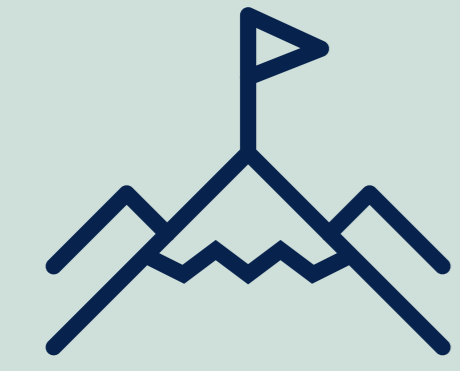
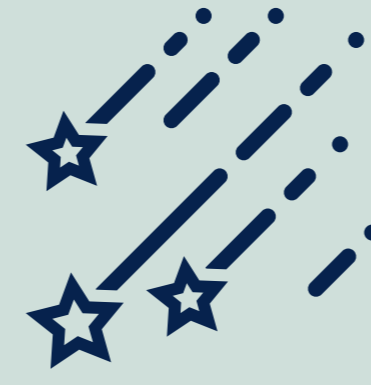


Experiences

We believe that improving the customer and user experience must be the relentless focus of marketing.

Experiences are events, products, services, hardware, software, customer service. Indeed, every interaction with a customer is an experience that we must make as relevant, pleasant, easy, and useful as possible for them. Since resources and time are not infinite, we need segmentation to help ensure we deliver the best possible experience to our most valuable customers.



Strategy

We believe our understanding of markets, products, customers, and positioning plays a vital role in shaping the company's strategy.

Marketers should always have a seat on the board and help set the strategy.



Brand

We believe the Internet has forced transparency upon brands and businesses. Consumers' sources of information and influence are no longer few, and brands control only a small number of them.

This means businesses must communicate authentically, and it requires being true to a clear sense of self. In a digital, transparent age, modern marketers need to strive for a strong brand.



Digital

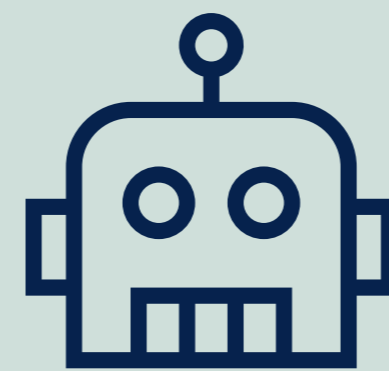
We believe a digital way of thinking should be the focal point in creating marketing strategies and tactics. A digital approach may not be relevant to every marketing effort, but organizations need to properly consider the digital space and change their culture and processes to become more digitally oriented. It is a mindset rather than just an executional approach.



Creativity

We believe we need creativity just as much as we need strategy and technology. We need storytelling just as much as we need data. We believe in the power of emotions and the irrational just as much as the rational. We need the passion, creativity, and craftsmanship of the right brain just as much as the analysis and logic of the left brain.

The digital age is providing increasingly ubiquitous access to everything. In this context we need innovation and creativity in our product and service design, as well as our marketing, to make an impression.



Technology

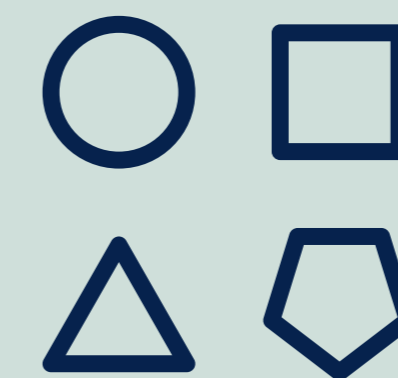
We do not believe technology in and of itself is a solution. Technology is an enabler. Marketers must be capable and comfortable at researching, procuring, and using technology to their best advantage. Marketers' ownership of technology will increase at the same time as technologists will become more marketing aligned.



Data

We believe data must be turned into insight and action to be a source of customer, competitive and marketing advantage. Data is the foundation on which successful research, segmentation, marketing automation, targeting and personalization are built.

Data allows us to predict future behaviors which is fundamental to creating a strong customer lifetime value and optimizing marketing effectiveness. Digital channels provide new and valuable sources of data and customer insight that can be acted upon in real time.



Content

We believe that content and the focus on owned and earned media is fundamental in marketing. Content is more than just words, pictures, or video. Games, apps, events, APIs and so on deliver rich content experiences too. Content reinforces a brand's credibility and authenticity in what it stands for, believes in and cares about and is a vital expression of the brand.



Commercial

We believe modern marketers must be commercial. It means knowing where money is made and why. It means knowing how to measure and optimize key commercial metrics. Marketers can, and should, take more and more responsibility for revenue targets and must optimize the entire customer journey including the sales funnel and post-sale. Sales and marketing must be more closely aligned and have common points of accountability.



Social

We believe social media has changed our business culture, the way we work and the way we engage with our colleagues and customers. Social is not a choice. We need to always remember that everything, including our marketing happens in an environment where customers can, and will, talk about what we do and can share it with the world.

Marketing Manifesto

Practicing up-to-date and forward-thinking marketing

