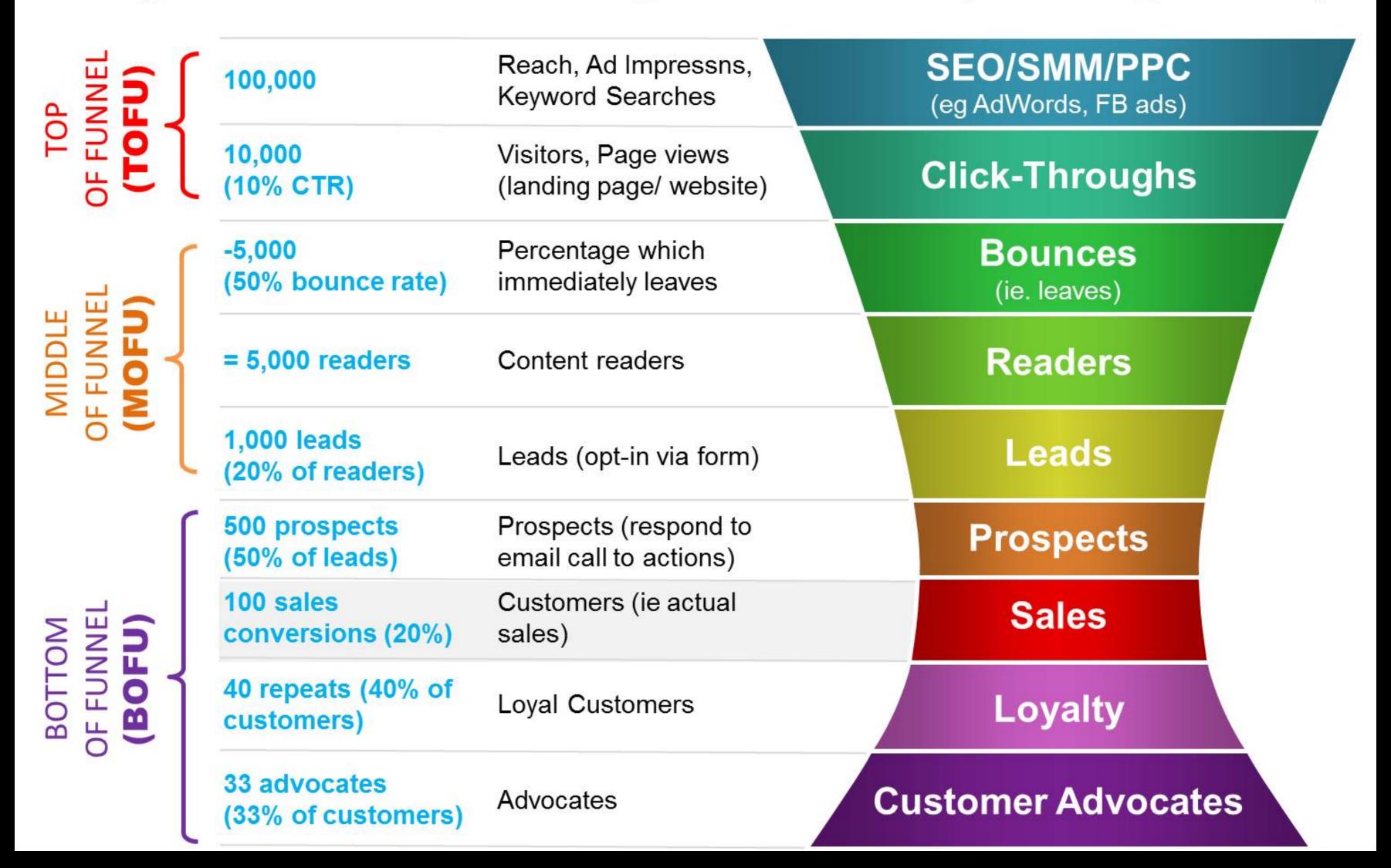
Websites hacked today

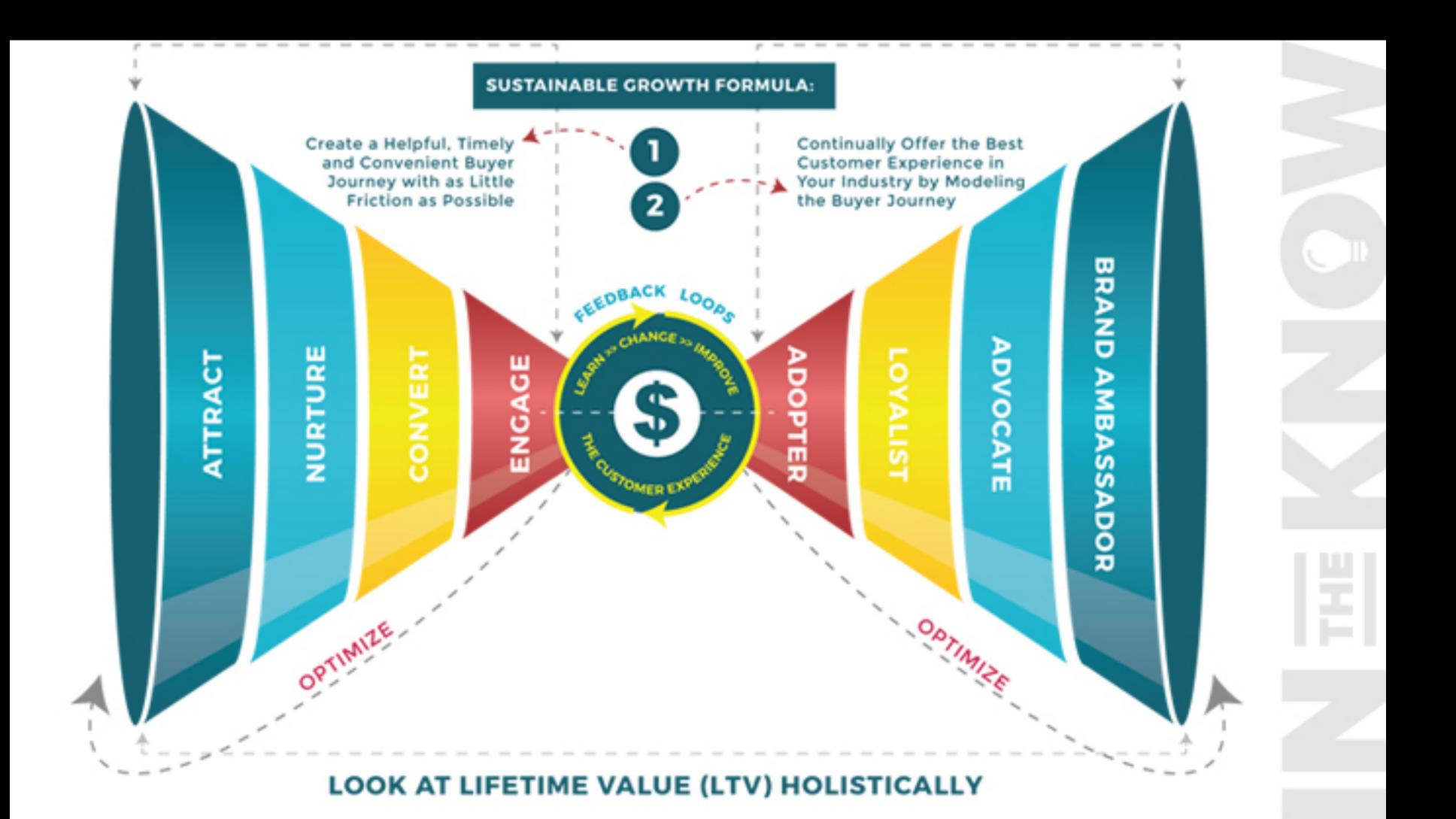
#### THE DIGITAL MARKETING FUNNEL





### Digital Marketing Funnel (Analytics)





## 



"In fact, our research revealed they are more likely to have a negative reaction to a company's attempt to earn their loyalty."





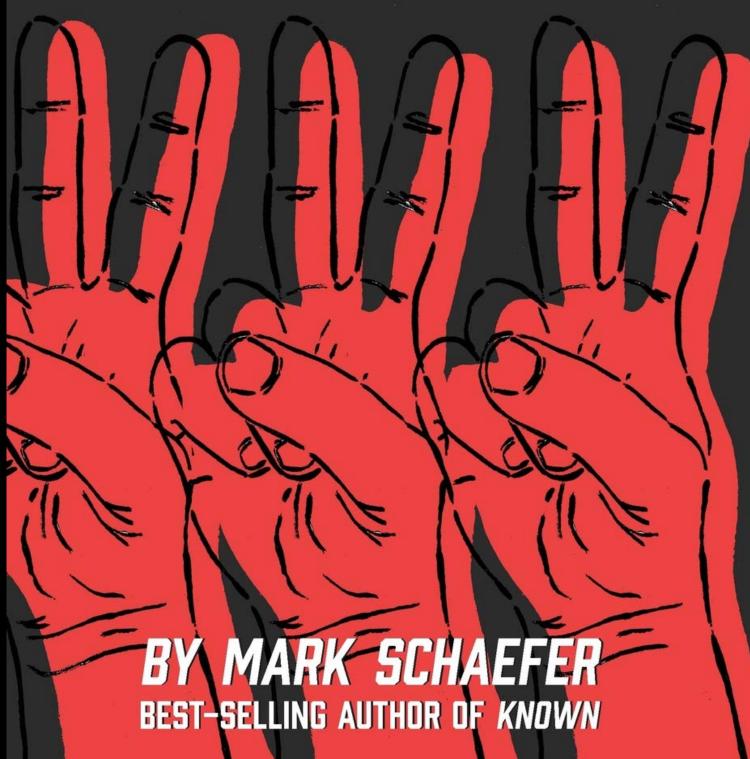
Accenture

# DISRUPTION IS NOW HERE

## DSRUFIER SROTREX

### MARKETING REBELLION

THE MOST HUMAN COMPANY WINS











According to a recent Nationwide survey:

#### MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was-What eigarette do you smoke, Ductor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not - well, try Camels now.





99			
gh.			
stead."			







## They're young... They're in love... They eat LARD



©1957. Issued by The British Lard Marketing Board in conjunction with the Department of Health.

# FIRST DISRUPTION STOP LYTICAL GEORGIAN STOP LYTICAL ST











### SECOND DISRUPTION

## END OF SECRETS

# Imagine I have an idea for a retail store and I'm looking for investors?

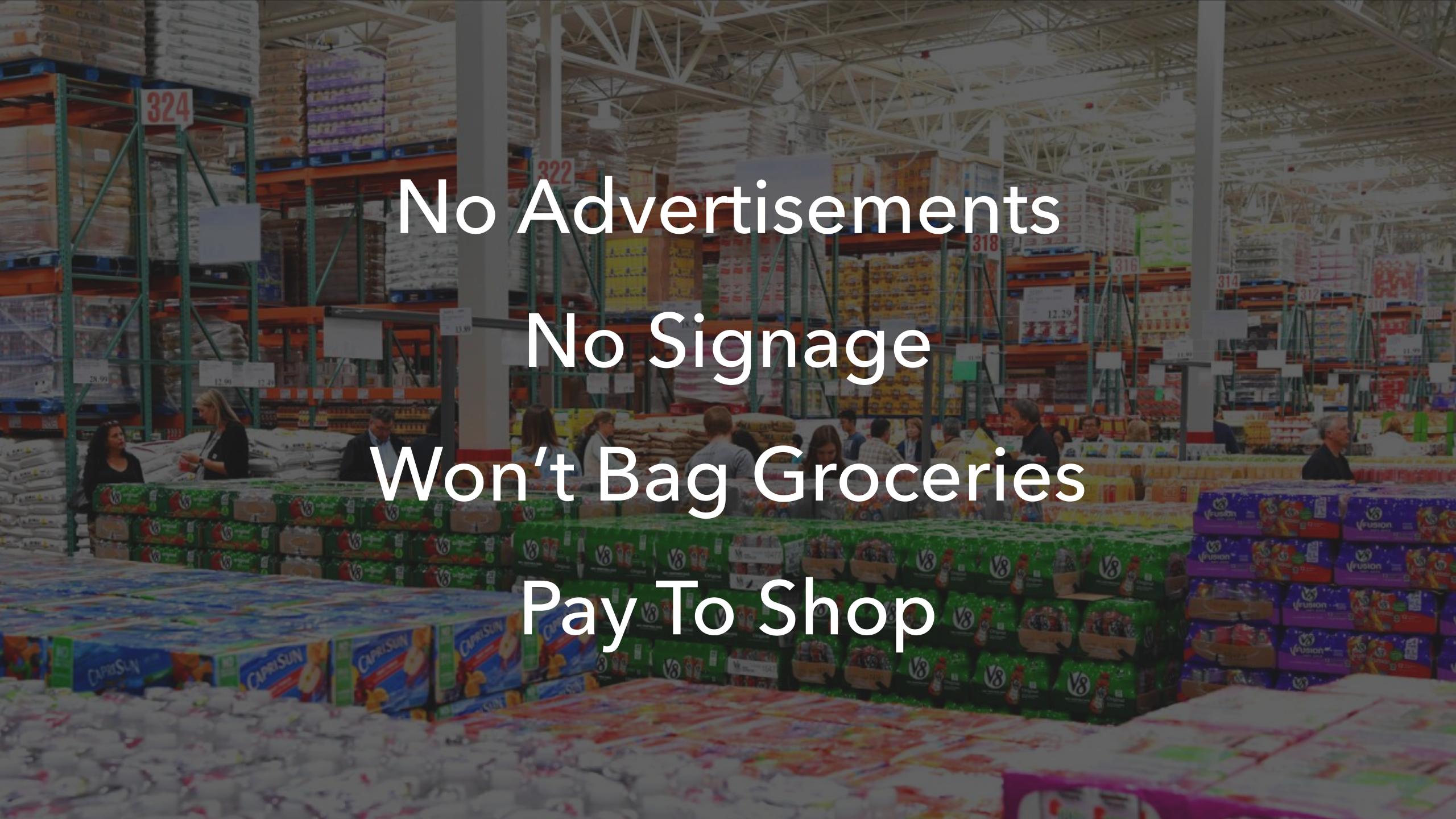
# No Advertisements No Aisle Signage Won't Bag Groceries

Pay To Shop

## \$25,000

















# THIRD DISRUPTION CONSUMER DRIVEN



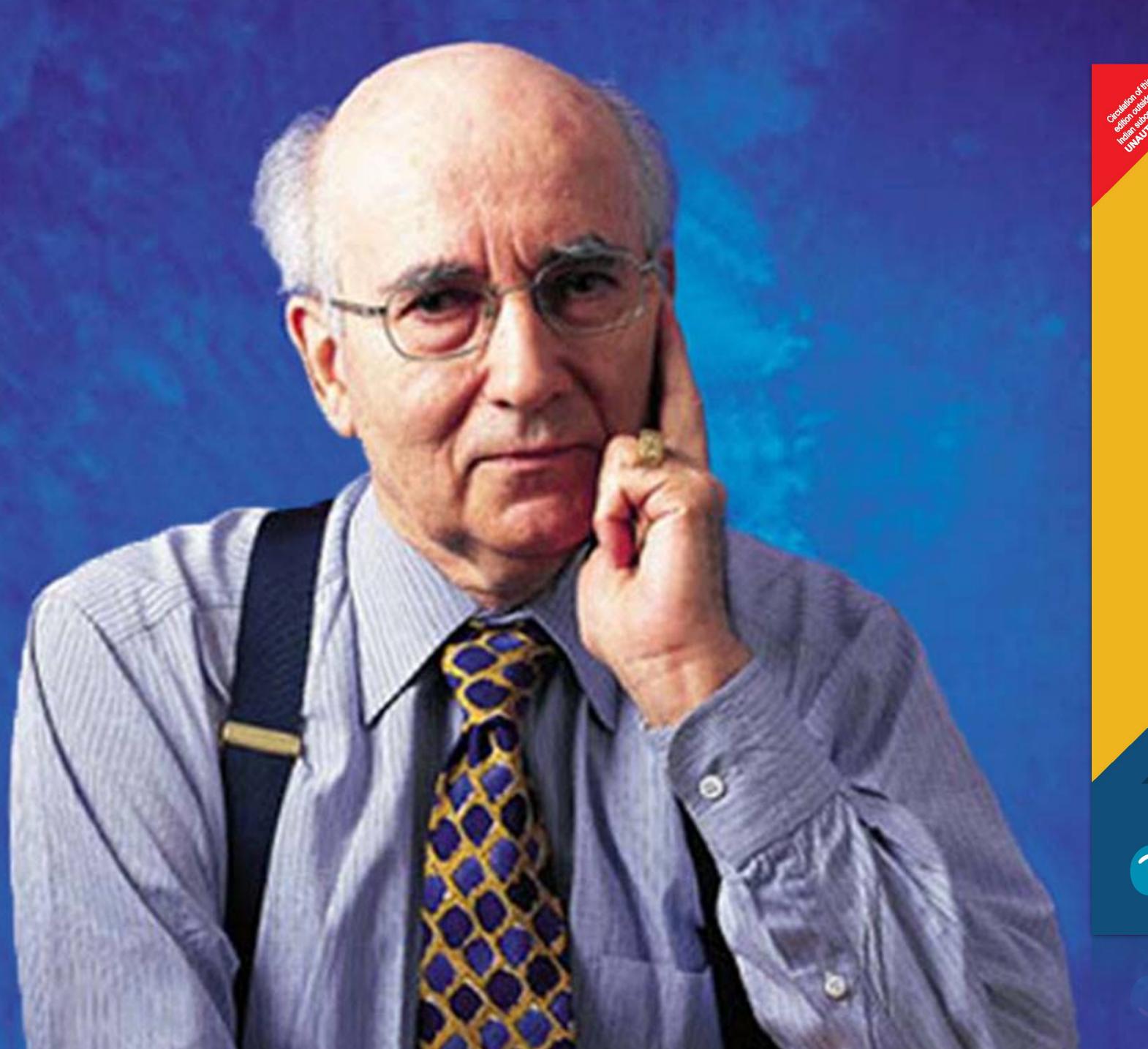
"A company is no longer what we tell the customer it is. It's what they tell each other it is."

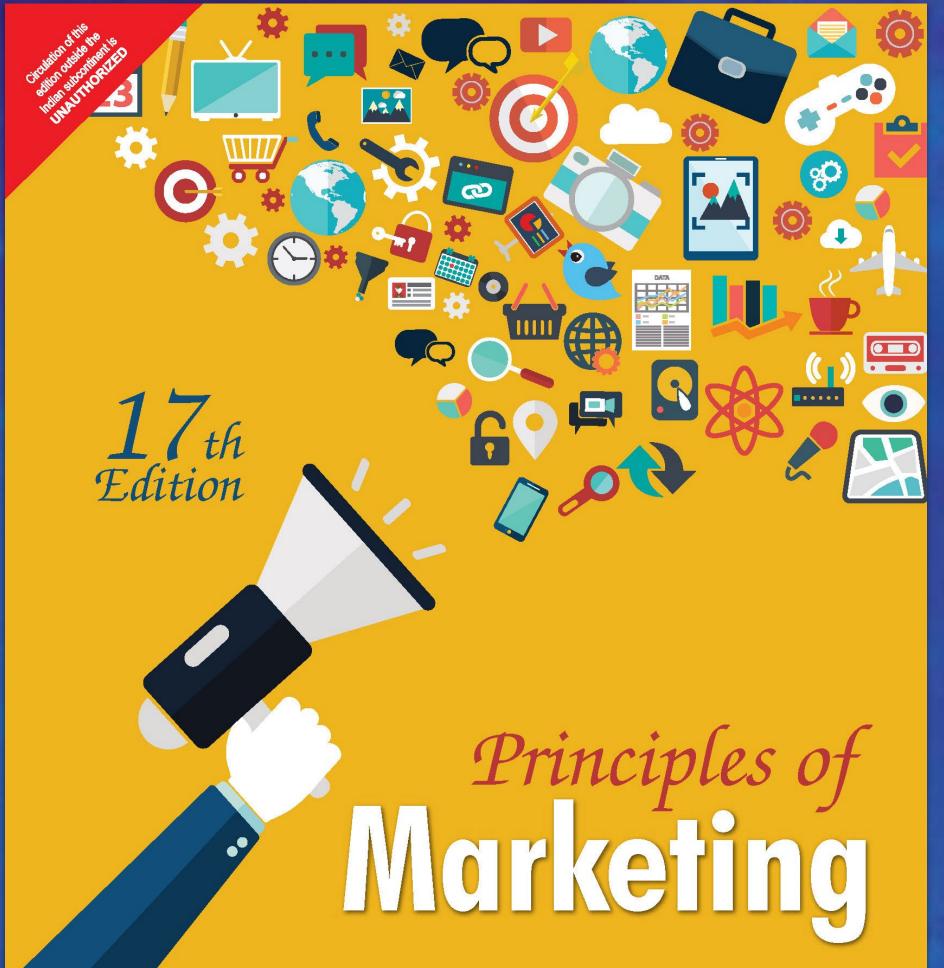
### 

# 

### 4 13 SIZES









Philip Kotler Gary Armstrong Prafulla Agnihotri



Gary Armstrong rafulla Agnihotri



**PSYCHOLOGY** 

SOCIOLOGY

# MARKETING IS ALL THINGS HUMAN



### LIKE MINDED







### Procter& Gamble





### Procter& Gamble

- 1-Customer is the HERO
- 2-Customer is the MARKETER
- 3-You are the GUIDE

Proctera Gamble

#### FIRST PRINCIPLE

# THE ARE (NOT YOU)





The Complete Guide to Creating Customers with Word of Mouth



## TALK TRIGGERS

Author of Hug Your Haters

JAY BAER & DANIEL LEMIN "The best way to grow your business is to have your customer do it for you with word of mouth"

"Word of Mouth is the single most persuasive factor that people use to make decisions"





#### COMPETENCY DOESN'T

### CREATE CONVERSATION

### WE EXPECT

# WE TALK ABOUT AWFUL AWESOME

"We ignore average or good"













(Worthy of Remark - Not Complicated)

#### REPEATABLE

(Everyday, Everybody)

### REASONABLE

(Win a Cruise vs. Get a Cookie)

#### RELEVANT

(Make Sense)

### GENEROSITY

(More Generous than they expect)

#### RESPONSIVENESS

(Faster than they expect)

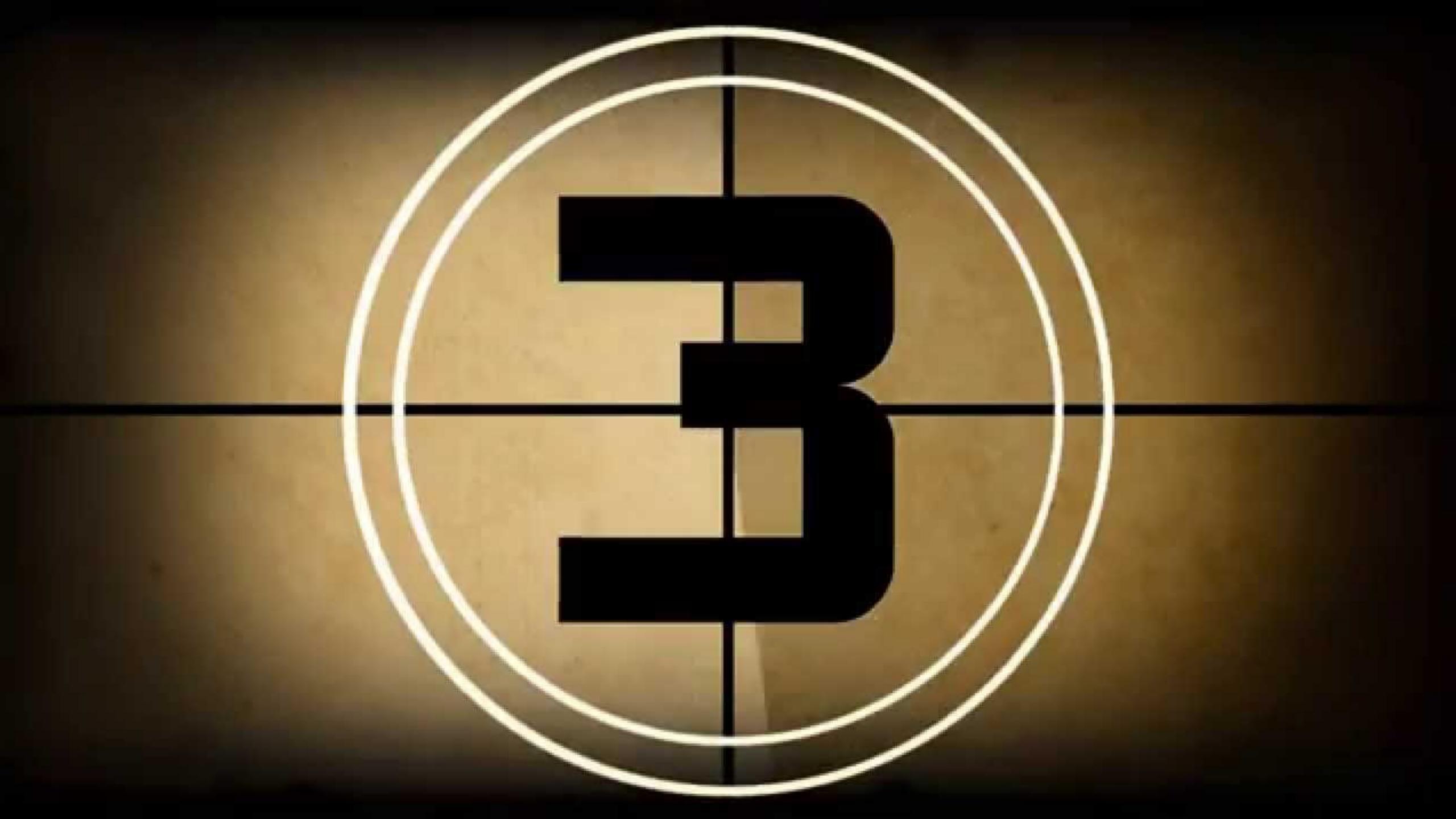
### USEFULNESS

(Free Truck Rental)

#### EMPATHY

(Buying or Selling is Emotional)

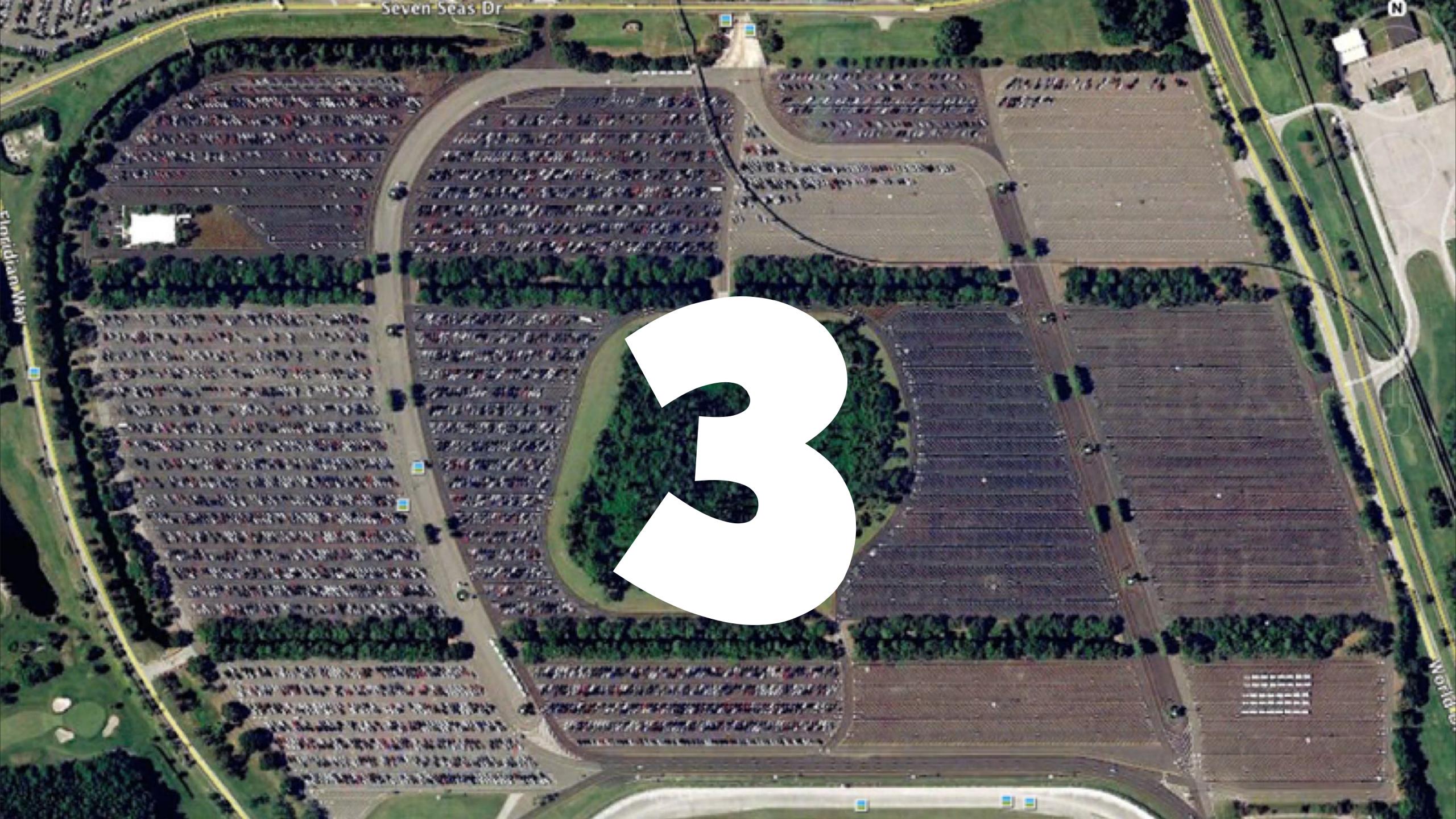
## SECOND PRINCIPLE BERGARD - ABLE (WORD OF MOUTH)

























# BUILD PEAK MOMENTS INTO EXPERIENCES

### THRD PRINCIPLE

# BUILD PEAK ACMENTS INTO EXPERIENCES





iPhone





### Tactile Sensory



# The Huge Power of

### 

We focus too much on tactics and forget about the touchpoints of the business itself.



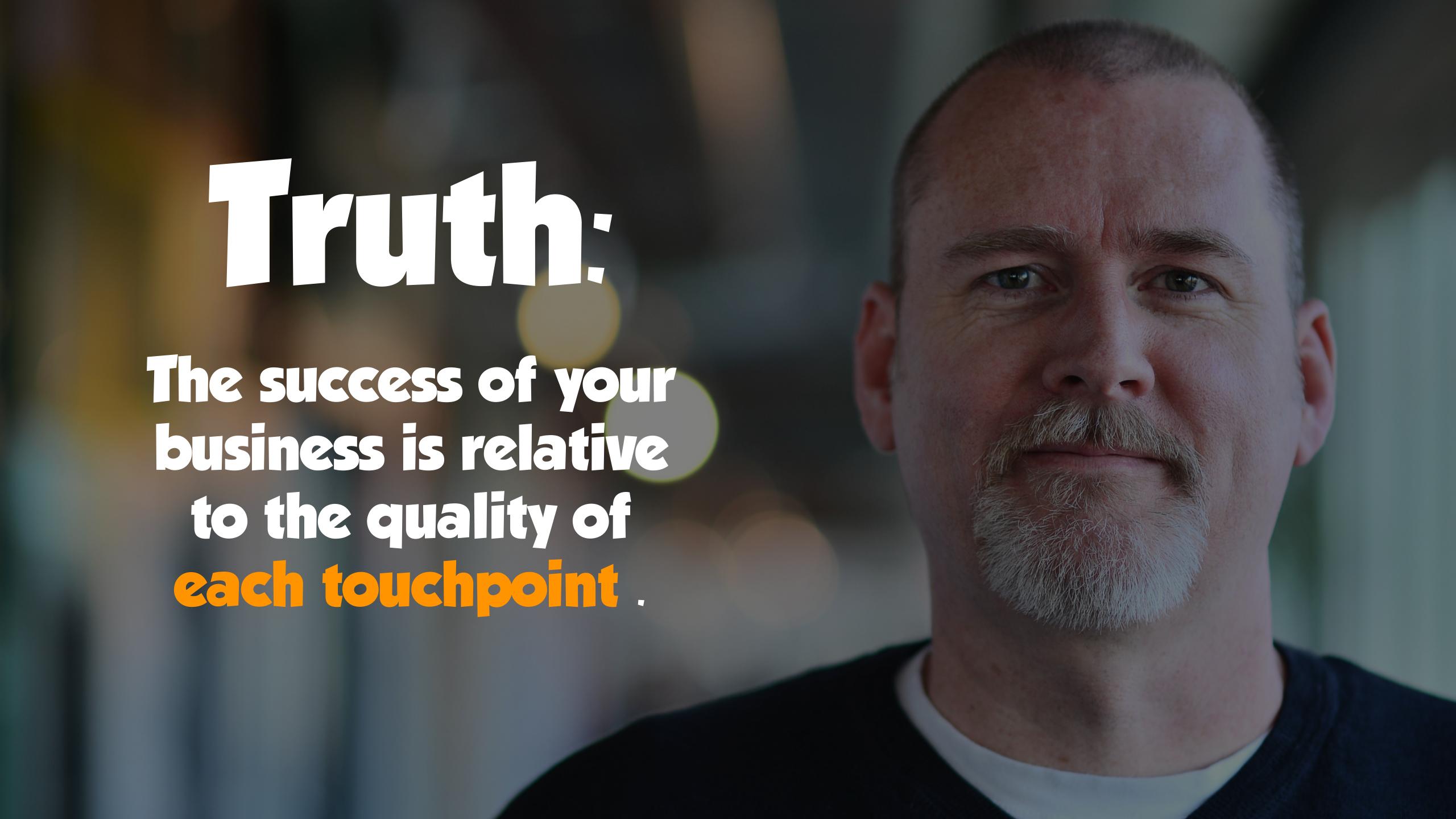
# What If We Shifted Our Focus From Tactics to Touchpoints?





of buyers point to customer experience as an important factor in purchasing decisions

(Source: Temkin Group)





of buyers find a positive experience with a brand to be more influential than great advertising

(Source: Temkin Group)











# Is This How An Inspired Realtor Would Handle This?

### Media Eela ouch soint in Your sombany stette A Mow Moment

# What Would That Do To Your Bottom Line?

Marketins

5a 25

CUSTOMER EXPERIENCE

To Tanking States and selection person in acrica

Customer Support

Product or Service



#### Quote/Proposal

Blah blah

\$2,575.00

## Quote/Proposal

Blah blah

\$2,575.00

## **Quote/Proposal**

\$2575 and that includes a number of special things

- Thing 1 with Benefit 1
- Thing 2 with Benefit 2
- Thing 3 with Benefit 3
- Thing 4 with Benefit 4
- Thing 5 with Benefit 5

## Quote/Proposal

Blah blah

\$2,575.00



## **Quote/Proposal**

\$2575 and that includes a number of special things:

Thing 1 + Benefit 1

Thing 2 + Benefit 2

Thing 3 + Benefit 3

Thing 4 + Benefit 4

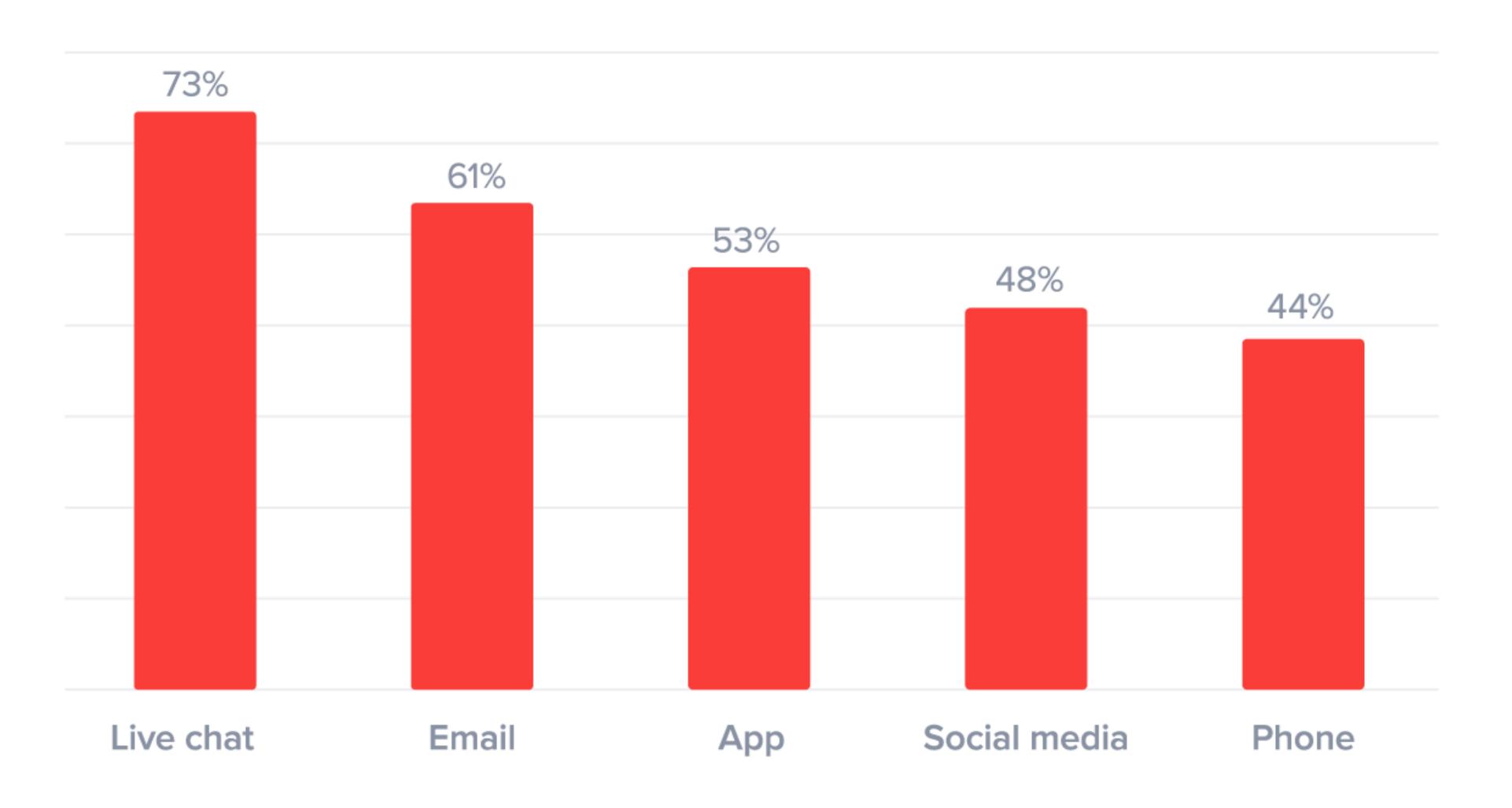
Thing 5 + Benefit 5

\$2,575.00 > \$2575



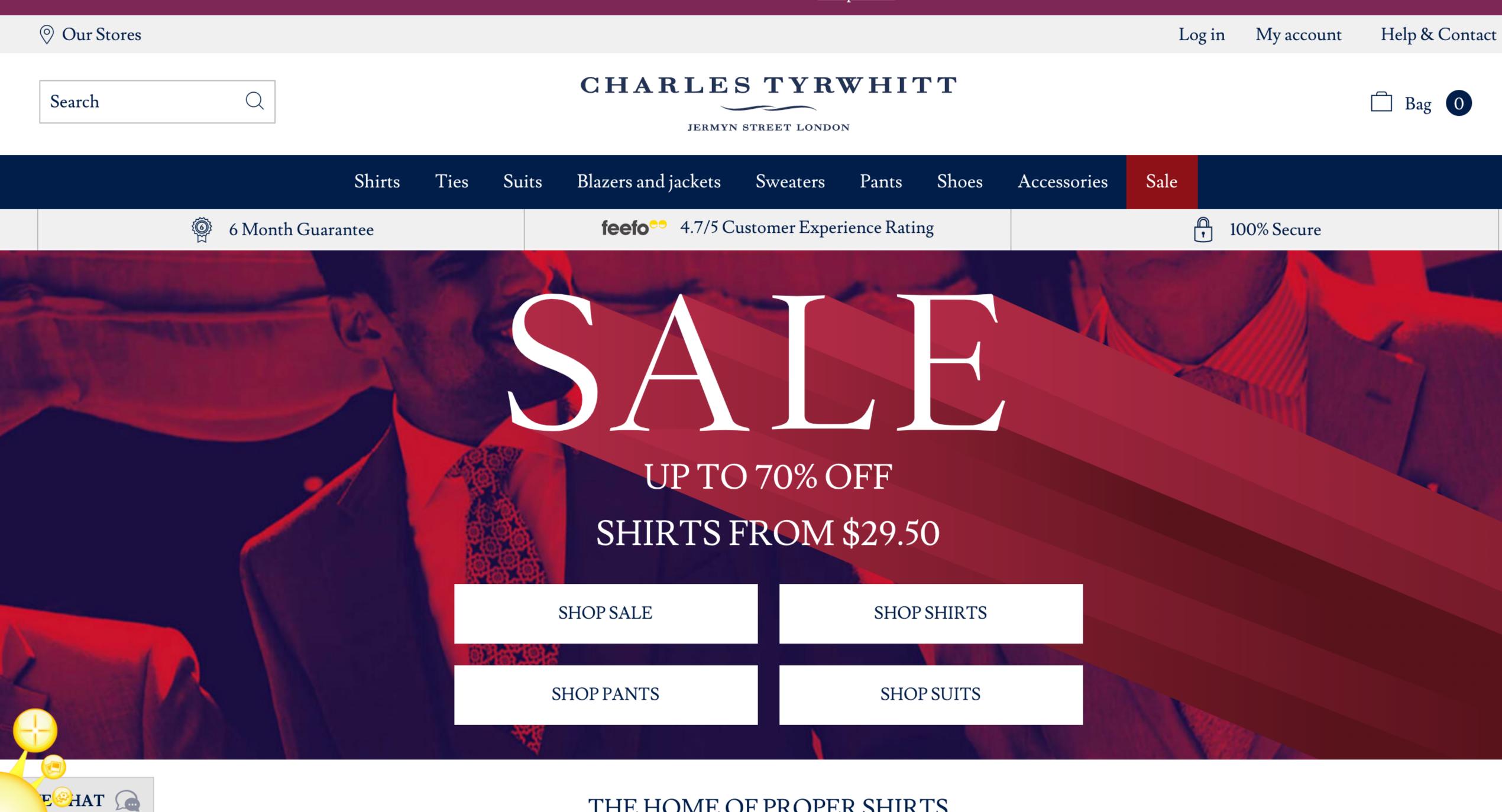


## Customer satisfaction ratings



Source: Consultancy

## Ahat Is vour response time on



Dear Mr Reid,

At Charles Tyrwhitt, we endeavour to make the finest shirts in the world. That is all well and good, but without anyone to wear them, what would be the point? I am always reminded that without our loyal customers, we would be nowhere at all.

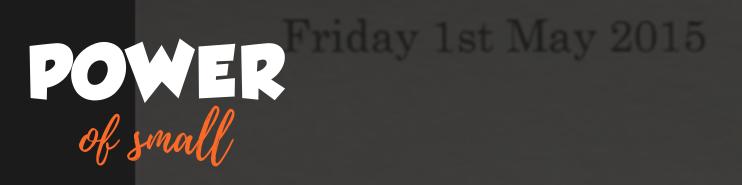
I have a message for you from all of us here at Tyrwhitt Towers, and especially from me: We think you're really rather marvellous, completely first-rate and out of this world fantastic. We are proud to have you as a customer; this voucher is sent as a token of our gratitude, to say thank you for sticking with us.

The voucher is yours to spend as you choose; you've earned it for giving this small but passionate shirt company a chance. Please use it on your next purchase, however large or small.

If you think we could be doing better, or have any feedback (good, bad or ugly), please get in touch and we will do our best to make you happy.

Yours faithfully.

Nicholan Wheeles



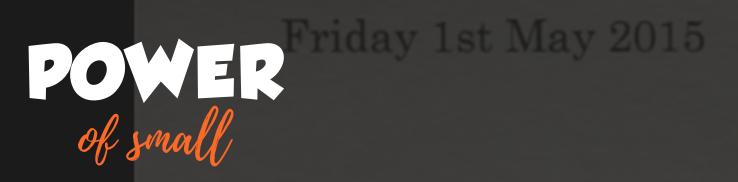
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## This is all well and good, but without anyone to wear them, what would be the point?"

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Micholan Wheeles

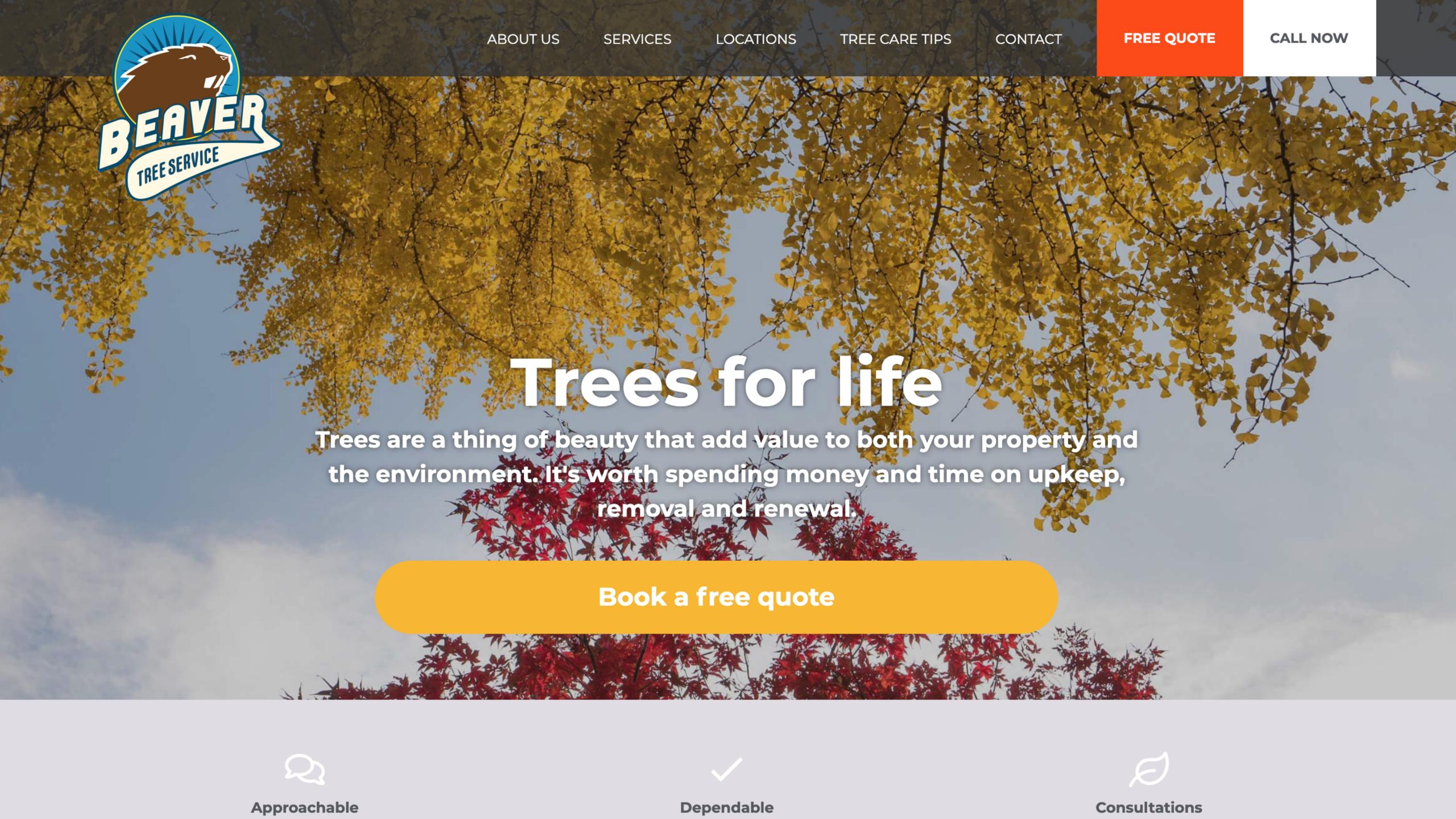


# Nicholas Wheeler = \$500M Charles Tyrwhitt = \$400M \$20M in Sales



# Scaling the Unscalable!







## 9:55 or 10:25







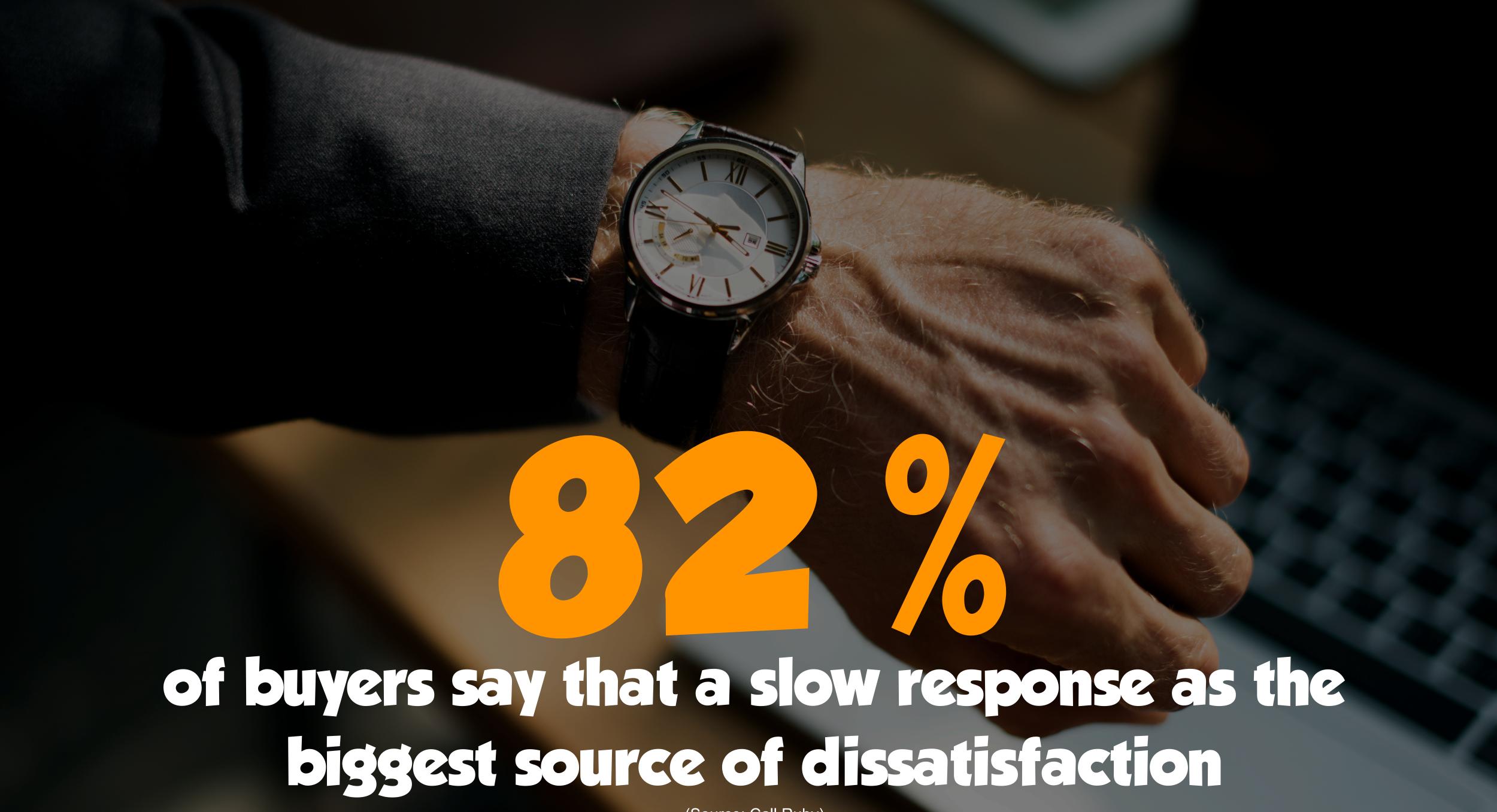
# 9:55 or 10:25

# On-Time Or FREE



"We even get people standing at the end of their driveway watching their watches not believing we will be so punctua!"

## Respect Time 5



(Source: Call Ruby)







## BOOMERS TO MILLENNIALS

## 







**OUR STORY** BLOG JOIN US

## OUR MEMBERS ARE PASSIONATE ABOUT THE POWER OF GIVING

Egle Blekaityte, UAB Tavo Laboratorija, Lithuania

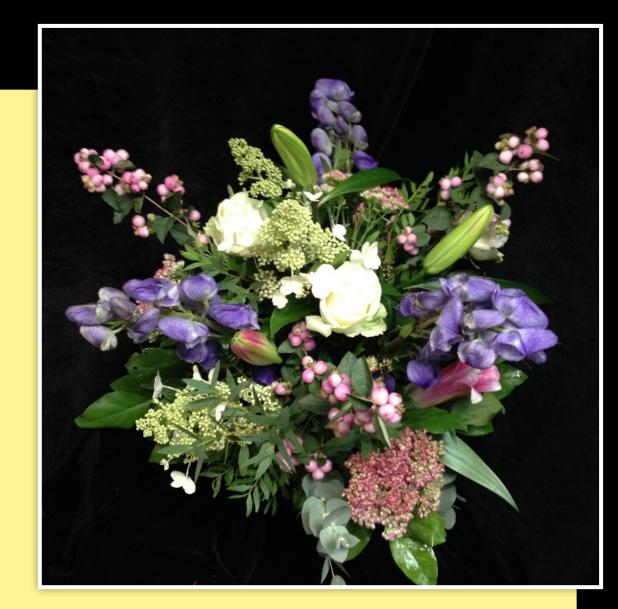
**USE YOUR BUSINESS AS A REAL FORCE FOR GOOD. IMAGINE...** 

When you send an email

a mosquito net is given to prevent malaria

Sally,

We just want to say 'thank you' for using us to deliver that beautiful gift of flowers to Melissa.



And to make that 'thank you' really matter, we thought you'd like to know that we've provided 17 people with maize grains in Kenya to help them and their families build sustainable food supplies.

And that's been made possible by our membership of the Global Business Giving initiative B1G1. It means your gift to Melissa goes on giving multiple times and saves lives as well.

Thank you so much for being a client. We're privileged to serve you.

## THANK YOU...



By you being at this event, a woman in Bangladesh receives access to a sewing machine for a week.









LEARN MORE





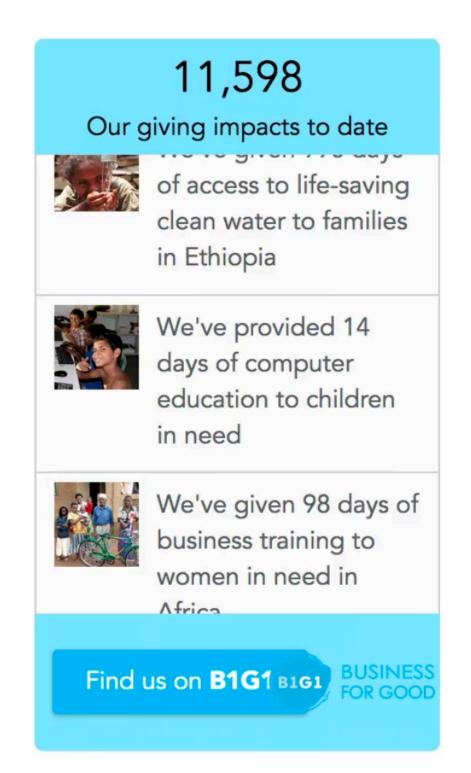
To put this belief into practice, we work with Entrepreneurs, Business and Government to design, develop, and implement environmental and social initiatives using lean startup and agile methods to provide a better return on everyone's investment and a positive impact on our community and planet.

### Our Impacts

bluetribe.co

We also partner with Buy1Give1 to make a positive impact on lives around the world through our everyday business activities. Every time you decide to work with us, use one of our services, or participate in one of our events we make a contribution, on your behalf, to one of the projects in Buy1Give1.

To date our clients have helped us build homes for underprivileged people in India, provided business training to women in Malawi Africa to help get them out of the cycle of poverty, provided solar lighting to families in India, and helped provide access to safe drinking water for children in Tanzania.





Q

### **Total impacts**

81,372



**35,794** IMPACTS



**801**IMPACTS



1,065

**IMPACTS** 



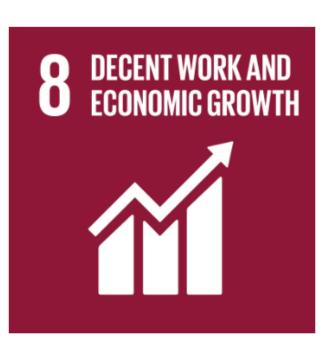
**6,818** IMPACTS



**3,520** IMPACTS



**67,847** IMPACTS



**738**IMPACTS



37
IMPACTS



**32,967** IMPACTS



**4,000**IMPACTS



- 1. Increased Customer Loyalty
- 2. Increased Customer Satisfaction
- 3. Word of Mouth
- 4. Less Spending on Marketing
  5. Increased Profitability

Invoices, Receipts, Form Submissions, Form Confirmation, Answering the Phone, Email Signatures, Letters, Cancellation, Returns, Training, Onboarding, Register, Download, Live Chat, Subscribing, Unsubscribe, Website, Business Cards, Gifts, Charity, Donations, Hiring...





# Don't Focus On Latest Lack







# The Huge Power of



