

THE BRAND BUTTERFLY

Leesexemplaar

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Note : The historical data (2001-2020) and real-life examples in this book are snapshots of marketing strategies and outcomes I've encountered over time. They aren't intended to be read as hard facts that still hold true today. Instead, I hope they inspire you to run your own analyses, so you can test, measure, learn, and refine your marketing strategy.



THE BRAND BUTTERFLY

How to find and keep your
High-Value Customers

BERT PELEMAN

P E L C K M A N S

“What’s it gonna be, boy?
Will you love me forever?”

– Meat Loaf –

(Paradise by the Dashboard Light)

Prologue

When I worked for The Walt Disney Company, I had a senior marketing colleague at the Disneyland park in Paris. At the end of each working day, he would go into the park and look for a family on their way out. He would walk out with them and listen as they talked about their day. As it turned out, families leaving a Disney park tend to evaluate what they loved, liked, and maybe liked a bit less about their visit.

Every day, he would learn something new about our customers.

By the end of each season, he had collected tons of high-touch insights and quotes. Those helped us determine what to start, stop, continue, and change about what we were doing so we could better meet our customers' needs.

Wish upon a star? You bet!

One family at a time, we learned that marketing magic happened when we could infuse our consumer and transactional data with first-hand insights and spontaneous feedback.

Later on, when I worked at Estée Lauder Companies, we also strongly believed in the mix of “high-touch” — almost a brand mantra from Mrs. Estée Lauder herself — and the new “high-tech” world of data.

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In “The Brand Butterfly”, using high-touch stories and high-tech insights, I hope to guide you through the ultimate customer journey: the journey of High-Value Customers.

The journey from a newly spun cocoon to a beautiful butterfly in your database. A Brand Butterfly!



Contents

Introduction	11
What is a High-Value Customer?	15
<i>Interlude: "Yeah, yeah, I know, I know, but it's different in my country"</i>	30
How do I get to know my High-Value Customers and get them on a high-value track?	37
<i>Interlude: Response analysis: Where marketing meets finance</i>	54
How do I keep my High-Value Customers?	59
<i>Interlude: Churn</i>	94
Wrap-up: The Brand Butterfly	111





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Introduction

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