



# KEEP CALM AND ENGAGE THE CUSTOMER

**A How To Guide**

*What to do when  
your marketing isn't  
working anymore*

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Each section in this book contains 10 core observations/strategies/ideas to guide your thinking around designing and building a customer engagement strategy

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# Introduction

**In these times of austerity there is a war on for customer attention, share of wallet, share of mind and in getting the customer to share good brand experiences.**

**Your job is to win this war and engage the customer in a relationship based on value creation, not to bombard them into submission with marketing messages.**

**This booklet gives you a guild so that you can make the difference needed to win your customers business, loyalty and trust.**

Chapter One



**KEEP  
CALM**

**AND**

**UNDERSTAND THE  
NEW LANDSCAPE**

# SHOUTING YOUR MESSAGE AT CUSTOMERS

DOESN'T WORK

People have to process over 4,000 marketing messages a day. Marketers need to break through the clutter and be heard by being relevant.

“Mass-marketing campaigns have a 2% response rate and are on the decline... blasting non-contextual mass advertising out over a social network or a mobile device is still yielding the same low response rate as blasting over a non-digital channel, such as direct mail.”

Digital Marketing: The Critical Trek for Multichannel Campaign Management, Gartner, February 24, 2011

“Consumers’ minds have shifted from ‘what am I going to pay attention to?’ to ‘what am I going to ignore?’”

Brent Nieuwth, Creative Director and Brand Evangelist J. Schmid & Assoc. Inc. Webinar ‘Leveraging your brand in multichannel direct marketing,’ 2011

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# THE MARKETING WAR MENTALITY IS OVER

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It is no longer effective or acceptable to simply capture leads and then 'spray and pray' or 'blast' your entire database with irrelevant and generic marketing campaigns.

“The hard sell isn't working in this new environment, and successful campaign management strategies have shifted from interruptive push toward two-way conversations and addressing mutually beneficial approaches to customers' wants and needs.”

Digital Marketing: The Critical Trek for Multichannel Campaign Management, Gartner, February 24, 2011

“TECHNOLOGY HAS  
**FUNDAMENTALLY**  
CHANGED MARKETING

**FOREVER,**

**FOR THE BETTER...”**

“...it has lowered the cost and increased your opportunity to come up with a tremendous ROI. There has never been a better time for marketer.”

Stan Rapp, Chairman at Engauge, and according to Advertising Age, one of the 101 individuals who helped shape advertising in the 20th Century, 2010

# THE INTERNET

(Potentially the greatest human invention of all time)

HAS ENABLED BRANDS  
AND PEOPLE TO  
CONNECT AND  
ENGAGE  
GLOBALLY

Two billion people are already connected through the Internet – almost one third of the world’s population.

“The web is more a social creation than a technical one. I designed it for social effect to help people work together and not as a technical toy.”

Sir Timothy Berners-Lee, Inventor of the World Wide Web and author of ‘Weaving the Web’, 1999

“The Internet is becoming the town square for the global village of tomorrow.”

Bill Gates, Microsoft Corporation, 2003

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