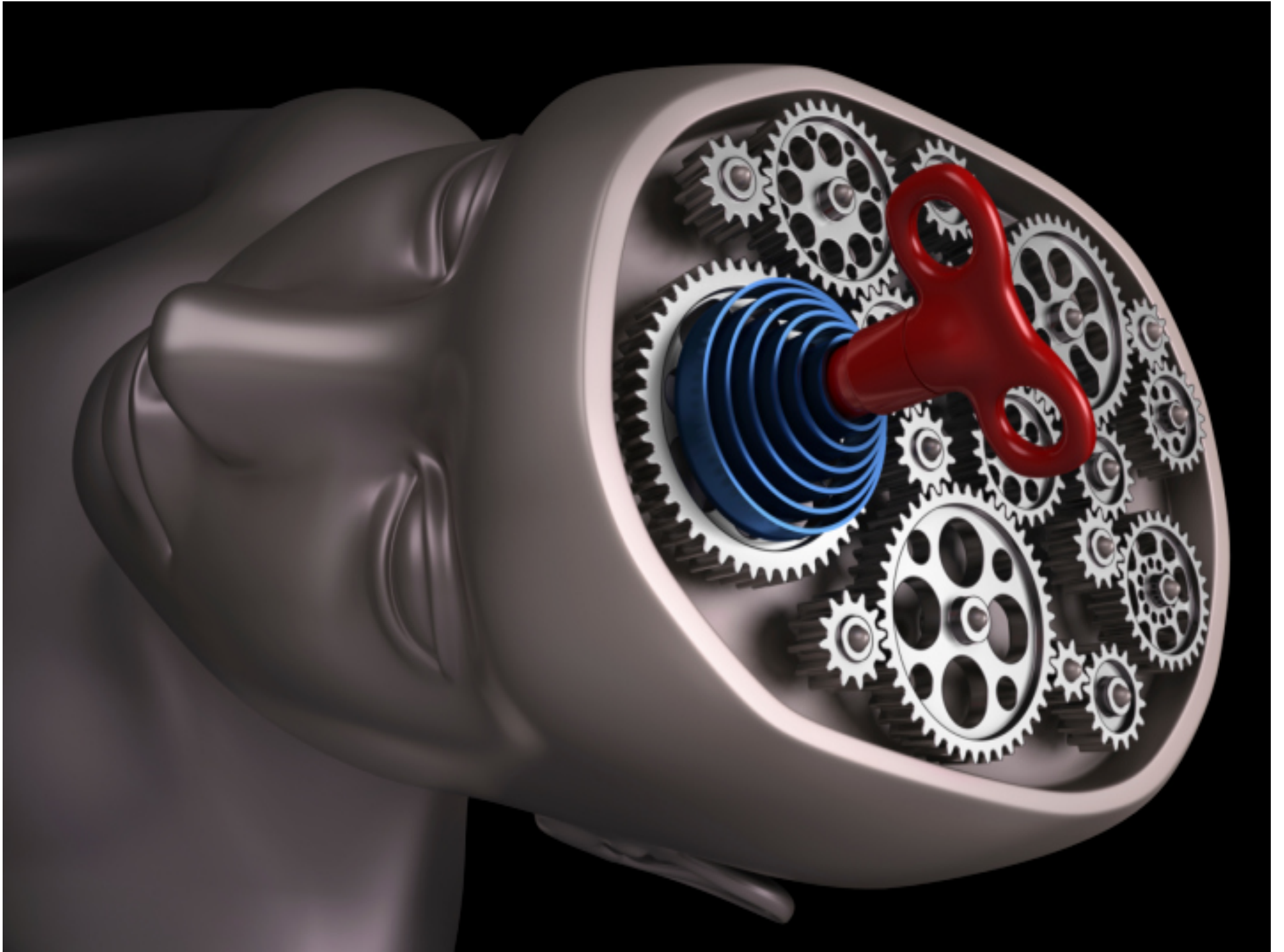


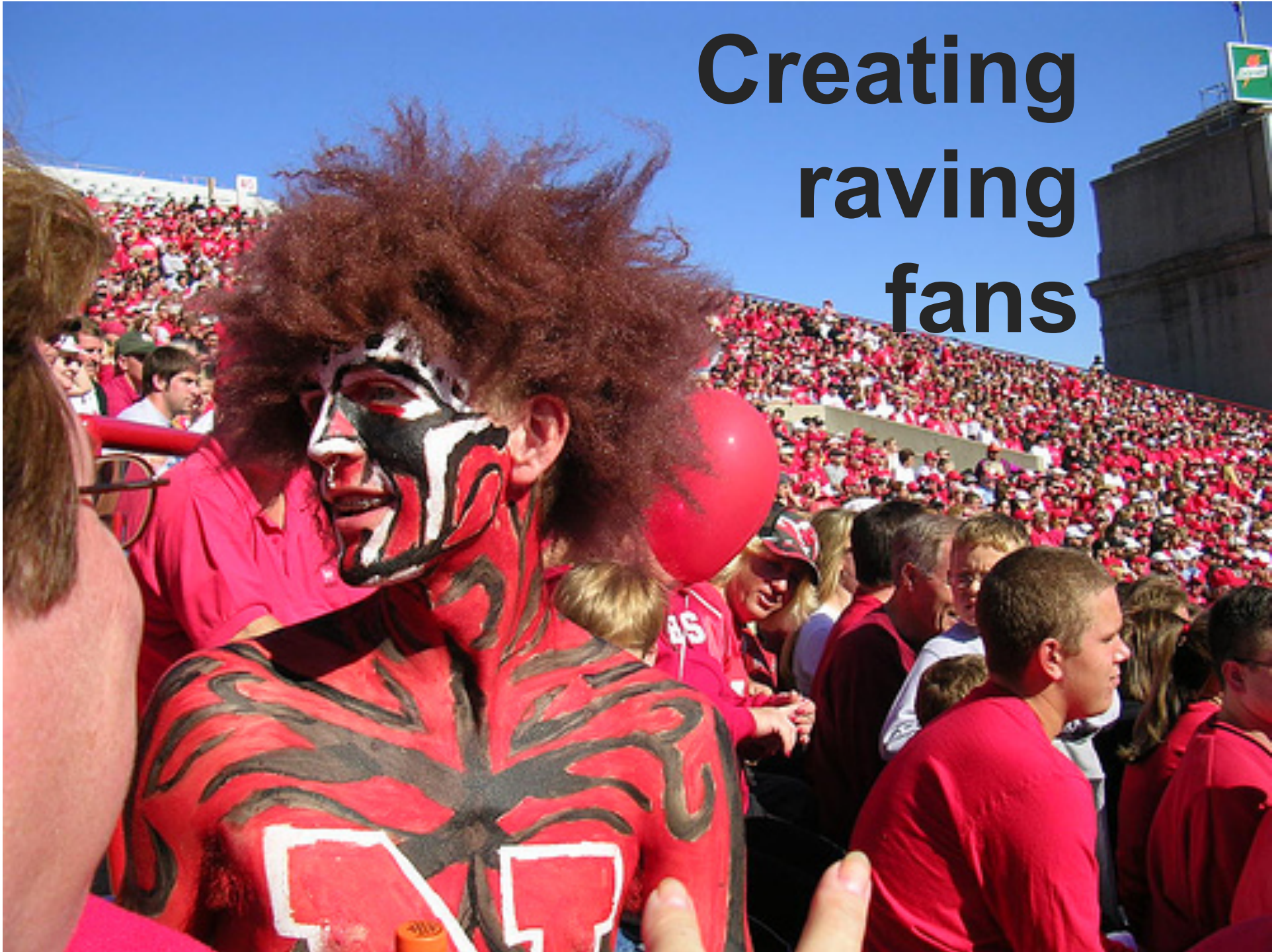


McLELLAN MARKETING GROUP

Where strategy and passion collide 



Creating raving fans



**It's about creating
a love affair...**



**Doesn't
happen
by
accident**





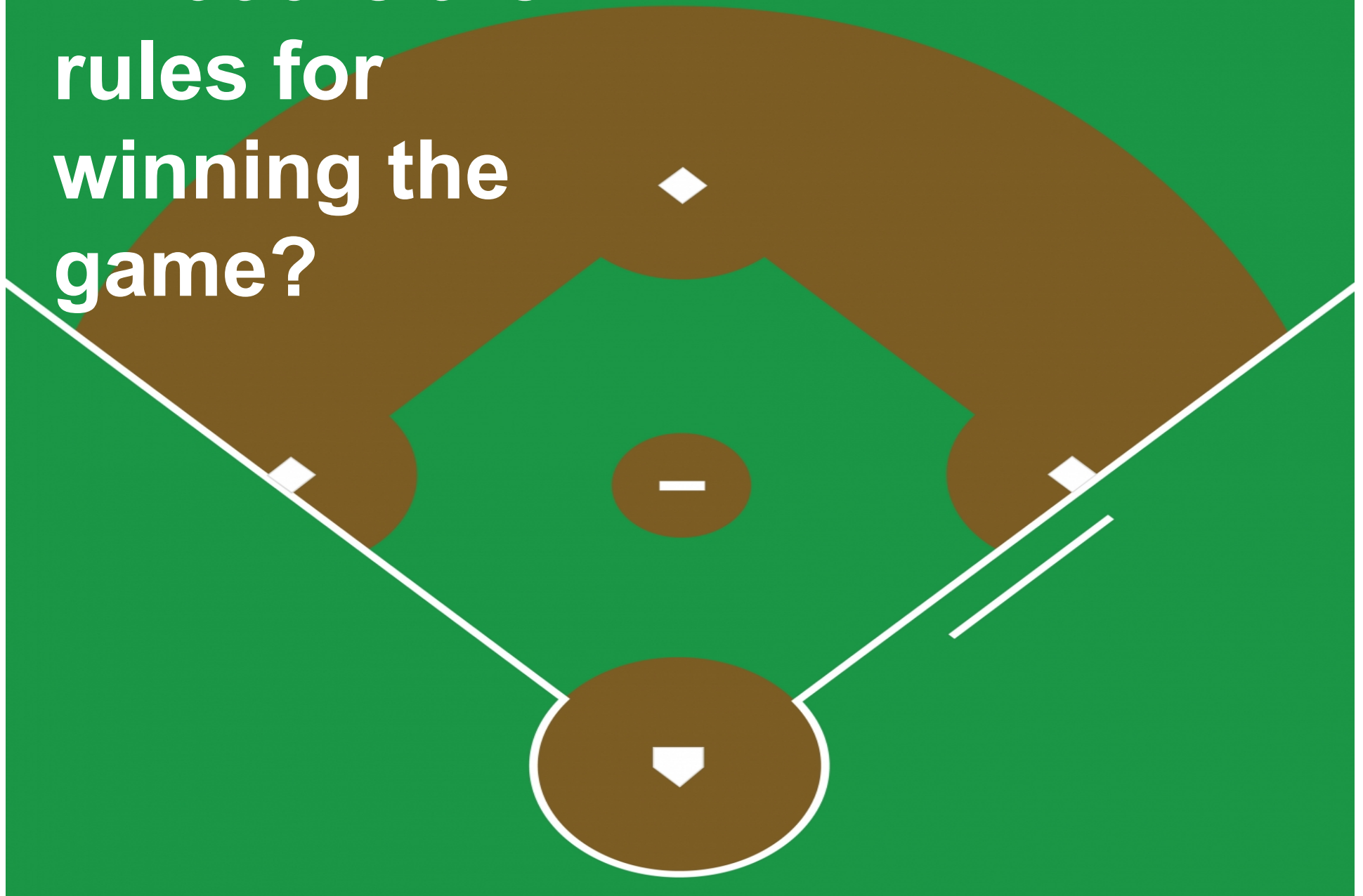
**Or
because
you're an
angel**

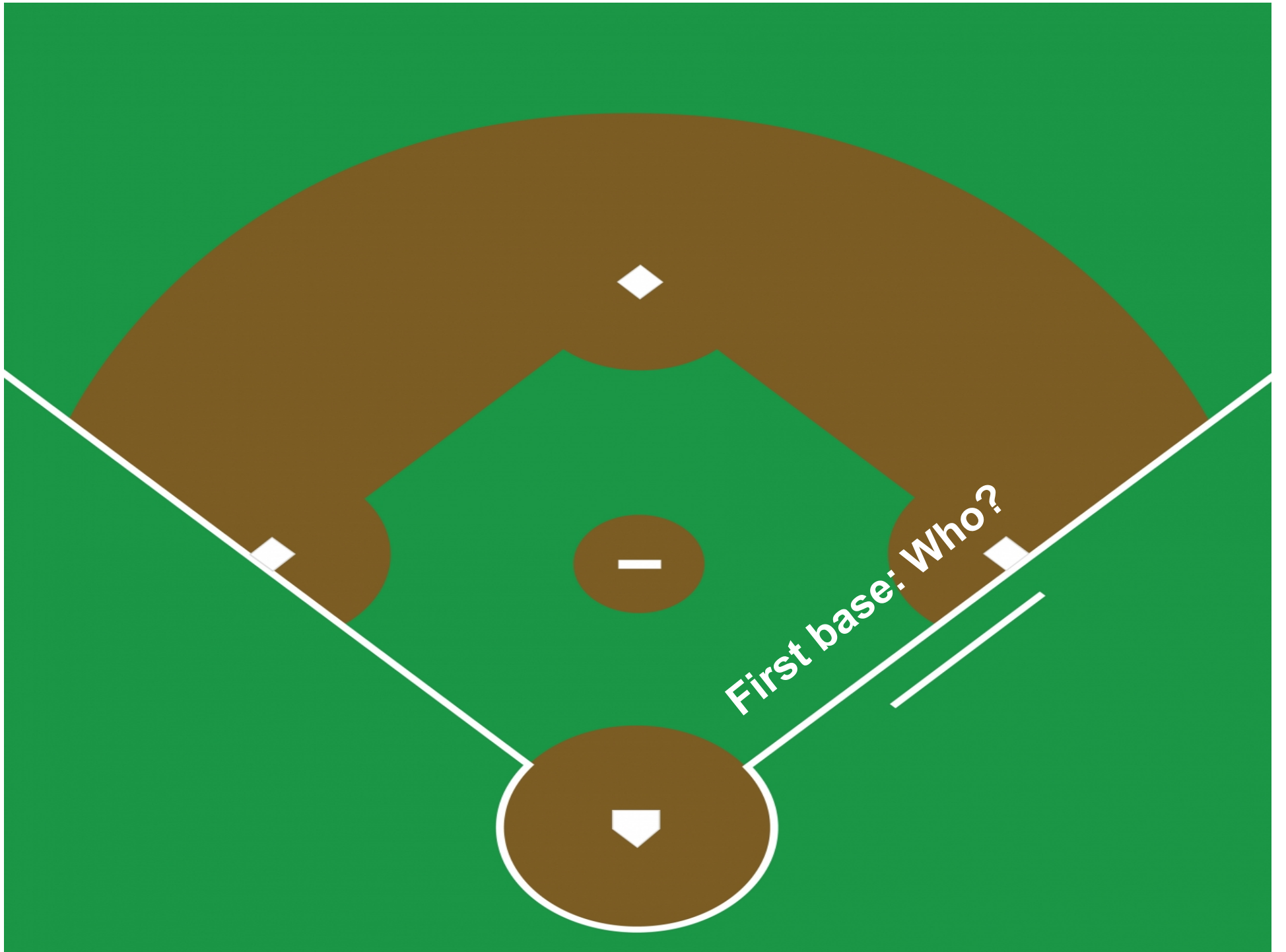
**Or your product
is perfect**





**What are the
rules for
winning the
game?**





First base: Who?

What turns a customer into a fan?





It's personal. It says something about me.



It appeals to my interests



Birds of a feather....



73% of consumer decisions are primarily influenced by word of mouth.

McKinsey 2009



90% of customers identify word of mouth as the **best, most reliable and trustworthy** source about ideas and information on products and services.

NOP World



Not everyone wants to be a fan

How users feel about your product or service



Not being brave enough to really brand



Can't have one emotion without its opposite



CHEVROLET

The net method of marketing





The spear fishing method of marketing

Would they show up?





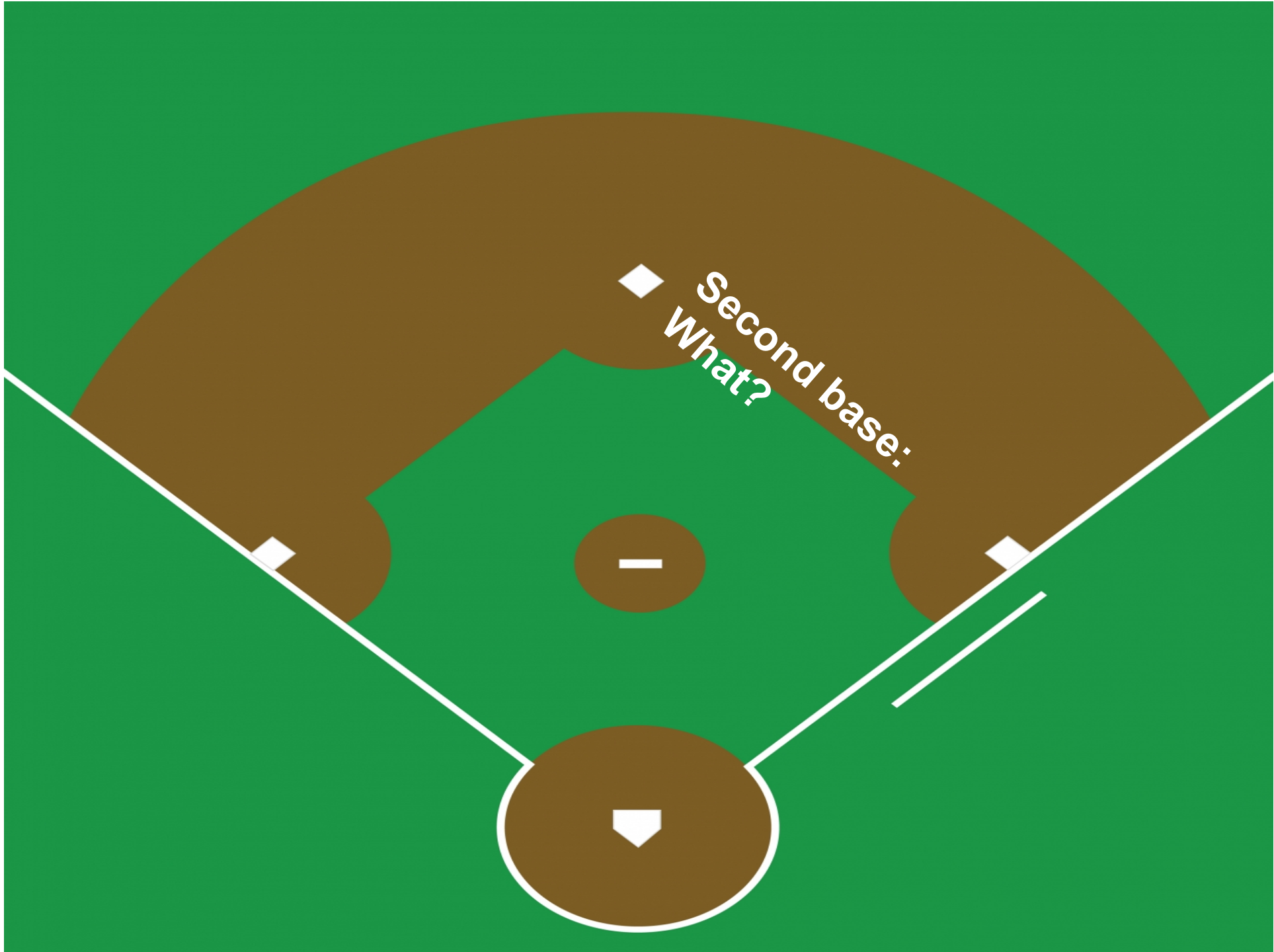
How would you sell these shoes?

How would you sell to each of these women?



Creating personas





Second base:
What?







Features



Advantages



Benefits

Features

Facts....



Advantages

Personalized facts...



Benefits

Emotions!!!



COLD STEEL
HIGH PERFORMANCE KNIVES

銚刀
TERÄ-ASEkeskus
商店



Always ask...what am I selling?

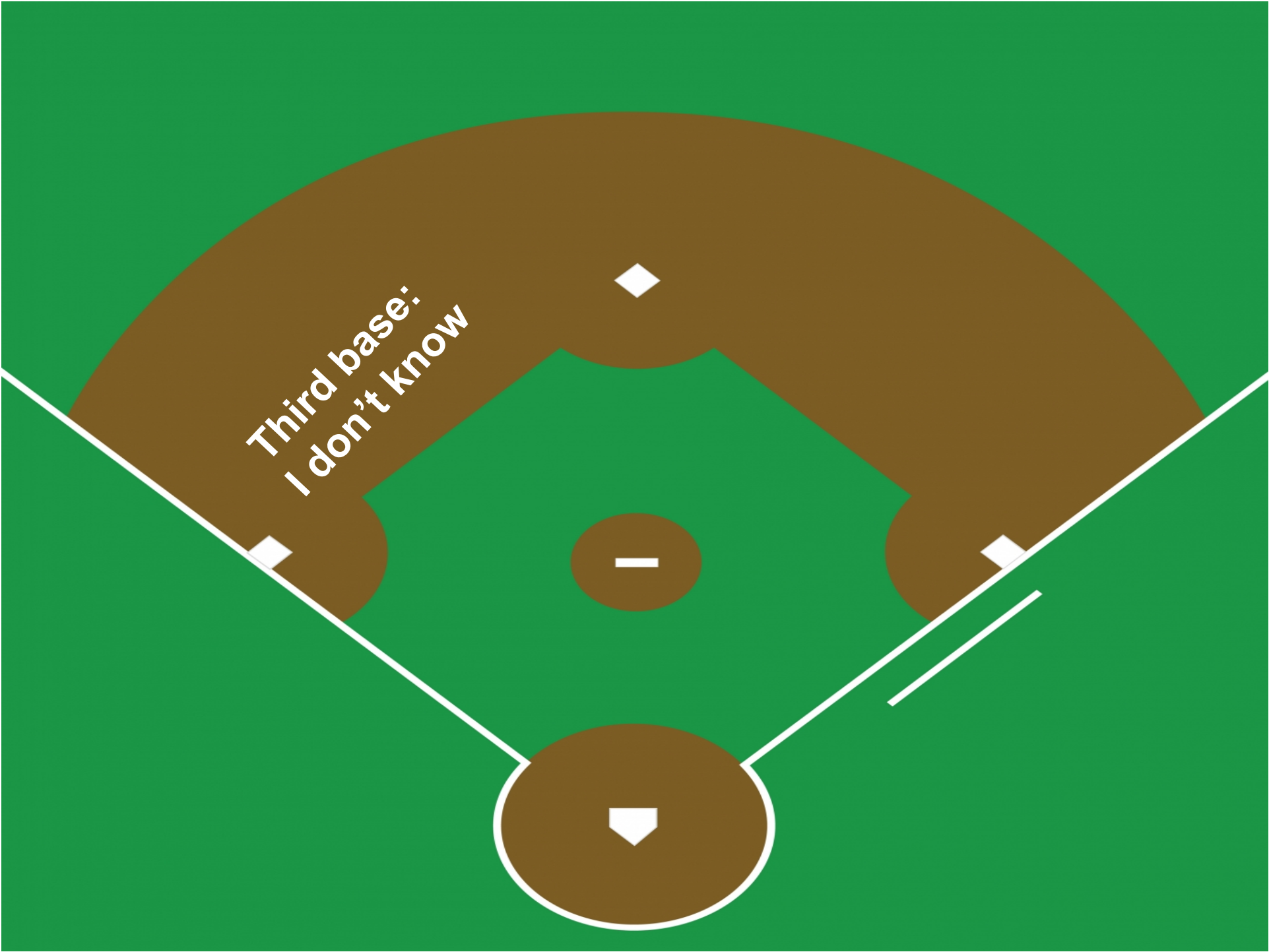
Features



Advantages



Benefits



Third base:
I don't know



Drew is putting the finishing touches on his presentation. about a minute ago - clear

What are you doing right now?

News Feed

Status Updates

Photos

Posted Items

Live Feed

David Beaudouin is heading back to work after a darned good steak. 4 minutes ago - Comment

Olivier Blanchard is suspending the wearing of business socks to focus on the financial crisis. 9 minutes ago - 1 Comment



Andy Woolard at 9:43pm September 24
ah! my confidence is restored.

Write a comment...

Gavin Heaton @spinoposys RT jyesmith Sydney cyclist created on ning.com -- great initiative. #wds08. 14 minutes ago - Comment

Paul McEnany just got done watching bush. Good speech, very conciliatory. 53 minutes ago - 5 Comments



Cam Beck at 9:03pm September 24
You going soft?

Show 3 more comments...

Requests

- 1 friend suggestion
- 1 kidnap! request
- 2 other requests

Notifications

- 1 new notification

Applications

Edit

- Ads and Pages
- Battle of the Bands
- Gifts
- (Lil) Green Patch
- Kidnap!
- Owned!

more

Sponsor



Invite Your Friends

Use our simple tools to enable you to quickly invite and connect with your friends on Facebook.

Birthdays

See All

- Friday Teri Wood TeBockhorst

People You May Know

See All

- Nicole McGlothlin

Not understanding social media isn't acceptable any more

out a cigar, then strutted away from the podium,



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.



63% of US adults have joined a social network, making it the number one platform for creating and sharing content

(Pew Research, 2010)

Facebook...

More than 300 million users

50% of users log on every day

Fastest growing demographic is 55+

Biggest demographic is 35-44





**More than 50% of all C-level execs under 40
use Twitter daily.**

(New Forbes/Google Report, 2009)



More than 34% of adults who own cell phones use it to access the web every day.

(PRC-Internet & American Life Project, 2010)

A light blue laptop is shown from a front-facing perspective, open. The screen is white and displays the text "So we need to be there, right?" in a black, sans-serif font. The keyboard and trackpad are visible below the screen.

So we need to be there, right?



But where?



No wonder most businesses are afraid of the water!



ABOUT



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[Adrants - Marketing and Advertising News With Attitude](#)

[Adverb: adman of action](#)

[« A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo: Ep. 2](#) »

December 31, 2006

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](#)



**WE
SUPPORT**

**WRITERS
GUILD OF
AMERICA**

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American Copywriter

ANA Marketing Maestros

Beanstalk Talk

Beyond Madison Avenue

Bizsolutionsplus

brandflakesforbreakfast

Canuckflack

ChaosScenario

chroma

Church of the Customer Blog

CK's Blog

Community Guy

Conversation Agent

Copyblogger

CrapHammer

Creating Passionate Users

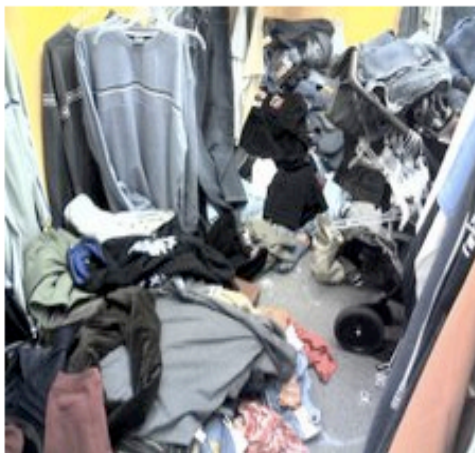
Creative Think

Critical Fluff

Drew's The Marketing Minute

El Gaffney

hmm, I hope they have my size!



I really like the jeans display. Now that's great salesmanship!



And, maybe a nice sweater to go with those jeans?



RECENT POSTS

F FX (except IASIP)

Tune In Saturdays: Vampire
Weekend

Blockbuster Video? Nope.

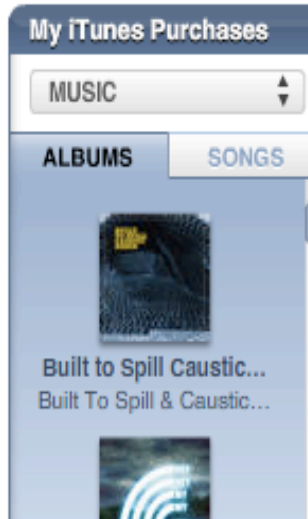
The Continuous Digital Divide

The Future of Marketing

Nonsensical Mathematics

Tune In Saturdays: Hey Hey My My

Dear Google #2,





« [How's the view from inside the bottle?](#) | [Main](#) | [Grace](#) »

It's your fault!

Remember the discussion about Kohl's right after the holidays. **Paul** (HeeHawMarketing) **posted some photos** about his experience in a local store. The place was a disaster.

I followed up with **a post saying that Paul's experience is a symptom of bad or a complete lack of branding.** When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- **even the best employees flounder around,** trying to do what they think they should.
- When you don't invest in employee communication and **tell them over and over what**



ABOUT DREW



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(515) 251-8400

Have You Read Drew's Book?

[99.3 Random Acts of Marketing](#)



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[« The First Time I Wanted to Marry a Phone](#) | [Main](#) | [Tune In Saturdays: Field Music](#) »

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family, value and national brands.



Creative Think
Critical Fluff
Drew's The Marketing Minute
El Gaffney
exitcreative
Experience Curve
Experience Manifesto
expo86
Get Shouty
Greg Verdino's Marketing Blog
Instigator Blog
Jaffe Juice
junior planner i am
Living Light Bulbs
Logic+Emotion
Make the logo bigger.
Maple Takedown
Marketing Hipster
Marketing Nirvāna – by Mario Sundar
Marketing Profs Daily Fix Blog
Masi Guy
Media Orchard, by the Idea Grove
Meme Huffer

"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.

It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!

Yes customers can be awful, yes they can mess up the departments, yes it is hard to keep up but the pictures here show a store that gave up or does not care.

The comments on this blog are pretty much justified. Remember: Expect Great Things."

From Former Kohl's Employee in comments:

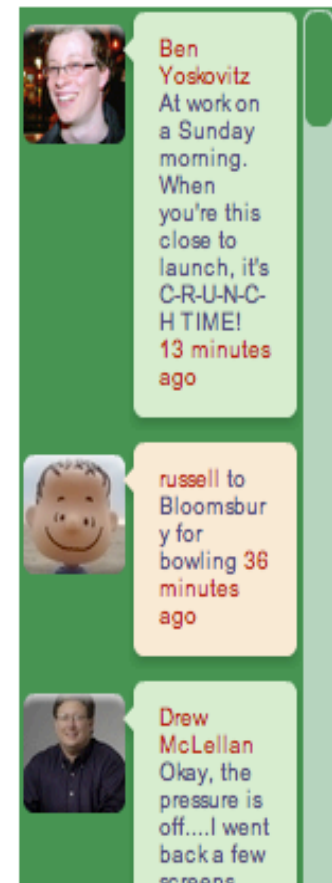
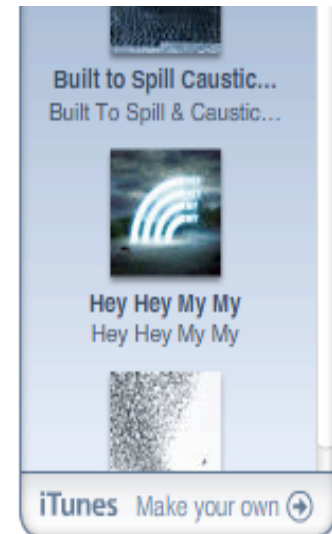
"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the ditrict and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."

From Alejandra in comments:

"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bictH and complain about stupid crap and/or do nothing to help."

From Emily in comments:

"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers.





kohl's

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www.kohls.com Great Savings and a Wide Selection for Your Family and Home at **Kohl's!**

[Women's Clothing - Apparel & Accessories at Kohls.com](#)   

View women's clothing, apparel and accessories at **Kohls.com** - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...

www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)   

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 ...

heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons ...](#)   

Kohl's, **Kohl's** Coupons, **Kohl's** Online Coupons, **Kohl's** Coupon Codes, **Kohl's** Discount Coupons and **Kohl's** Discount Shopping.

www.flamingoworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

[Kohl's Coupon Codes - all coupons and promotional codes for kohls.com](#)   

Find and share **Kohl's** coupon codes and promotional codes for great discounts. Get the best **kohls.com** coupon at RetailMeNot.com.

www.retailmenot.com/view/kohls.com - 135k - [Cached](#) - [Similar pages](#)

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 Either!](#) »

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 tshotckes and my very own Geek Squad shirt.

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

ABOUT TOM

Tom Vander Well

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You can also [click here to manage your alerts](#)

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Enter the topic you wish to monitor.

Search terms:

Type:

How often:

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Google will not sell or share your email address.



From: Google Alerts <googlealerts-noreply@google.com>
Date: Saturday, January 5, 2008 5:40 PM
To: drew@mclellanmarketing.com
Subject: Google Alert - "drew mclellan"

Google Blogs Alert for: "drew mclellan"

Ten things you didn't know about Toby & Liz <<http://www.drewsmarketingminute.com/2008/01/ten-things-you.html>>

By Drew McLellan

So here's how this went. Toby (Marketing Diva) and Liz (Successful Blog) got tagged by Shel Isreal. They decided rather than share 10 secrets about themselves, they'd create 10 things about Shel that Shel didn't know. ...

The Marketing Minute - <http://www.drewsmarketingminute.com/> <<http://www.drewsmarketingminute.com/>>

Blogger Social 2008 and the Art of Personalized Outreach [from ... <<http://blogfriends2.i-together.com/track/903744/fromrss>>

Organized primarily by marketing bloggers CK and Drew McLellan, the event now has a trailer of sorts, thanks to Mark Goren. The video features images of all the bloggers attending the event, including me. Which brings me back to my ...

My Recommendations—John Bell—Blog... - <http://blog.i-together.com/> <<http://blog.i-together.com/>>

Services <<http://piotrj.wordpress.com/2008/01/05/services/>>

By Piotr J

Drew McLellan, Top Dog at McLellan Marketing Group, reiterates the importance of service in this experiential economy we live in. In a market oversaturated in goods in almost every industry, the experience of a relationship with a brand ...

Piotr Jakubowski: Thoughts from... - <http://piotrj.wordpress.com> <<http://piotrj.wordpress.com>>

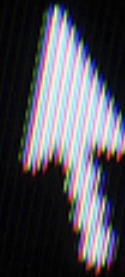
This once a day Google Alert is brought to you by Google.

Remove <<http://www.google.com/alerts/remove?s=EAAAACaWJXXGDdJhJDkvGkIFKq&hl=en>> this alert.

Create <<http://www.google.com/alerts?hl=en>> another alert.

Manage <<http://www.google.com/alerts/manage?hl=en>> your alerts.

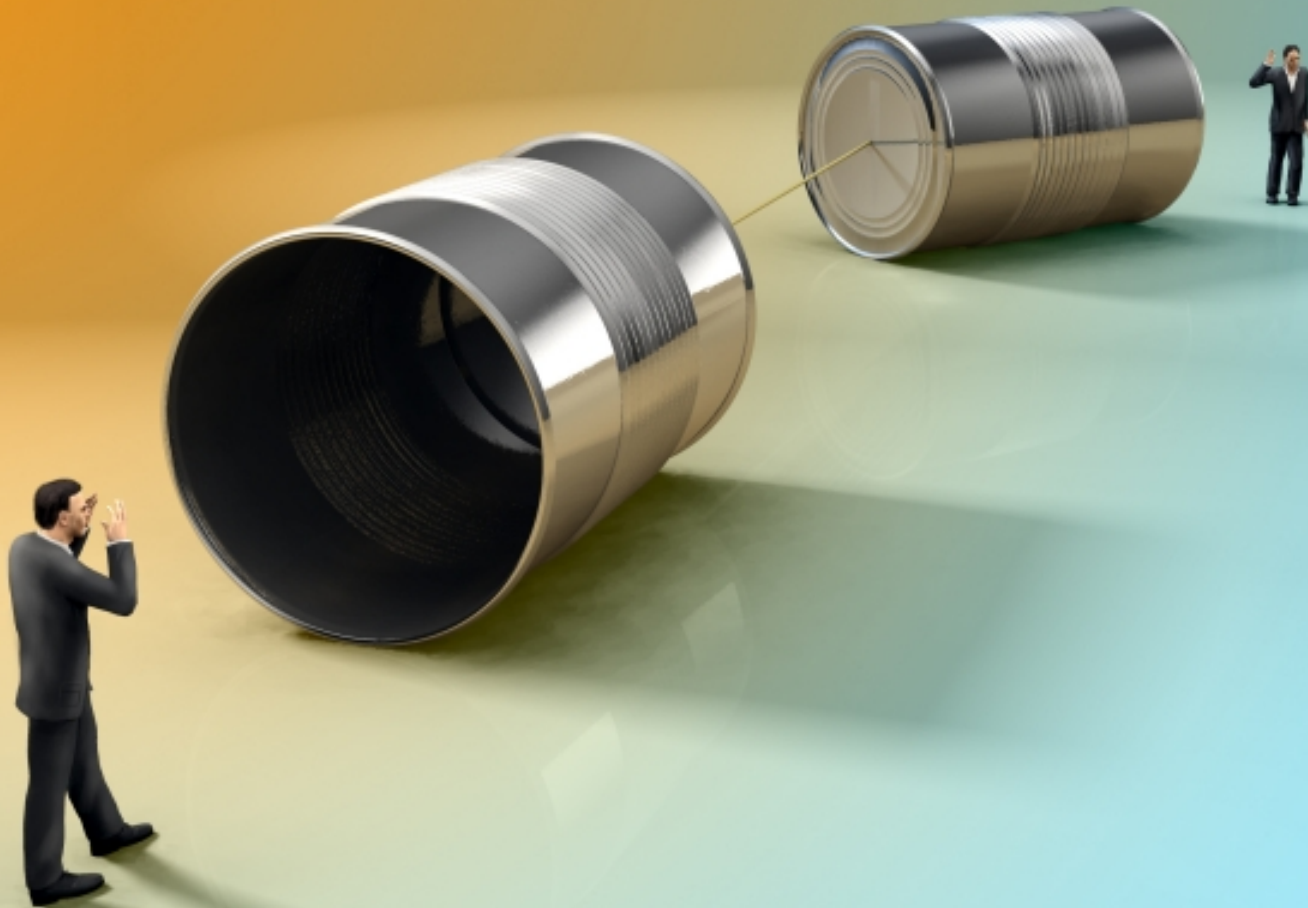
Other listening tools

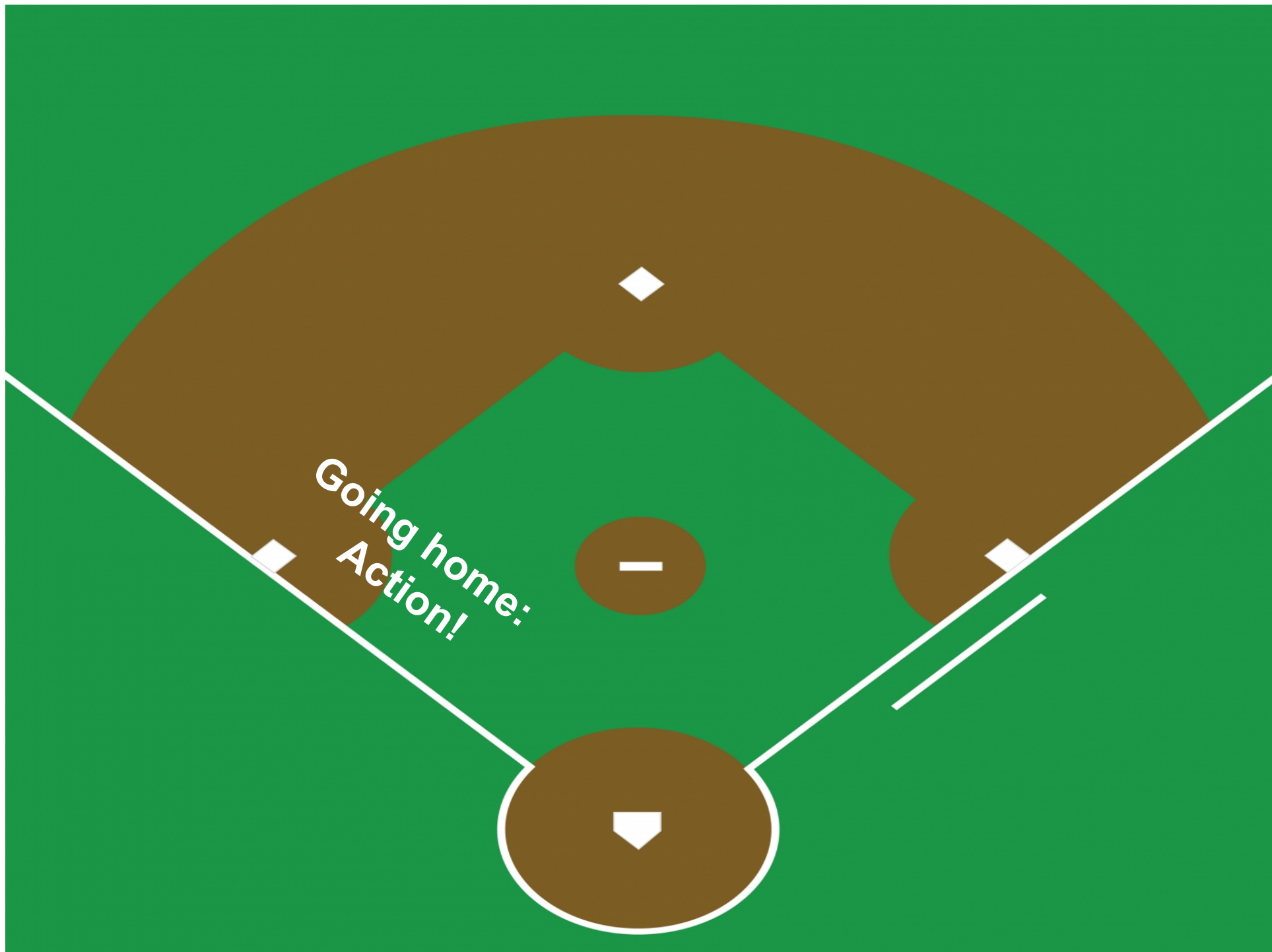


Are also content creation tools



Let's listen





Going home:
Action!

Marketing is like a New Year's resolution





Why drive to Cleveland without a map?



Plan to be a boring drip





**8-13 times
before they even
notice you.**





Be a drip, not a downpour.



Know where they hang out





Surprise them!

Let it be about them, not your product



Make it easy to share







3 key lessons to the art of woo

An element of surprise... it's
all about them

The more personal the better

You have to know who they
are to woo well



**An element of
surprise... it's all
about them**

Can't be a bait and switch

Can't be insincere

Doesn't have to be big



Bonus Bucks



The Disney way



The more personal the better

Isn't about having their name
mail merged into a letter

Takes a village to pull this off

Will create staggering WOM!



Handwritten wins the day



A close-up photograph of an elderly woman with short, wavy, grey hair. She has a surprised or concerned expression on her face, with wide eyes and slightly parted lips. She is holding a bright red mobile phone to her ear with her right hand. She is wearing a pink and white striped shirt. The background is blurred, showing what appears to be an indoor setting with a doorway.

They noticed I wasn't there

You have to know who they are to woo well

It has to matter to them

It makes it a real relationship

A misstep will get noticed and
talked about

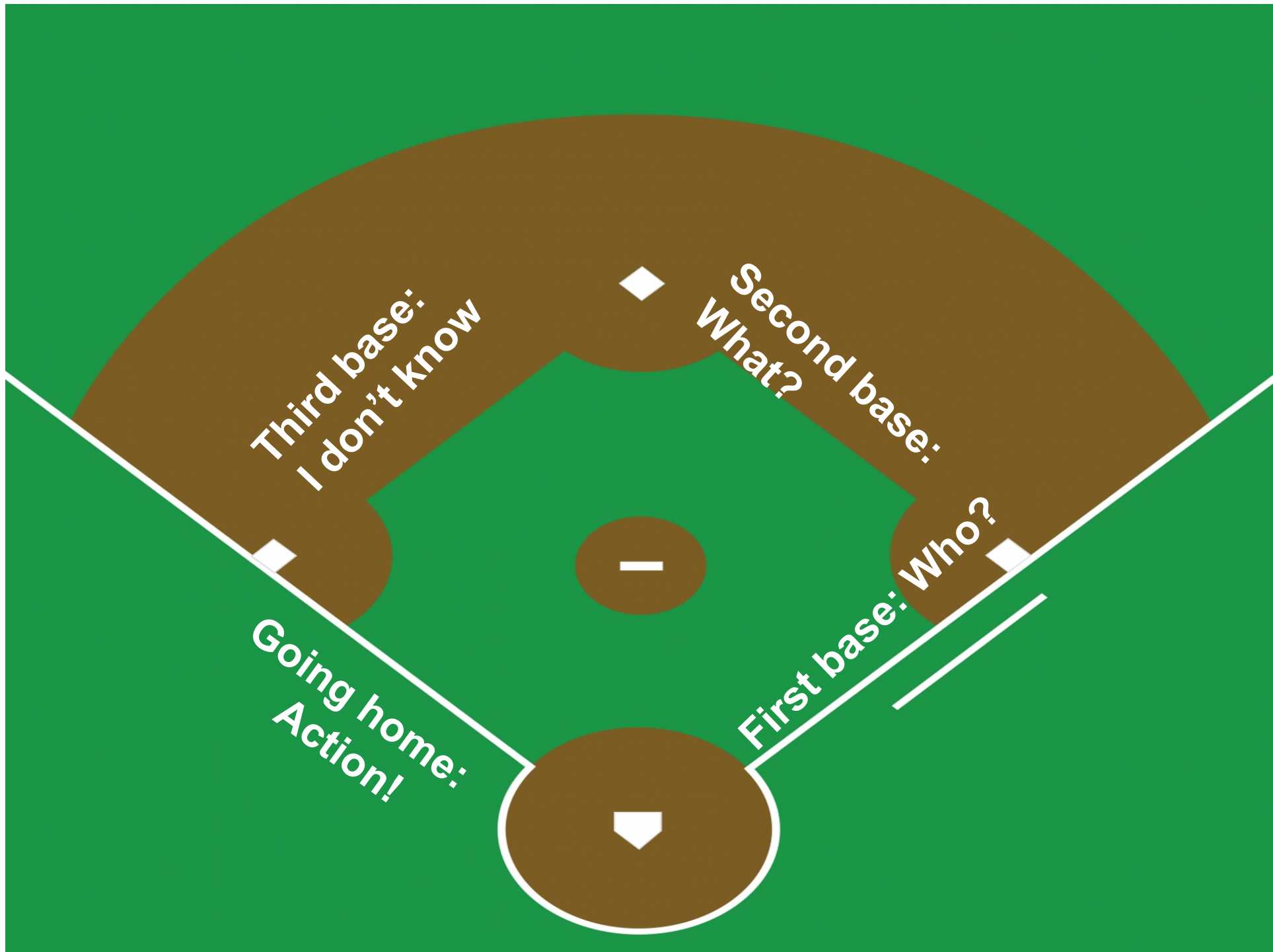




**Could you help them meet their
business goals?**

Later just won't do





Third base:
I don't know

Second base:
What?

First base:
Who?

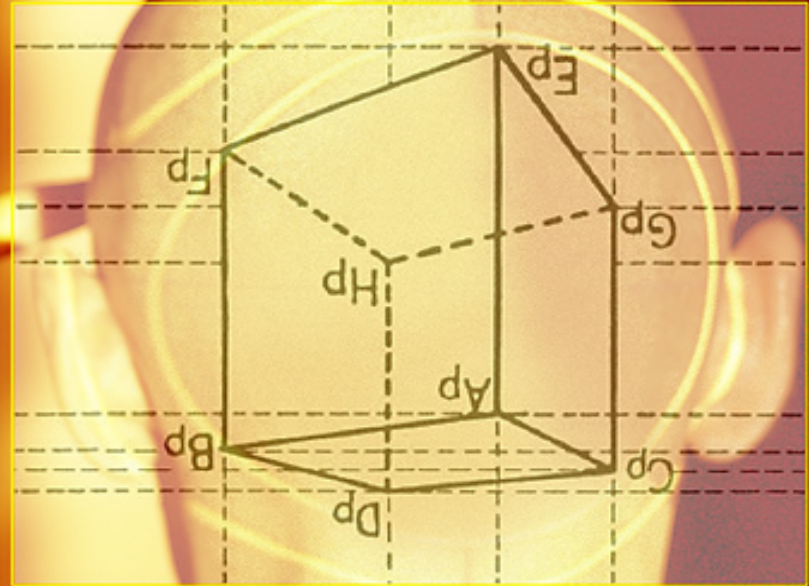
Going home:
Action!

*"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."*

?





McLELLAN MARKETING GROUP

Where strategy and passion collide 

515-251-8400 • Drew@McLellanMarketing.com

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