



FLIP THE FUNNEL

JOSEPH JAFFE



**How to Use Existing Customers to
Gain New Ones**

Flip The Funnel How To Use Existing Customers To Gain New Ones

Kai Platschke



Flip The Funnel How To Use Existing Customers To Gain New Ones:

Flip the Funnel Joseph Jaffe, 2010-01-26 Why customer retention is the new acquisition If there s anything the recession of 2009 taught us it was the importance of investing in our customers but when was this any different So says Joseph Jaffe bestselling author of Life After the 30 Second Spot and Join the Conversation and a leading expert and thought leader on new media and social media In most businesses it costs roughly five to ten times more to acquire a new customer than it does to retain an existing one and yet companies continue to disproportionately spend their budgets into the wrong end of the funnel the mass media or awareness side What we haven t paid enough attention to is the right end of the funnel the word of mouth component that essentially acts as a multiplier for future business The economic impact of an active engaged and loyal customer is tremendous And the same is true of the opposite scenario namely the impact of angry customers and negative word of mouth or referrals It is this thinking that Jaffe has channeled to challenge marketers to flip the funnel once and for all With a renewed focus and energy on customer experience it is possible to grow your sales while decreasing your budget in other words getting more from less Engaging a few customers to spread the word to many Using this new flipped funnel model together with a set of new rules of customer service and a revolutionary customer referral and activation process you ll learn how to transform your existing customers into your best salespeople In addition Jaffe will explain how to best introduce and combine both digital and social media tools to boost your loyalty arsenal deploy influencer marketing and implement word of mouth strategies that inspire your loyal opinionated and most vocal customers to become credible persuasive and influential endorsers of your products and services Explains how to cut your marketing budget AND grow sales Illustrates practical ways to use existing customers to reach out to new prospects Outlines the authentic role of social media Demonstrates key ideas with rich real life examples including Comcast Apple The Obama Campaign Dell Panasonic American Airlines Delta Airlines Johnson renowned blogger and podcaster at Jaffe Juice www.jaffejuice.com and host presenter of web video show JaffeJuiceTV www.jaffejuice.tv Visit www.flipthefunnelnow.com to join the conversation **Flip the Funnel** ,2010 **Social Media Strategy** Keith A. Quesenberry, 2020-08-14 This book is a blueprint for the practice of marketing communications advertising and public relations in a digital world where the consumer has taken control

Marketing (ENG) Igor Nowé, 2025-03-25 How do you attract customers in a digital world What makes people choose one brand over another How do you create a strong marketing plan In a world where marketing is evolving faster than ever traditional models no longer offer all the answers Endless digital tools changing consumer behaviour and fierce competition make it easy to feel lost Without a clear structure marketing can seem complex and overwhelming Marketing Reinventing the Basics breaks down marketing into clear steps making key concepts easy to understand and apply This book offers a fresh perspective on how marketing has evolved and revisits core marketing principles like the SAVE model the Customer Decision Journey and the shift from product based to value driven marketing No prior knowledge is needed just the motivation to learn

Perfect for educators and aspiring marketers seeking real world skills in a dynamic digital driven market To enhance your learning experience Marketing is accompanied by an AI chatbot enabling you to interact with the book s content ask personalised questions and explore tailored strategies for your brand *Z.E.R.O.* Joseph Jaffe, Maarten Albarda, 2013-10-07

The world has changed Everyone keeps reminding marketers and advertisers about the never ending and accelerating forces of technology disruption consumer changes and innovation evolution in the marketing world today Sounds exciting except for the fact that we re doing absolutely nothing about it Zero Simply put under current operating conditions the advertising industry will not be able to sustain itself and without taking action is likely to result in severe to catastrophic outcomes from financial underperformance to job loss to even a collapse of the current media ecosystem The solution The Marketing Model can be fixed by slashing your ad budget and investing in the Z E R O framework Zealots Entrepreneurship Retention Owned Assets *The Routledge Companion to Lean Management* Torbjorn H. Netland, Daryl J. Powell, 2016-12-08

Interest in the phenomenon known as lean has grown significantly in recent years This is the first volume to provide an academically rigorous overview of the field of lean management introducing the reader to the application of lean in diverse application areas from the production floor to sales and marketing from the automobile industry to academic institutions The volume collects contributions from well known lean experts and up and coming scholars from around the world The chapters provide a detailed description of lean management across the manufacturing enterprise supply chain accounting production sales IT etc and offer important perspectives for applying lean across different industries construction healthcare logistics The contributors address challenges and opportunities for future development in each of the lean application areas concluding most chapters with a short case study to illustrate current best practice The book is divided into three parts The Lean Enterprise Lean across Industries A Lean World This handbook is an excellent resource for business and management students as well as any academics scholars practitioners and consultants interested in the lean world **Empowered** Josh Bernoff, Ted Schadler, 2010-09-14

It s the new normal Now all of your employees are Twittering away and friending clients on Facebook Not to mention customers who feel obligated to update your Wikipedia entry with product complaints In this new world dealing with empowered employees and customers Insurgents is only going to get more challenging Employees are using this technology in the workplace and customers are using it in the marketplace and neither obey the rules you set up This chaos is your future as a manager You could try to shut it down and shut it off Or you can harness it and reap the business benefits According to Josh Bernoff and Ted Schadler of Forrester Research the organization that brought you Groundswell your defense against insurgents is to enable them At its heart this is a book about how to scale the management of insurgency both the innovation of insurgent employees and the energy of insurgent customers The key is a process Forrester calls E Triple S for the four elements of managing insurgents effectively empowering selecting scaling and socializing While it s based in current trends the core concept of Managing Insurgents that the next management and

innovation challenge is harnessing individuals empowered by mobile social and connected technology is a new idea In the wake of Groundswell dozens of social technology for business books cropped up And there are plenty of books on improving your customer service But there s no serious business book about management marketing and innovation in the throes of this trend When Insurgency hits it will be perceived not just as a sequel to Groundswell but as the start of a new management philosophy Managing Corporate Communication Rossella Gambetti,Stephen Quigley,2017-09-16 Corporate

communication is an increasingly powerful strategic tool for connecting with a company s stakeholders This book features contributions from leading international academics combining a strong theoretical grounding and the latest research with a practical managerial focus Ideal for students and practitioners of corporate communications *Data-Driven Customer Engagement* Ralf Strauss,2024-10-30 Embark on a journey through the rapidly evolving landscape of Marketing Technology MarTech with this comprehensive guide From understanding the strategic imperatives driving MarTech adoption to navigating the intricacies of data driven customer interaction this book provides invaluable insights and practical strategies Explore topics ranging from budget allocation and market potential to data readiness and GDPR compliance gaining a deep understanding of key concepts and best practices Whether you re grappling with the complexities of AI integration or seeking to optimize measurement and KPIs this book equips you with the knowledge and tools needed to thrive in today s digital marketing environment With decades of industry experience Ralf Strauss offers in this book a roadmap for success empowering marketers to navigate the challenges and seize the opportunities presented by MarTech innovation

Marketing is Finance is Business Chris Burggraave,2019-06-08 Are global brands dead Does marketing still matter Is there still a secret sauce companies can apply to build winning brands in the future Chris will show why great marketing is so much more than pretty pictures and Silicon snake oil In his first book **MARKETING is FINANCE is BUSINESS** published Dec 18 you will discover the rocket science behind the creation of marketing miracle in the galactic age upon us in 4 stages 1 Look up how to change our mindset from Thinking and Acting Local Global to Galactic 2 Get your basic wings to fly Understand the key historical models used in marketing and finance the ones BOTH the CMO and CFO should know 3 Re Discover Burggraave s 8 Marketing Fundamentals 4 Speak Better Wall Street discover Alpha M the world s first ever marketing model **Empirical Research for Futuristic E-Commerce Systems: Foundations and Applications**

Bilgaiyan, Saurabh,Singh, Jagannath, Das, Himansu,2022-06-24 Recently there has been an increase in the number of e commerce users This has caused online shopping to become a new and challenging market for e commerce vendors Security inventory management reliability and performance of e commerce websites are a few of the challenges associated with the rising popularity of e commerce On a daily basis millions of e commerce transactions are taking place This generates a huge amount of data that can be used to solve the various challenges of e commerce Further study on how this data can be used to address these issues is required to propel businesses forward **Empirical Research for Futuristic E Commerce Systems**

Foundations and Applications shares experiences and research outcomes on all aspects of intelligent software solutions such as machine learning nature inspired computing and data science for business to consumer B2C e commerce By looking at the exponential growth of the e commerce market and its popularity this book also focuses on the current issues solutions and future possibilities in the B2C model of e commerce Covering a range of critical topics such as online shopping supply chain management and blockchain this reference work is ideal for academic scientists data scientists software developers business experts researchers scholars practitioners academicians instructors and students [The Role of Fear for Entrepreneurial](#)

[Venture Creation](#) Philipp K. Berger,2015-03-10 Based on theory and an empirical survey Philipp K Berger measures the amount of fear for different groups of entrepreneurs He draws parallels to Prospect Theory revealing the components of fear and shows that entrepreneurial fear is a rather rational subconscious evaluation of the situation Furthermore he identifies the root causes of this fear the fear of failure and the underlying reasons why potential entrepreneurs think they might fail A comparison to actual company failure shows that potential entrepreneurs both over rate certain potential pitfalls and under estimate other blind spots The attributes of the individuals also have an influence on their fear clustering them into rather fearful and rather fearless entrepreneurs Based on the generated insights the book concludes with concrete

recommendations to improve the entrepreneurial activity in a country **Beyond Digital: A Brand Approach for more Relevance** Kai Platschke,2017-09-12 Brands primarily have to develop a relevant relationship with people independent of online or offline channels and short lived marketing trends With the Relevance Methodology Kai Platschke offers a proven method for developing sustainable relationships with your customers This makes your brand and its message digital ready without requiring you to take to Twitter or Snapchat yourself The presented methodology is explained with numerous exercises and cases Contents A look back at the last 15 to 20 years of marketing The post digital era The Relevance Methodology framework and how to Cases including Dove Red Bull Coca Cola Online working aids Exercises for implementing the Relevance Methodology Templates Cases *The Conversation Company* Steven Van

Belleghem,2012-05-03 Research shows that consumer conversations client happiness and empowered employees are the pillars of growth in a successful company However many organizations make decisions that contradict these findings and hamper their prospects of expansion The Conversation Company will help your organization become a business in which people are the key driver of growth sharing engaging content and building the company s culture and business objectives People now expect any brand to have a human face and you need to define a clear set of values for both employees and customers incorporating them in your marketing so that all company communication reflects the DNA of your organization Based on solid research and including interviews and case studies of companies such as Zappos Kodak Nokia and Microsoft The Conversation Company is the key to sustainable success **99 Marketing Mistakes** Kenyon Blunt,2020-06-17 Why do you need 99 Marketing Mistakes 99 Marketing Mistakes is not another how to book on digital marketing It s born from from

actual marketing mistakes that happen to small business owners As we know the point isn't to realize that you're screwing up the point is to do something about it The Top 10 Marketing Challenges of Small Business Owners Kenyon surveyed small business owners and here are the top 10 marketing challenges 1 How do you get the most bang for your marketing bucks mistake 23 2 How do you market with a small budget mistake 2 3 What is the best channel for marketing a small business mistakes 48 53 and 81 4 How do you generate high quality leads mistakes 58 and 59 5 Who is your target customer mistake 4 6 Is name recognition and branding more important than leads 7 How do you carve out enough time to do marketing mistake 76 8 How can you make digital marketing more effective mistake 81 9 Where are you wasting money mistake 52 10 Why aren't small businesses more consistent mistake 34

Advertising Transformed Fons Van Dyck, 2014-02-03

Advertising Transformed is the ultimate guide to advertising in the 21st century In an advertising world transformed by digital technology it sets out what current and would be admen and women need to know to create advertising that works Branding expert and Managing Director of Think BBDO Fons Van Dyck synthesizes the latest thinking about advertising into a digestible list of rules to create a best practice guide to succeeding in the industry It covers some of the key issues affecting advertising professionals today and focuses in particular on how advertisers can engage with increasingly empowered consumers on multiple channels on a global and local scale Backed by case studies of Effie award winning campaigns from brands such as Evian Mercedes and IBM Advertising Transformed provides readers with the insights and expertise to meet the changing requirements of modern advertising and devise exciting campaigns that prove its continuing value

2010-04-15 NO 373 Flip the Funnel Copyright 2015 by Summaries Com

Negocios Mario Ascher, 2016-04-21 El ambiente en el cual los emprendedores y las Pymes de Latinoamérica rica desarrollan sus actividades se presenta cada vez más cambiante competitivo y desafiante En este contexto para sobrevivir generalmente las empresas se ven obligadas a adaptarse al modelo recortando gastos la mayor a de las veces en forma ineficiente y privilegiando el corto plazo lo que las lleva a postergar sus inversiones Esta actitud tan característica del empresario latinoamericano y provocada quizá por fracasos o fantasmas del pasado genera consecuencias nefastas en el desarrollo del negocio limitando drásticamente las oportunidades de crecimiento y las rentabilidades asociadas No obstante los autores de este nuevo libro somos optimistas y proponemos a los empresarios y emprendedores con ganas de innovar y arriesgar precisamente nuevos caminos para no sólo sobrevivir sino también para prosperar

Kundenzentrierte Unternehmensführung durch Customer Experience Management für mittelständische Unternehmen Alexander Schleipfer, 2017-02-28 In einer zunehmend erlebnisorientierten Gesellschaft sollte das Ziel von kundenzentrierter Unternehmensführung in der Schaffung positiv wahrnehmbarer Kundenerlebnisse liegen Die vorliegende Arbeit beschreibt die Möglichkeiten durch die Dokumentation und Analyse von Kundenwahrnehmungen während des Kauf oder Serviceprozesses die Kundenerfahrung zu erfassen und mithilfe geeigneter Strategien darauf einzuwirken Als Hilfsmittel für ein erfolgreiches Customer Experience Management dient das sogenannte

Customer Journey Mapping welches ebenfalls Bestandteil dieser Facharbeit ist Zur plakativen Veranschaulichung wurde auf die CEM Cloud der cx omni Marketing Software GmbH zurückgegriffen Die visuelle Darstellung vereinfacht das Verständnis

Beyond Digital: Markenstrategie für mehr Relevanz - inkl. Arbeitshilfen online Kai Platschke, 2017-02-14 Marken müssen vor allem eine relevante Beziehung zu den Menschen aufbauen losgelöst von Online oder Offline Channels und kurzlebigen Marketingtrends Kai Platschke liefert Ihnen mit der Relevanz Methode ein erprobtes Vorgehen zum Aufbau nachhaltiger Beziehungen zu Ihren Kunden mit dem Ihre Marke und deren Botschaft digitalisiert wird ohne dass Sie selbst twittern oder snapchatten müssen Die vorgestellte Methode wird mit zahlreichen Übungen und Cases illustriert Inhalte Rückblick auf die letzten 15 bis 20 Jahre Marketing Die post digitale Era Die Relevanz Methode Framework und How to Praxisbeispiele und a Dove Red Bull Coca Cola Arbeitshilfen online Übungen zur Umsetzung der Relevanz Methode Vordrucke Cases

Reviewing **Flip The Funnel How To Use Existing Customers To Gain New Ones**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Flip The Funnel How To Use Existing Customers To Gain New Ones**," an enthralling opus penned by a highly acclaimed wordsmith, readers set about an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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Flip The Funnel How To Use Existing Customers To Gain New Ones Introduction

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