

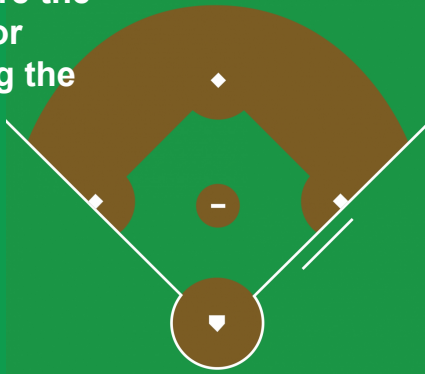








What are the rules for winning the game?



First base: Who?

What turns a customer into a fan?





And makes it seem perfectly normal to be that crazy about anything



It's personal. It says something about me.

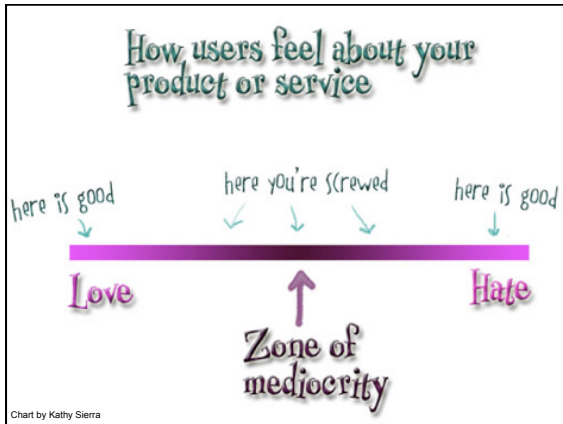


It appeals to my interests

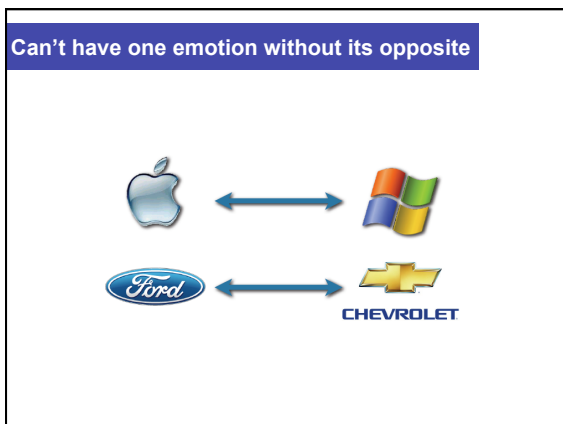


67% of all
consumer decisions are primarily
influenced by word of mouth.
...and that number is
growing every day.











The net method of marketing



The spear fishing method of marketing



If you try to be everything to everybody...

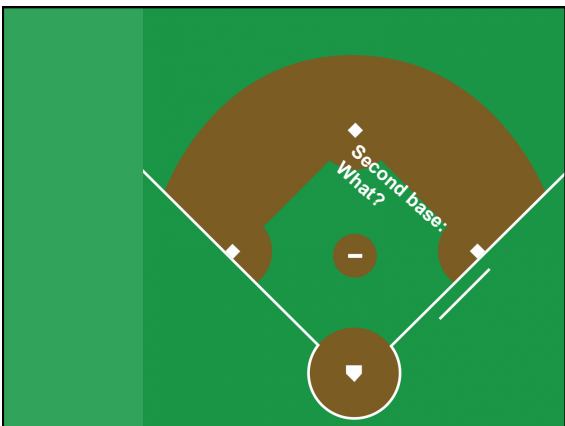








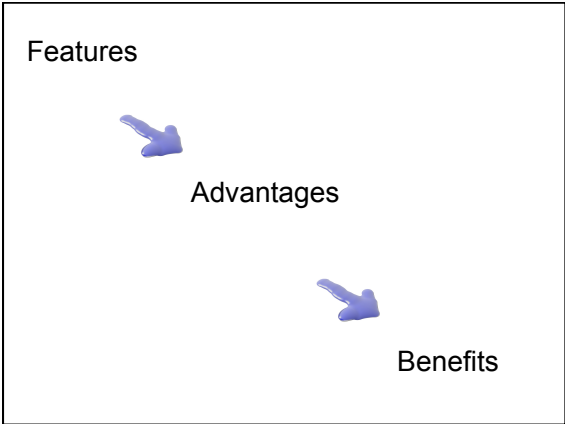












Features	Advantages	Benefits
Self-setting clock 50-number speed dial 1-click financial reports Custom programs Open 24 hours Batteries included	Convenience Fewer key strokes Immediate information Designed just for you Shop when you want Ready to use	

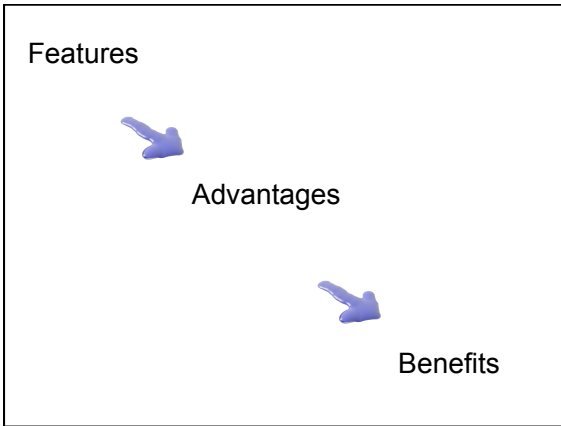
Features	Advantages	Benefits
Self-setting clock 50-number speed dial 1-click financial reports Custom programs Open 24 hours Batteries included	Convenience Fewer key strokes Immediate information Designed just for you Shop when you want Ready to use	Never miss a meeting Multi-tasking When the boss is shouting Head nurse Kids don't get sick 9-5 Box to laughs = 5 min

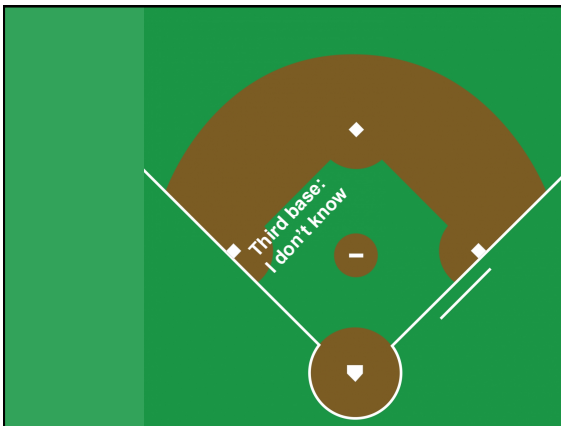
Features	Advantages	Benefits
Facts....	Personalized facts...	Emotions!!!
		

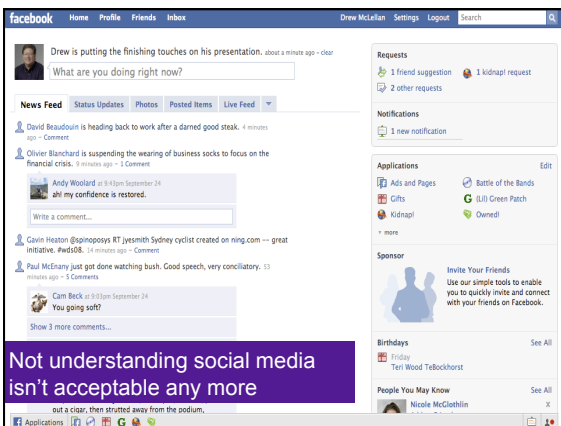




Always ask...what am I selling?



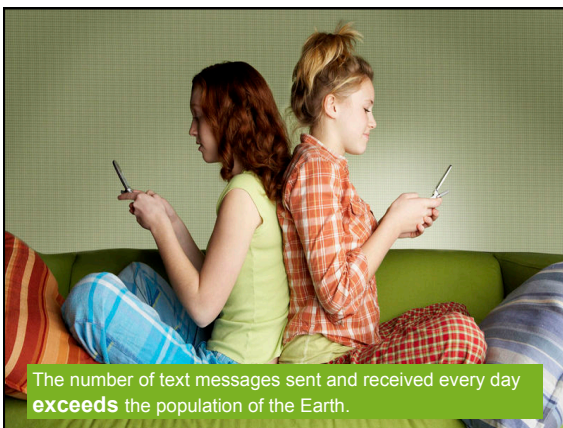




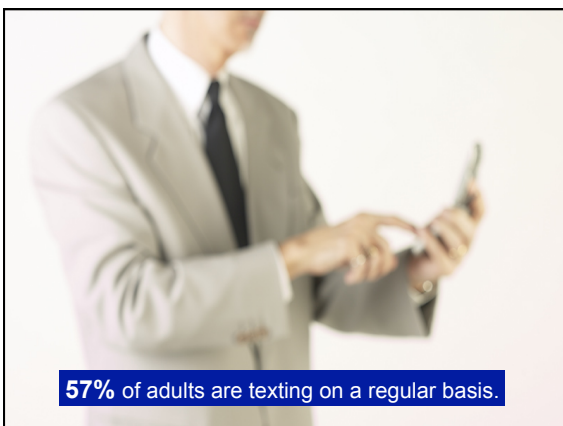


More than **25%** of search results on Google for the world's 20 largest brands are links to **consumer generated content**.

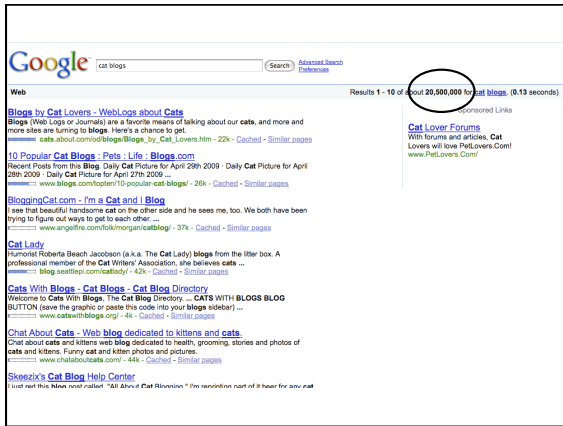
Source: Nielsen Buzz Metrics

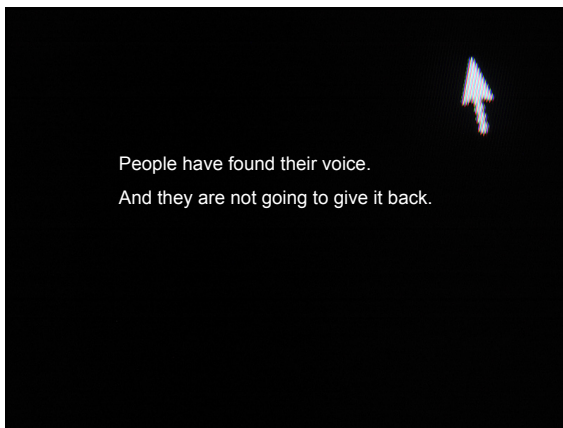


The number of text messages sent and received every day **exceeds** the population of the Earth.



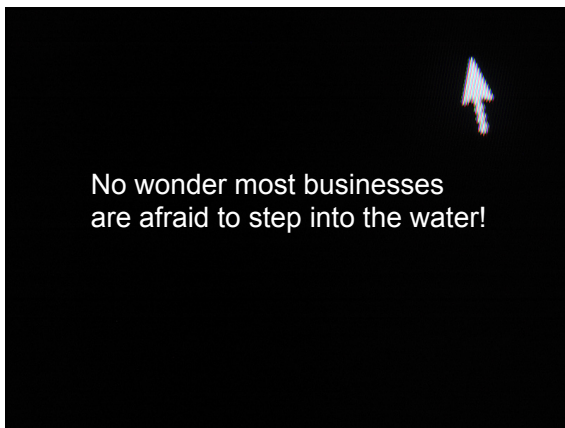
57% of adults are texting on a regular basis.

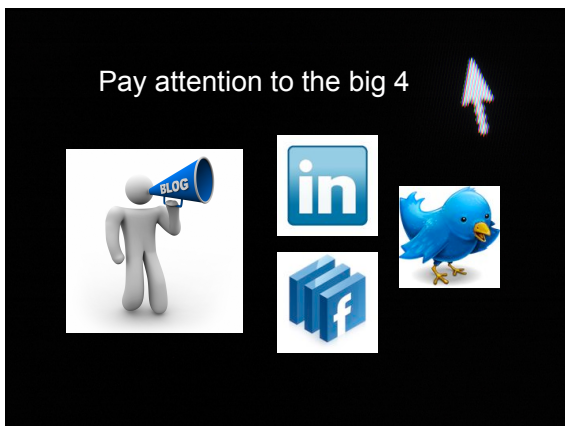















Social marketing is nothing more than using web 2.0 tools, sites and services to promote your organization's products, ideas, issues, agendas and services.

And on a scale that is hard to fathom.




hee-hawmarketing*

there is no box.



ABOUT



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Adverts: adman of action

« A Tune In Saturdays Preview Special | Main | Dallas Marketing Zoo: Ep. 2 »

December 31, 2008

HURRICANE KOHLS!

UPDATE: To see the Kohl's response to this post, go [here](#).


UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.


I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!


[Read more](#)



25
A Top marketing blog
served fresh weekly



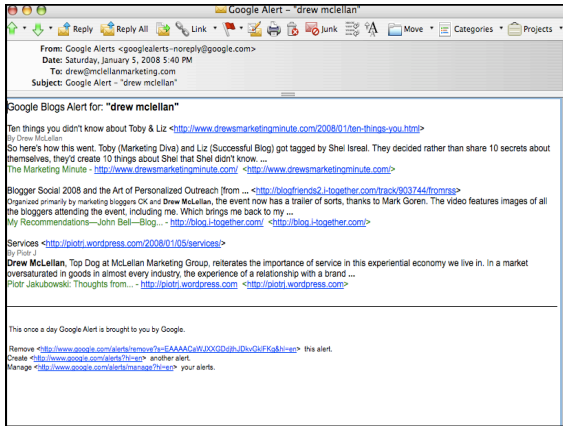
POWER 150
TOP 150 MARKETING BLOGS



WE SUPPORT
WRITERS GUILD OF AMERICA

18

[illegible]



QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Elther! -

Service: It's Not "Geek" to Me

I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said *they were. He was wrong.* The card slot appears not to have been touched and

The Geek Squad

I returned to the Geek Squad (It's an hour drive one way) and explained the

ABOUT TOM

Tom Vander Well
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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -

The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy. Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.



A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad t-shirts and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

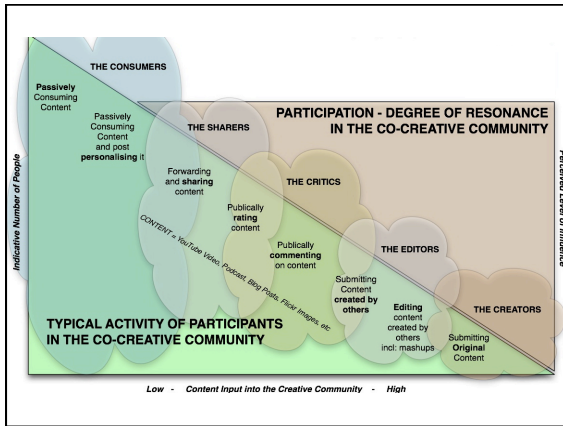
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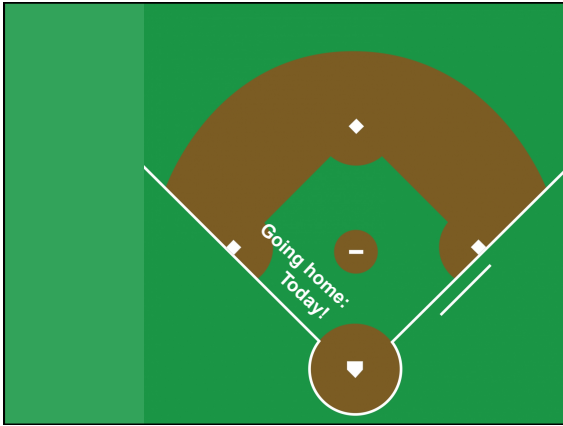
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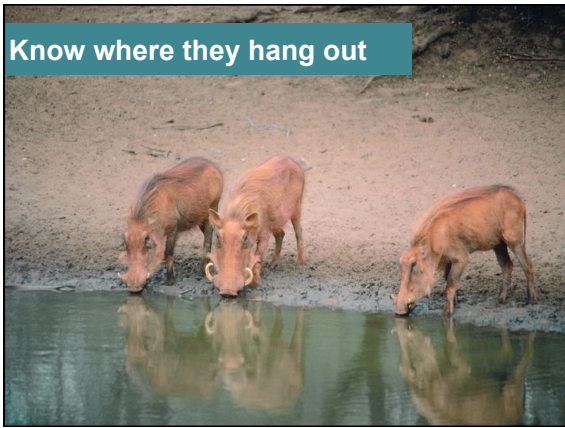


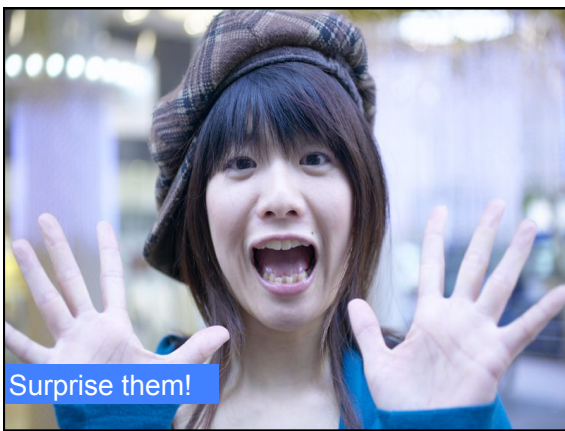












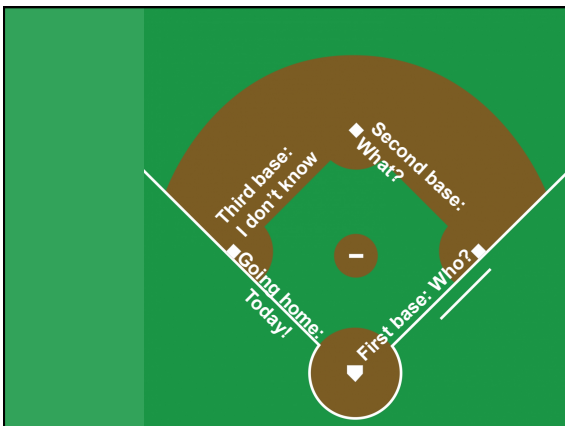


Make it easy to share



Let's map it out!

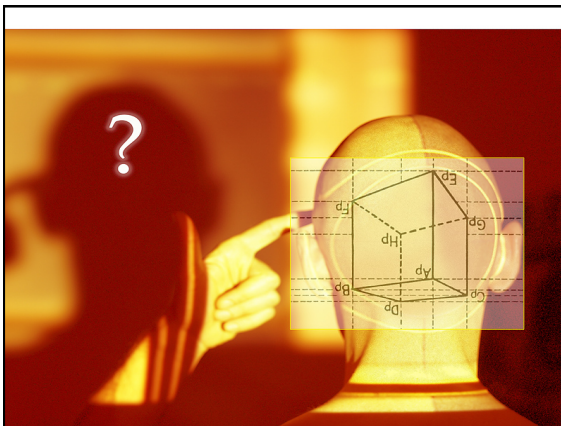




*"Too many people think only of
their own profit.*

*But business opportunity seldom
knocks on the door of self-centered
people.*

*No customer ever goes to a store
merely to please the storekeeper."*



Link to all slides, resources etc.

<http://www.DrewsMarketingMinute.com/MC.html>

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Where strategy and passion collide

Drew's *marketing* minute

DREW IS TOP DDG AT McLELLAN MARKETING GROUP

Asphalt

Thursday's presentation on marketing:

[Marketing Mistakes](#)

General Resources:

Free reports, fact sheets, etc.

New Blogger's Toolbox

Marketing Lessons from Walt

Persona write up

Books:

Becoming a Category of One by Joe Calloway

Make to Stick by Chip and Dan Heath

Robin Hood Marketing (Stealing Corporate Savvy to Sell Just Causes) by Katya Andresen

The New Rules of Marketing & PR by David Meerman Scott

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(515) 251-8400

Have You Read Drew's Book?
99.3 Random Acts of Marketing

WORKING SMARTER
NETWORK



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Where strategy and passion collide

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