



Stickier Marketing: How to Win Customers in a Digital Age

By Grant Leboff

Download now

Read Online ➔

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff

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.

 [Download Stickier Marketing: How to Win Customers in a Digi ...pdf](#)

 [Read Online Stickier Marketing: How to Win Customers in a Di ...pdf](#)

Stickier Marketing: How to Win Customers in a Digital Age

By Grant Leboff

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff

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.

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff Bibliography

- Sales Rank: #1210561 in Books
- Published on: 2014-02-28
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .57" w x 6.14" l, .98 pounds
- Binding: Paperback
- 272 pages

 [Download Stickier Marketing: How to Win Customers in a Digi ...pdf](#)

 [Read Online Stickier Marketing: How to Win Customers in a Di ...pdf](#)

Download and Read Free Online Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff

Editorial Review

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."

(*getAbstract Inc.*)

"[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).

Users Review

From reader reviews:

Cornelius Callaghan:

Hey guys, do you want to find a new book you just read? May be the book with the title Stickier Marketing: How to Win Customers in a Digital Age suitable to you? The book was written by renowned writer in this era. The book entitled Stickier Marketing: How to Win Customers in a Digital Age is the main one of several books that everyone read now. This particular book was inspired many men and women in the

world. When you read this publication you will enter the new dimensions that you ever know just before. The author explained their strategy in the simple way, and so all of people can easily to recognise the core of this e-book. This book will give you a wide range of information about this world now. To help you to see the represented of the world within this book.

Bruce Healy:

Are you kind of active person, only have 10 or 15 minute in your day to upgrading your mind ability or thinking skill perhaps analytical thinking? Then you are experiencing problem with the book in comparison with can satisfy your small amount of time to read it because this time you only find reserve that need more time to be examine. Stickier Marketing: How to Win Customers in a Digital Age can be your answer given it can be read by an individual who have those short spare time problems.

Jeremy Jones:

In this particular era which is the greater particular person or who has ability to do something more are more important than other. Do you want to become certainly one of it? It is just simple way to have that. What you must do is just spending your time little but quite enough to get a look at some books. Among the books in the top list in your reading list is Stickier Marketing: How to Win Customers in a Digital Age. This book and that is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking upwards and review this guide you can get many advantages.

Carolyn Lew:

You can obtain this Stickier Marketing: How to Win Customers in a Digital Age by check out the bookstore or Mall. Simply viewing or reviewing it may to be your solve trouble if you get difficulties on your knowledge. Kinds of this e-book are various. Not only simply by written or printed but in addition can you enjoy this book by simply e-book. In the modern era similar to now, you just looking of your mobile phone and searching what their problem. Right now, choose your own personal ways to get more information about your book. It is most important to arrange yourself to make your knowledge are still revise. Let's try to choose proper ways for you.

Download and Read Online Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff #DH87NYR9C60

Read Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff for online ebook

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff books to read online.

Online Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff ebook PDF download

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff Doc

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff Mobipocket

Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff EPub

DH87NYR9C60: Stickier Marketing: How to Win Customers in a Digital Age By Grant Leboff