INDEX

A
AchieveMint, 163
Act Stage, 63–64
Action metrics, 133
Advocacy. See Brand advocacy
Advocate stage, 64–65
Agents, social CRM, 159–160
AIDA (attention, interest, desire, and action), 60
Airbnb, 11, 127
Alcatel-Lucent, 154
Alipay, 9
Amazon, 5–6, 9
digital technology and, 45
disruption by, 20
gamification by, 163
omnichannel marketing by, 140
physical channel of, 23
publications, 130
sales channels, 102
American Express, 84
American Express Publishing, 129
Anderson, Chris, 11
Appeal phase, 62–63
Apple, 23, 114
Apple Music
disruption by, 20
launch of, 45
youth embrace of, 34
App (mobile application)
back-end integration, 156
core product integration of, 154–155
function and interface design step, 155–156
global use of, 153–154
use case, 155
Archetypes
bow tie, 99–100
door knob, 94–95
funnel, 98–99
goldfish, 96–97
trumpet, 97–98
Arvind Eye Care System, 8
Asian economy, 7–8
Ask stage, 63–64
ATM transactions, 23
Attraction  
increasing, 81–83  
low-level, 96  
physical, 114  
Audi, 154  
Audience mapping,  
126–127  
Aware phase, 62

B
B2B (business-to-business), 121, 128  
Bank of America, 23  
BAR. See Brand advocacy ratio (BAR)  
Barletta, Martha, 36  
Bartos, Rena, 35  
Beauty Insider, 164  
Berlyne, Daniel, 84  
Best practices, 100–103  
Bieber, Justin, 34  
Bill and Melinda Gates Foundation, 6  
Birchbox, 23  
Bissell, 21  
Blockbuster, 45  
BMW, 154  
BMW, UK, 141  
Body Shop, 10  
The Body Shop, 81–82  
Borders, 45  
Bow tie pattern, 99–100  
Brand advocacy definitions of, 26  
demographic differences in, 31–32  
driving customers to, 66–69  
measurement of, 27–28  
metrics for, 73–74  
promotion of, 64–65  
types of, 27  
Brand advocacy ratio (BAR) for best practices, 100–103  
customer path possibilities from, 93  
decomposition of, 75–79  
definition of, 74–75  
improvement of, 81  
value of, 75–76  
Brand affinity gamification for, 160–165  
increasing, 87–89  
level of, 78–79  
mobile apps for, 153–156  
social CRM for, 156–160  
Brand productivity strategies affinity increase, 87–89  
attraction increase, 81–83  
curiosity optimization, 83–85  
increase commitment, 85–87  
Brands. See also Human-centric brands advocating, 26–28  
appeal confirmation for, 63  
appeal of, 81–83  
character of, 49
curiosity level of, 77–78
customers and customer relationship, 12–13, 47–48
differentiation of, 48
digital marketing and, 46–47
equity protection, 20–21
Four A’s framework for, 60–61
human-centric, 81–83, 88
loyalty to, 26
memorable, 62–63
positioning of, 48–49
random conversations about, 7
understanding, 61–62
Braun, Jackie, 167
BRI, 82
Brick-and-mortar stores. See Offline business
Burberry, 142
Bureau of Labor Statistics, 37
Burger King, 83
Business
  Inclusivity of, 8–9
  resources, 148–149
  sub-sectors, 9

C
Casper mattress brand, 82
Cellular phones, 9, 21, 141
Channels
  agnostics, 86–87
  analytics of, 144–145
  concept of, 51
integration of, 149–150
to offline business, 143
physical, 23
sharing economy, 51
showrooming, 143–144
Chase bank, 84
CNN, 6, 24
Coca-Cola, 95
Colgate, 126
Commitment
  improving, 100–101
  increasing, 85–87
  level of, 78
  options and, 140
  securing, 79
Community. See also Market
  community content generated by, 14
  inclusive, 10
  as segment, 47–48
  social CRM involvement, 160
Competition
  connectivity and, 20–21
  horizontal, 10–13
  latent, 12
Connect + Develop program, 20–21
Connected marketing mix, 51
Connectivity
  advocacy paradox, 26–28
  benefits of, 25–26, 80
  holistic view of, 22
  impact of, 20–21
Connectivity (continued)
  informed/distracted customer paradox, 25–26
  machine-to-machine, 143
  netizens, 38–39
  online/offline paradox, 22–25
  technological view of, 21
  women, 37
  youth, 33–34
Consumer packaged goods (CPG), 94, 97, 100
Content
  amplification of, 132
  community generated, 14
  contributors, 39–40
  creation of, 40–41, 129–130
  distribution of, 130–131
  evaluation, 132–134
  ideation, 84–85
  Internet, 38
Content marketing
  as advertising, 123–124
  amplification step, 132
  audience mapping step, 126–127
  creation step, 129–130
  definition of, 84
  distribution step, 130–131
  effective, 124–125
  evaluation step, 132–134
  goal setting step, 125–126
  ideation step, 127–129
  metrics, 133–134
  overview of, 121–122
  planning step, 127–129
  segments of, 84–85
  social media in, 122–123
Content Marketing Institute, 126, 128
Conversations
  connectivity and, 80
  creation, 134–135
  engaging, 132
  increasing, 158
  influencing, 67
  interactive, 123
  monitoring, 111
  reliance on, 81
  sociability and, 115
  social CRM, 159–160
Conversion, 78–81
Curiosity
  definition of, 83
  level of, 77–78
  optimization of, 83–85
Customer paths
  archetypes, 94–100
  blocking of, 86
  changing nature of, xviii
  complexity of, 93
  connectivity of, 81
  digital/traditional integration and, 52–53
  experience level and, 68–69
Five A’s path, 62–66
Four A’s path, 60–61
flexibility of, 65
framework for, 59–63
natural progression of, 73
offline experience and, 24–25
productivity and, 79
shape of, 36
time spent on, 65–66
Customer relationship management (CRM), 153
Customer-rating systems, 51
Customer-service perspective, 51–52
Customers
advocacy by, 26–28
attention of, 26, 59
brands and, 12–13
channel-agnostic, 86–87
communicating to, 24
communities of, 48
curiosity of, 77–78
decisions by, 65–66
in digital economy, 47–48
distracted, 25–26
experienced, 68
first-time, conversion of, 153
Five A’s path, 62–66
Four A’s path, 60–61
future, portrait of, 26
informed, 25–26
marketing participation by, 50
mobility of, 19
omnichannel, 140
peer influence on, 7
in the connectivity era, 61–62
in the pre-connectivity era, 61–62
purchase decisions by, 13, 25–26
social listening and, 111
socially connected, 47–48
targeting, 47, 51
tiering of, 164
women, 36–37

D
Dash Button, 23, 140
Data capture, 144–145
Delivering Happiness, 130
Deloitte, 154
Demographic changes, 7–8
Denny’s Diner, 115–116
Departures, 84
Detractors, 27
Digital anthropology
definition of, 110
emphatic research method, 112–113
focus of, 110
netnography method, 111–112
social listening method, 110–111
Digital economy  
adaptation to, 46–47  
co-creation in, 50  
customers in, 47–48  
innovation in, 45  
market share in, 37  
YWN in, 41  

Digital marketing  
co-creation in, 50  
introduction to, 46–47  
traditional marketing integration with, 52–53  
transitioning to, 47–52  

DirecTV, 155  
Disdus, 9  
Domino’s, 117  
Door knob pattern, 94–95  
Doritos, 116  
Dove soap, 116  
Dynamic pricing, 50

E  
Early adopters, 33  
Economy. See also Digital economy  
now, 140–141  
sharing, 51, xviii  
shifts in, 7–10  
Emphatic research, 112–113  
Engagement marketing  
gamification for, 160–165  
mobile apps for, 153–156  
social CRM for, 156–160  

Ericsson Mobility Report, 153  
Euromonitor, 141  
European Union, 7  
The Everything Store, 130  
Exclusivity, 7–10  
Experiential connectivity, 22  
Express Financial Centers, 23  
Expressive evangelists, 39  

F  
F-factors, 39  
Facebook, 6  
Febreze, 20–21  
Financial-service industry, 9  
Five A’s (aware, appeal, ask, act, advocate)  
creation of, 61–62  
customers path through, 62  
flexibility of, 66  
influence and, 68  
path for, 64–65  
shifting to, 64  
stages of, 62–66  
Flipkart.com, 9  
Food & Wine, 129  
Footprint Chronicles, 117  
Forrester’s Social Technographics, 38  
Four A’s (aware, attitude, act, act again)  
framework of, 60–61  
history of, 60  
updating of, 61–62
Four P’s (product, price, place, and promotion), 49–51, 60
Frost, Charlie, 5
Funnel pattern, 98–99

G
G20, 5
G7, 5
Game changers, 34
Gamification, 89
advantages of, 162
application of, 161–162
definition of, 160–161
enrollment, 164–165
function of, 153
objectives of, 162–163
recognition and rewards in, 165
tiering in, 164–165
trigger actions for, 163–164
Gates, Bill, 6
GE (General Electric), 8
General Electric, 84, 128
Globalization, 9–12
Goal setting, 125–126
Godin, Seth, 48
Goldfish pattern, 96–97
Google, 85
Google Calendar, 124
Google Doodle, 114
Grab, 9
Gray, John, 35

H
Happy Meals, 165
Hauben, Michael, 37
“Have It Your Way” campaign, 83
Health care, 9
Heineken, 130
Hipmunk, 124
Holistic shoppers, 36
Household managers, 37
Hulu, 20
Human-centered design (HCD), 112
Human-centric brands
definition of, 81
emotionality attribute, 114, 116
intellectuality attribute, 114–115
morality attribute, 117–118
personability attribute, 116–117
physicality attribute, 114
sociability attribute, 115–116
Human-centric marketing
advantages of, 109–110
definition of, 109
digital anthropology in, 110–113

I
iBeacon transmitters, 23
Ideas Brewery, 130
Ideation, 127–129
IDEO, 112–113
IKEA, 144
Inclusivity
  in cities, 10
  emergence of, 7
  opportunities from, 11–12
  social, 9–10
Indonesia Mengajar, 35
Influencers, 132
Information collectors, 36
InnoCentive, 10
Innovation
  in emerging markets, 7–8
  flow of, 11
  impact of, 45
  related spending, 8
  reverse, 8–9
Instagram, 21
Intellectuality, 114–115
Internet
  brand curiosity and, 84
  citizens of (See Netizens)
  content on, 38
  derivative products of, 21–22
  impact of, 13
  mobile, 46
  power shift-induced by, 5
  transparency of, 8–9
Internet Advertising Bureau, 157
Internet Retailer portal, 141
The Interview, 6
iPod, 33
iTunes, 45
J
J.D Powers, 89
Jiang, Jia, 167
John Lewis’s sofa studio, 23–24
Joox, 34
K
Kaz, 21
Knorr, 118
Knowledge automation, 45–46
Kozinets, Robert, 111
Krispy Kreme, 167–68
L
L’Oréal, 155
Leaders without Titles
  (Sampson), 114
LendUp, 163, 165
Lewis, E. St. Elmo, 60
Litan, Robert, 7
“The Local List,” 127
Loewenstein, George, 83
Logo adaptations, 49
Loyalty
  building, 78–81
  definition of, 26
  in the connectivity era, 61
  in the pre-connectivity era, 61
  programs, 161
  redefined, 73
  strong, sense of, 64
M
M-Pesa, 9
Mac 400, 8
Macy’s, 102
  high-tech interface, 23
  omnichannels of, 140
  online-offline integration by, 87
Makeup Genius, 155
Market community
  activities, 69
  content, 14, 85
  influence of, 67
  need for, 85
MarkPlus Insight, 37
Market share, 37
Marketers
  approaches of, 139–140
  availability of, 86
  B2B sector and, 100
  best practices, 102–103
  brand favorability and, 68
  brick-and-mortar stores, 141–142
  connectivity and, 21
  content definition of, 123–124
  conversion rate use by, 77, 79
  in digital transition economy, 46–47
  future customer challenges, 26, 33
  post-purchase experience and, 69, 88
  promise fulfillment by, 49
  research by, 155
  trends and, 34
Marketing. See Content marketing; Omnichannel marketing
  Marketing 3.0: From Products to Customers to the Human Spirit, 46
  Marketing to Women Around the World (Bartos), 35
MassMutual, 113
MasterCard, 130
McDonald’s, 27–28, 165
MDLIVE, 156
Media. See also Social media
  channels, 85
  earned, 85, 130–132
  owned, 130–131
  paid, 85, 122, 130, 131
  complimentary communications, 24–25
  most effective, 59
  paid, 131
  Memorable brands, 62–63
  The Message, 84
Metrics
  action, 133
  advocacy/awareness, 73–74
  content marketing, 133–134
  conversion rates, 77–79
  PAR/BAR, 74–79
Metrics (continued)
  relatability, 133
  search, 133
  share, 133–134
  visibility, 133
Microsoft, 5–6
Mind-share, 35
MMI Connect, 154
Mobile commerce, 140–141
Mobile connectivity, 22
Modi, Narendra, 6
Morality, 117–118
MTV, 114
Museum of Marketing, xvii–xviii
Musk, Elon, 83

N
Native advertising, 85
Net Promoter Score, 27–28
Netflix
  digital technology and, 45
  early adopters of, 33–34
  impact of, 20
Netizens
  characterization of, 37–40
  connecting to, 38–39
  five A’s and, 61
  influence of, 32
  role of, 38
Netnography, 111–112
New York Times, 130
NFC tags, 142
NM Incite, 157
Now economy, xviii

O
O Zone, 66–69
Obama, Barack, 6
OCBC Bank, 89
Offline business
  browsing in, 141–142
  connectivity of, 22–25
  online channels to, 143
  sensor technologies for, 142–143
Omnichannel marketing, 86
  aspects of, 86
  channels, 145–149
  definition of, 140
  rise of, 139–145
  touchpoints, 145–149
  trends in, 140–144, 145
Online business, 22–25, 161
Oppo, 12
Oral Care Center, 126
Orbitz, 165
Orbucks, 165
Organization for Economic Cooperation and Development (OECD), 45
Others’ influence, 66–69, 80
Outer influence, 66–69, 80
Index

Over-the-counter (OTC) drugs, 97–98
Own influence, 66–69

P
PAR. See Purchase action ratio (PAR)
Pareto principle, 148
Passives, 27
Patagonia, 117
Patients Beyond Borders, 9
PayPal, 9
Peer-to-peer conversations, 59
Personability, 116–117
Pew Research Center, 37, 153, 161
Physical channels, 23
Physicality, 114
Piaget, Jean, 84
Picture Destinations, 154
Planning, 127–129
PlayMoolah, 89
Pokémon Go, 154
Political influences, 8
Power shifts, 5, 7–10
Power structure
hegemonic, 7
multilateral, 7–10
shifts in, 5–6
Pricing, 49–51
Procter & Gamble (P&G), 11, 20–21
Product development, 8, 49
Productivity, 80–81
Promoters, 27
Promotion, 51
Prompted advocacy, 27
Purchase action, 75
Purchase action ratio (PAR)
decomposition of, 75–79
definition of, 74–75
improvement of, 81
meaning of, 78–79
value of, 75–76

Q
Qatar Airways, 102

R
Reichheld, Frederick, 27
Relatability Metrics, 133
Return on equity (ROE), 74–76
Return on marketing investment (ROMI), 75
RFID tags, 142
Ritz-Carlton, 88
RockCorps, 34
Roddick, Anita, 82
Rucker, Derek, 60

S
Sampson, Stephen, 114
Search metrics, 133
Segmentation, 47–48
Senior citizens, 31–32
Sense-and-respond capabilities, 159
Sensor technologies, 142
Sephora, 14, 164–165
Share metrics, 133–134
Sharing economy, 51, xviii
shopBeacon, 23
Showrooming
  big data analytics for, 144–145
development of, 139
experience of, 143–144
online channels for, 143–144
trends in, 145
Singapore Airlines, 102
Skype, 6
Skytrax, 102
Smartphones, 21
Sociability, 115–116
Social circles, 7
Social connectivity, 22
Social CRM (customer relationship management)
overview of, 156–157
social-media marketing vs., 158–159
steps for, 159–160
uses of, 157–158
Social Inclusivity, 9
Social listening, 110–111, 159
Social media
  content marketing in, 122
  CRM, 158–159
  for customer engagement, 89
  impact of, 10
  marketing, 158–159
  monitoring, 112
  proliferation of, 156–157
  purchases influenced by, 13–14
  screen facilitation of, 21
Society of Grownups, 113
SoLoMo (social, location, and mobile), 156
Sony, 6
Spontaneous brand advocacy, 27
Spotify, 20, 34, 45
Starbucks, 27–28
Starbucks Reward program, 89, 163
Startup:Education, 6
Sub-sectors, 9
Subcultures, 31
Sukawati, Tjokorda Gde Oka, xvii
Sukawati, Tjokorda Gde Putra, xvii
Sukawati, Tjokorda Gde Raka, xvii
T
Tailwind, 124
Targeting, 47–48
Tata Nano, 8
Technology
  adapting to, 45–46
  connectivity of, 21
  convergence of, xviii
| Dilemma posed by | 46 |
| Economic sector development by | 45 |
| Sensor | 142 |
| Tesco | 143 |
| Tesla | 83, 115 |
| Tesla, Nikola | 115 |
| Tiering | 164 |
| *Time* Inc. | 129 |
| *Time* Inc. | 84 |
| *Time* magazine | 6 |
| Touchpoints | 59 |
| Critical | 59 |
| Identifying | 147–149 |
| Management of | 86 |
| Mapping | 145–147 |
| Number of | 93 |
| Toyota Financial Services | 154 |
| Transparency | 8–9, 121 |
| *Travel + Leisure* | 129 |
| Trends | 14 |
| Embracing | 14 |
| Emergence of | *xviii* |
| Omnichannel marketing | 140–144 |
| Youth and | 34 |
| Trendsetters | 34 |
| TripAdvisor | 22, 51, 161 |
| TrueView | 122–124 |
| Trumpet pattern | 97–98 |
| Twitter | 6, 21, 24, 159 |
| *Tech* | 84, 128 |

**U**
- Uber, 9, 11, 163
- Ubud, Bali, *xvii*
- “Ultrasound” advertisement, 116
- UMTS Forum | 13 |
- Unilever | 11 |
- Unilever Sustainable Living Plan, 117–118
- United Nations Population Fund (UNPFA), 32–33
- United States of Facebook, 6

**V**
- *Variety* magazine, 6
- VIB (very important beauty insider), 164–165
- Visibility metrics, 133

**W**
- Walgreens, 89, 154, 156
- Wall’s, 118
- Walmart, 140
- WE.org, 34–35
- Wearables, 141
- Webrooming, 139, 141–143, 145
- “WE Day” concerts, 35
- Wikipedia, 10
- Women
  - Financial role of, 32
  - Influence of, 35–36
  - Psychological differences of, 35
Women (continued)
  roles of, 35–36
  shopping habits of, 36–37
WOW moments, 167–169

X
Xiaomi, 12

Y
Yelp, 22, 51
YouGov BrandIndex, 27–28
Youth
  brand advocacy by, 31–32
  characterization of, 33–35
  empowerment movement, 34
YouTube, 6, 34, 122–123
YWN (youth, women, and netizens), 31–32
brand advocacy by, 31–32
  impressing, 32
  influence of, 67
research on, 40–41

Z
Zappos
  call-center operations, 88–89
  customer call record, 116
  innovativeness of, 6
  personalized approach of, 23
  publications, 130
Zero Moment of Truth (ZMOT), 85
Zuckerberg, Mark, 6