



Stickier Marketing: How to Win Customers in a Digital Age

By Grant Leboff

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The internet has revolutionized the way brands interact with their customers. In order to gain customers' attention and improve their engagement, companies need to provide personalization and become a trusted source of information.

Stickier Marketing offers a set of rules for effective communications in the digital age by asking "not what your marketing can do for you, but what your marketing can do for your customer." Grant Leboff argues that it is not "return on investment" that matters but "return on engagement," not unique sales point (or USP), but customer engagement point (CEP), that will make the difference in today's cluttered marketplace. He covers four areas of CEP, which include partnerships, content, market positioning and emotional selling proposition, and encourages user generated content (UGC).

This second edition has been thoroughly updated and includes three new chapters that focus on content, discovery and the mobile revolution.

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Review

Sales and marketing professionals, customer service executives, small business owners/managers and business students

"[A]n invaluable resource. As you digest Leboff's concepts, you begin to understand the deeper dynamics rooted in the marketing mantra: 'It's all about the customer.'"

(Danita Dyess *Readers' Favorite*)

"getAbstract recommends this useful, systematic primer to marketers of any size in any market."
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"[I]ncludes numerous examples of instantaneous feedback and its role in establishing products and companies...[A] guidebook for practitioners seeking to optimize use of technology in their marketing efforts."
(S.D. Clark, St John's University *CHOICE*)

Praise for the previous edition:

"This book affords a detailed examination of the ways in which the world is evolving in the 21st century...Summing Up: Recommended." (S.D. Clark, St. John's University *CHOICE*)

"[T]houghtfully outlines the new, 'sticky' method of marketing, explaining why 'customer engagement' reigns supreme. [Leboff] lays out the ABCs of 'sticky marketing,' including helpful summaries at the conclusions of each chapter. getAbstract recommends that all marketers give this a thorough read and refer to it often."
(getAbstract Inc.)

About the Author

Grant Leboff is the founder of Sticky Marketing Ltd., a consulting firm that advises clients on sales and marketing strategies, building their brand and positioning it as market leader in their particular sector. A regular speaker at conferences around the world, he is also a contributor to many business magazines and newspapers including *The Financial Times*. He is also the author of the book *Sales Therapy: Effective Selling for the Small Business Owner* (Wiley).

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