

Experiences: The 7th Era of Marketing

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How do I build credibility for the work I create?



How do “experiences” fit with marketing and why are they important?



**Can engagement and experiences in the social sphere change
EVERYTHING?**



How do I pivot from product marketing to customer driven marketing?



How do I transform the rebels to a platoon marketers with authority?



CONTENT MARKETING CONFERENCE

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experiences:

THE 7TH ERA OF MARKETING

Carla Johnson
Speaker. Strategist. Storyteller.
@CarlaJohnson



Carla Johnson



Where's Marketing Headed?



Products vs. Experiences

70% of Millennials have FOMO

Prefer experiences over material things -

- 81% of Millennials
- 79% of Gen Xers
- 78% of Baby Boomers

65% would rather spend money on an experience than a product



What do you *really* do?

The Trade Era

1850s – 1900s

1



WARNING!
Do not expose
this Beer to
LIGHT

**BEER IN
LIGHT BOTTLE**

Why Take the Risk

of your beer becoming impure?

You are not asked to take a similar risk with other kinds of food.

And yet, every time you buy beer in a light bottle you must assume the burden of keeping it away from light to avoid that skunky taste.

Get Schlitz Brown Bottle, and you get beer that is kept pure from the brewery to your glass.

See that Crown is branded "Schlitz."

Phone Monroe 6300
Jos. Schlitz Brewing Co.
Bottled Beer Department
Cor. Ohio St. and Union Ave.
Chicago, Ill.

Schlitz
The Beer
That Made Milwaukee Famous.

The Trade Era

1850s – 1900s

1

2

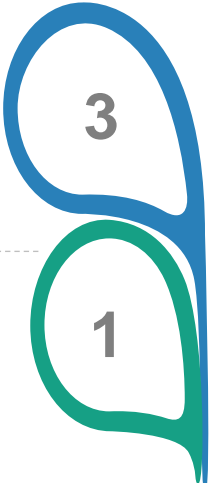
The Production Era

1900s – 1920s



The Sales Era

1920s – 1940s



The Trade Era

1850s – 1900s



The Production Era

1900s – 1920s



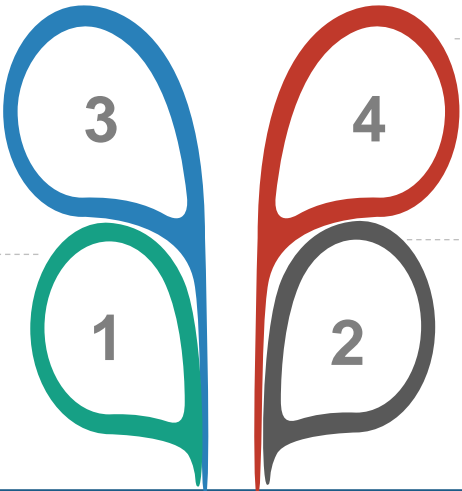


The Sales Era

1920s – 1940s

The Trade Era

1850s – 1900s



The Marketing Department Era

1940s – 1960s

The Production Era

1900s – 1920s

The Marketing Company Era

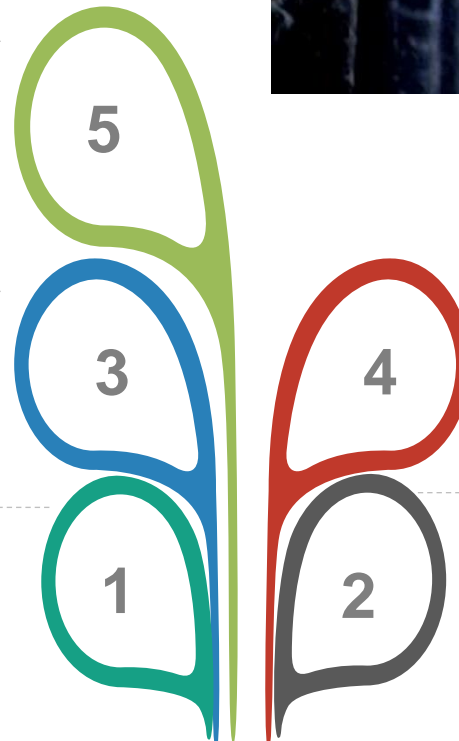
1940s – 1960s

The Sales Era

1920s – 1940s

The Trade Era

1850s – 1900s

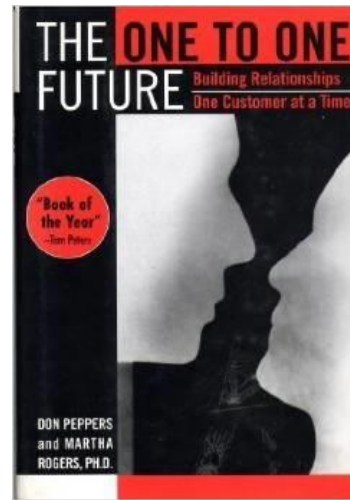


The Marketing Department Era

1940s – 1960s

The Production Era

1900s – 1920s



The Marketing Company Era

1960s – 1990s

The Sales Era

1920s – 1940s

The Trade Era

1850s – 1900s

The Relationship Era

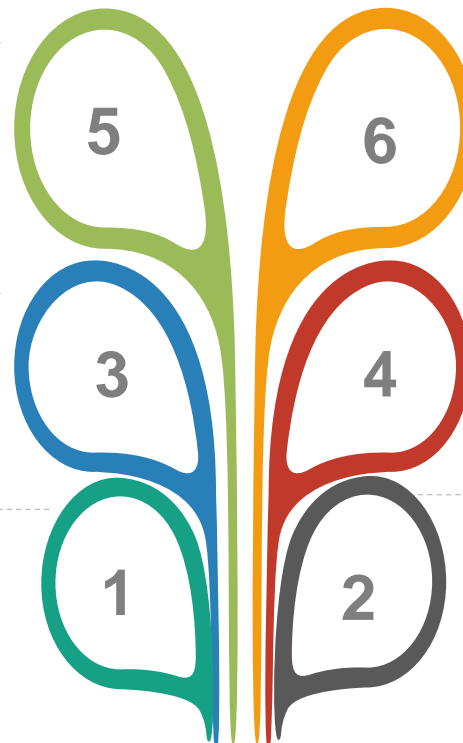
1990s - 2015

The Marketing Department Era

1940s – 1960s

The Production Era

1900s – 1920s



The Experiences Era

2015 - ???

The Marketing Company Era

1960s – 1990s

The Sales Era

1920s – 1940s

The Trade Era

1850s – 1900s

The Relationship Era

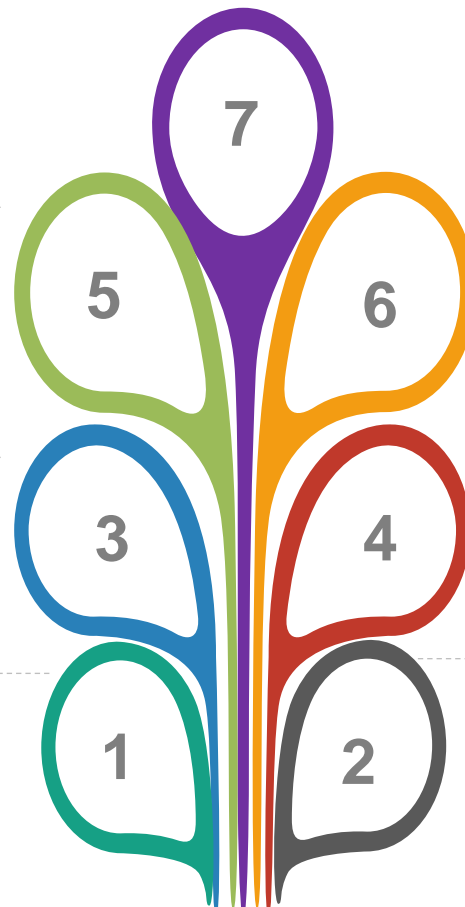
1990s - 2015

The Marketing Department Era

1940s – 1960s

The Production Era

1900s – 1920s





“...business buyers don’t “buy” your product; they “buy into” your approach to solving their problem.”

- Jeff Ernst, Forrester

4 P's → SAVE

Instead of **PRODUCT**

Focus on **SOLUTION**

Define offerings by needs they meet, not by features, functions or technological superiority.

Instead of **PLACE**

Focus on **ACCESS**

Develop an integrated cross-channel presence that considers customers' entire journey instead of emphasizing individual purchase locations & channels.

Instead of **PRICE**

Focus on **VALUE**

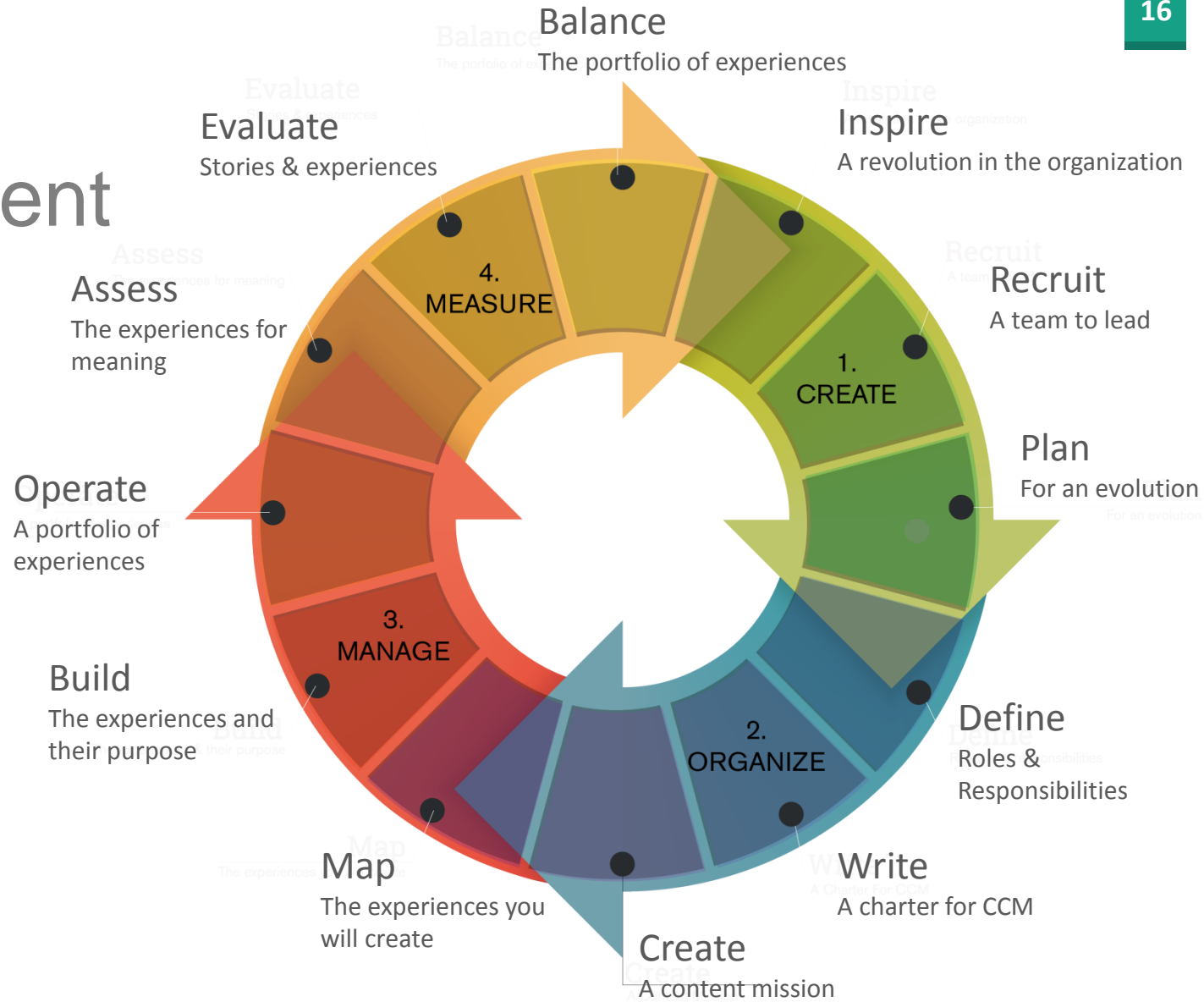
Articulate benefits relative to price rather than stressing how price relates to production costs, profit margins or competitors' prices.

Instead of **PROMOTION**

Focus on **EDUCATION**

Provide information relevant to customers' specific needs at each touch point rather than relying on generic information.

Content Creation Management





Inspire

A revolution in the organization

Create

- **Inspire** a revolution in the organization
- **Recruit** a team
- **Plan** an evolution

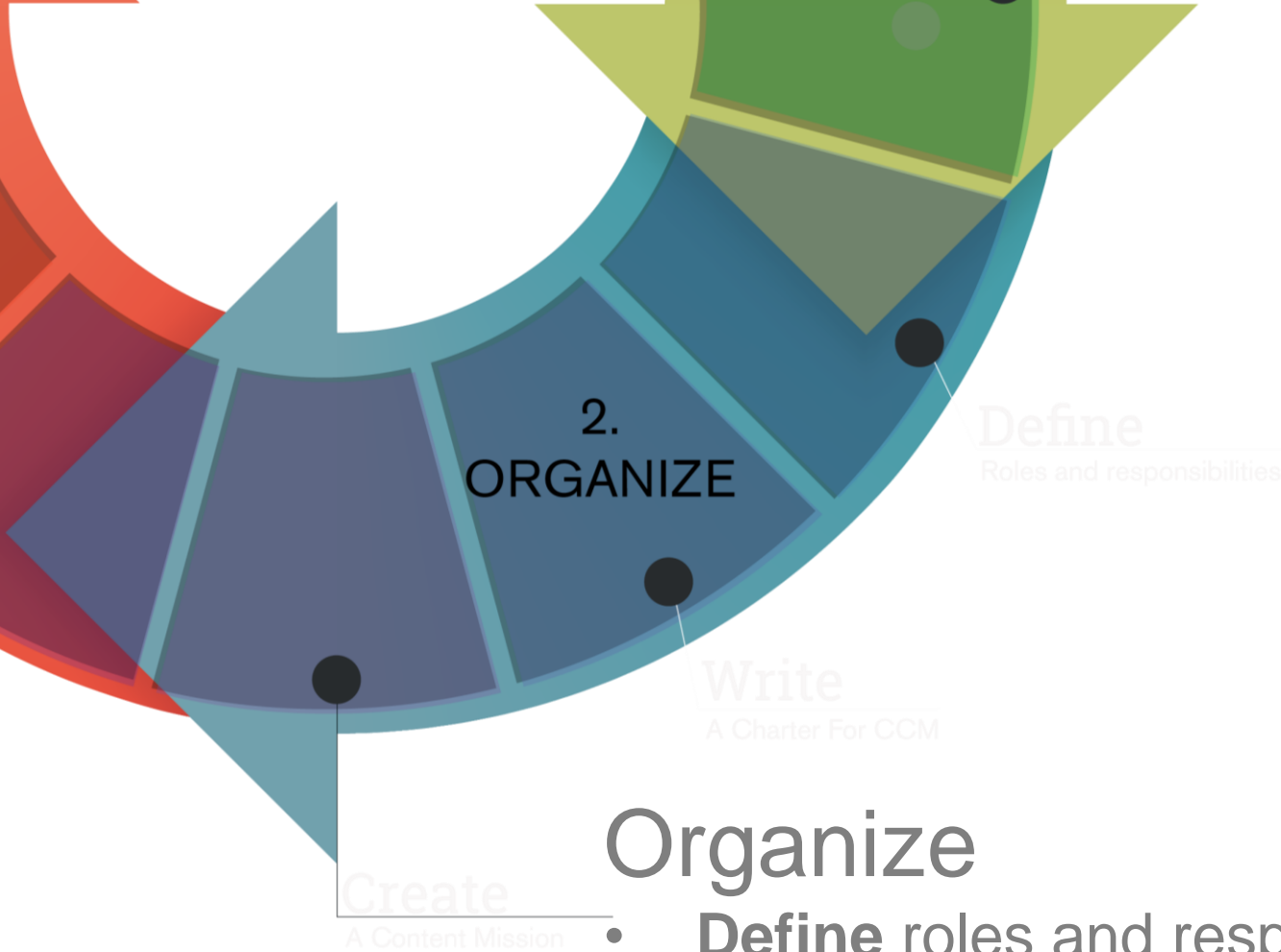
Recruit

A team to lead

1.
CREATE

Plan

For an evolution



Organize

- **Define** roles and responsibilities
- **Write** a charter for CCM
- **Create** a content mission

Operate

A portfolio of experiences

3.
MANAGE

Build

The experiences & their purpose

Map

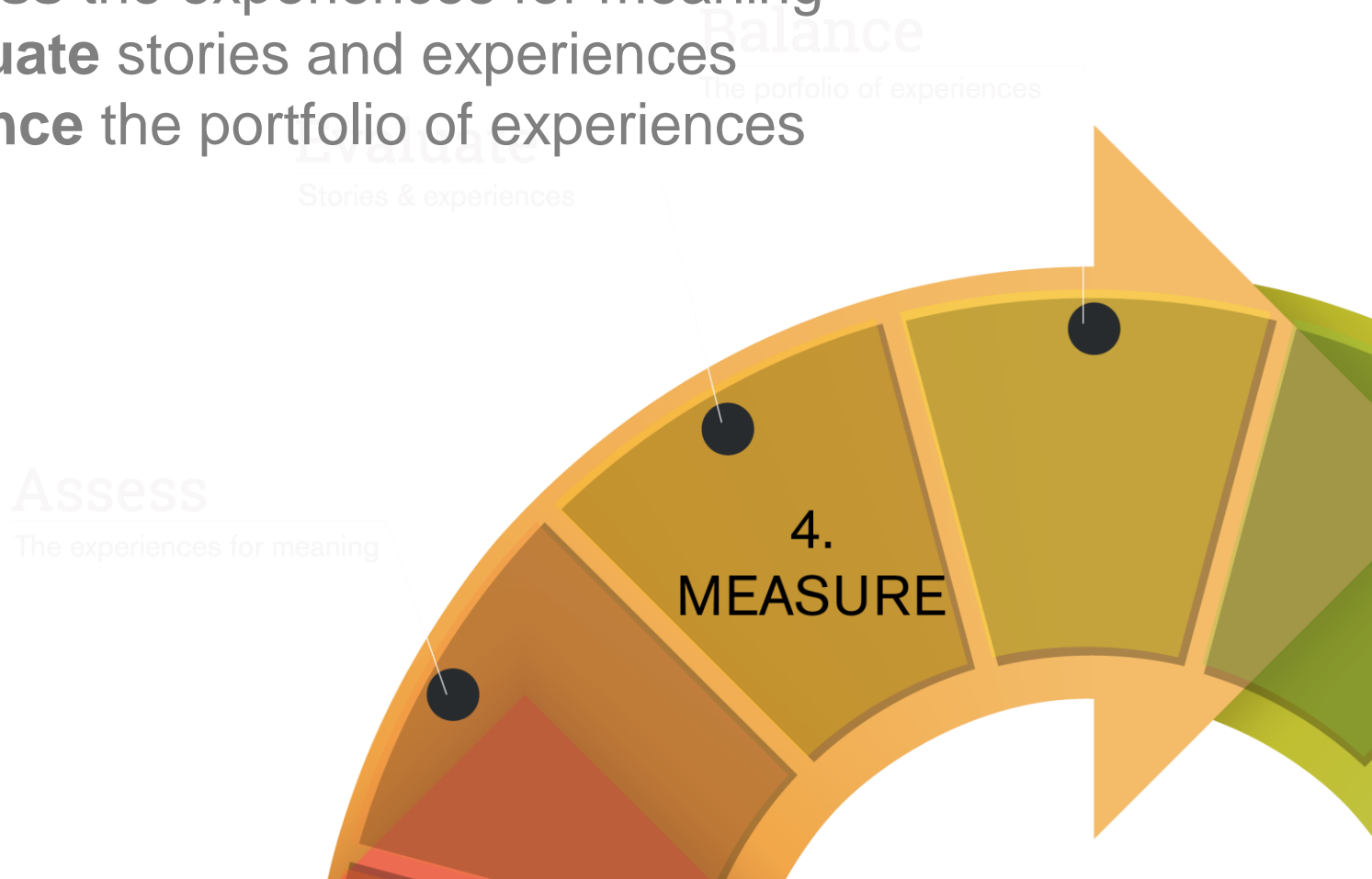
create

Manage

- **Map** the experiences you will create
- **Build** the experiences and their purpose
- **Operate** a portfolio of experiences

Measure

- **Assess** the experiences for meaning
- **Evaluate** stories and experiences
- **Balance** the portfolio of experiences







Kathy Button Bell
Chief Marketing Officer

“In the beginning, we realized we weren’t telling meaningful, problem-solving stories. Back then, we told stories just about our products, but didn’t have a dialogue. Now, because of social media, we have 133,000 employees trying to tell stories and create dialogue. We figured out how to aggregate it and keep it in sync so we didn’t appear insane as a company. It had to feel like there’s a main story.”

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We strive to leave our
world in a better place
than we found it.



solutions

Energy Savings Technology

Compressors

Squeeze cost out of compression

Compressors are used to attain higher than normal pressures of gases such as standard air, refrigerants, natural gas, or specialty gases such as Ammonia, Oxygen and Nitrogen. They are used to increase storage capacity or to enable the gas to do work as it expands into a lower pressure environment. Unfortunately, compression is not an efficient process with much of the work going into the process wasted as heat. Compressed air is the most expensive form of energy transfer.

Compressors consume 18% of the power used by industry for motor driven equipment; second only to pumping. This energy intensity makes compressors and air distribution systems an excellent place to look for energy savings. After fixing leaks and optimizing water traps, one should consider compressor technologies and AC drives.

Compressors are available in many types but may be divided into either dynamic (centrifugal or axial) or positive displacement (reciprocating piston / diaphragm, rotary screw, lobe, vane, scroll, and others).

1. Dynamic Compressors

Horsepower: 50-2,000

Savings: 30-50% (Depends on duty cycle.)



Dynamic compressors are used when high volumes of low pressure gas is required. They use centrifugal and axial forces to create pressure that moves the gas from inlet to discharge.

This application may be thought of as a multistage fan or blower where multiple levels of compression are used to achieve a useful final pressure of 10-20 psig. This doesn't sound impressive until we consider flows to 24,000 cfm. Applications include wastewater aeration, combustion air, landfill gas boosting, flotation air, & drying.

AC drives have the same advantages here as they do with fans – with big cost savings – if capacity exceeds current air flow requirement.

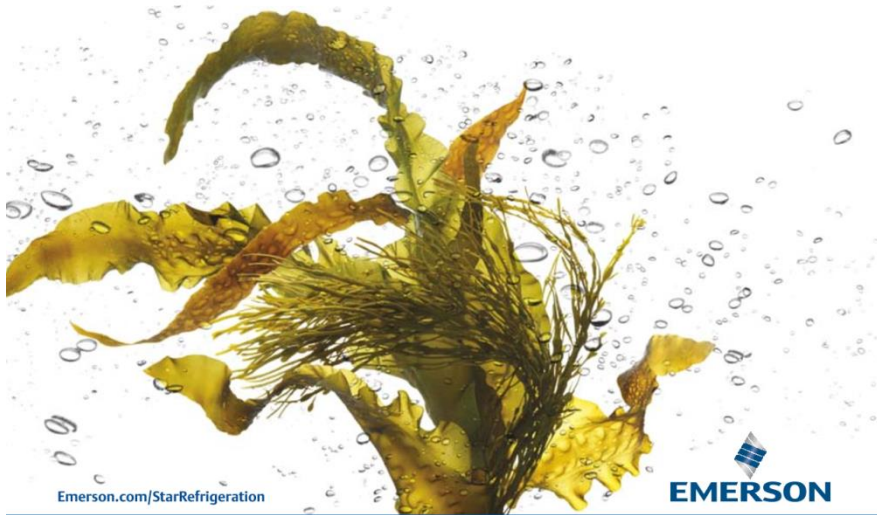


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NYSE : EMR

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HELP JOIN A CONTINENT OF NEARLY 7.7 MILLION RUGGED SQUARE KILOMETERS WITH A SINGLE BROADBAND CONNECTION.

IT'S NEVER BEEN DONE BEFORE



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Let's get personal.

If you watch this video, you'll learn that The Extra Mile with Charlie is about examining business trends as they align with Emerson and similar large enterprises. But it's also about exploring the forces that have shaped who we are on a professional and personal level. The pieces on this page represent those forces in my life. I invite you to explore them all.

LIFE LESSONS

ACCEPT POSITIVE CHANGE, but quickly identify and react to the INEVITABLE counteracting forces.

RUNNING WITH CHARLIE

*Boulder Foothills:
Challenging Myself at Altitude*



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Π 'N' Science

What do you *really* do?



I create
remarkable
experiences



Thank you!

More information at
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