

# ATTENTION SEEKING & CUSTOMER ENGAGEMENT

#### Warsaw, Poland 13<sup>th</sup>-14<sup>th</sup> September 2017







### "Someone will only buy something from you when THEY are ready to do so, they WON'T buy it when YOU want them to"





#### "OFFLINE" Industry

#### "ONLINE" Industry





#### "OFFLINE" Industry

#### "ONLINE" Industry







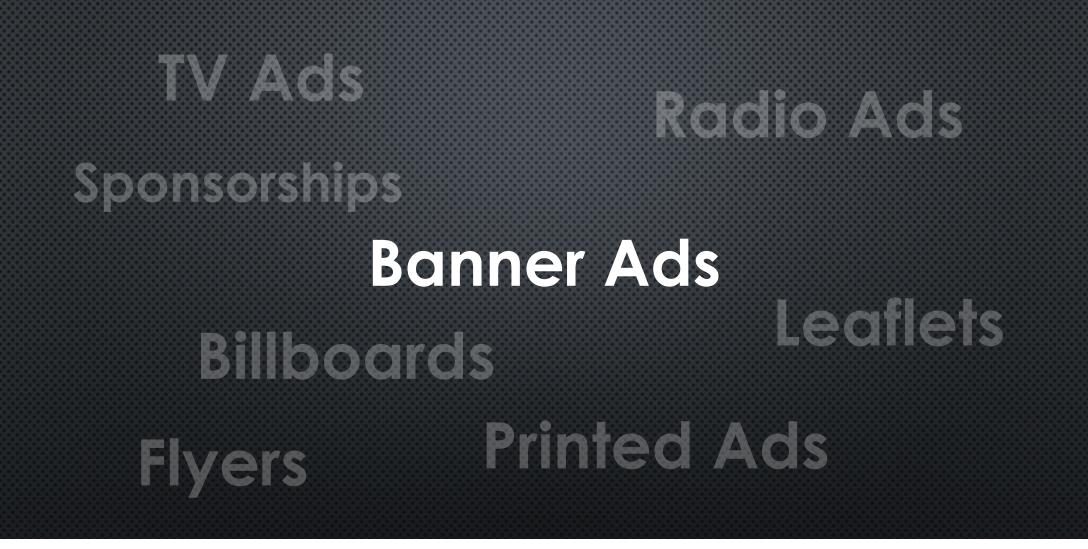




#### **TV Ads Radio Ads Sponsorships Banner Ads** Leaflets Billboards **Printed Ads Flyers**











#### "How many of you know what the ROI is of your web site?"











### "Attention Seeking and Customer Engagement"

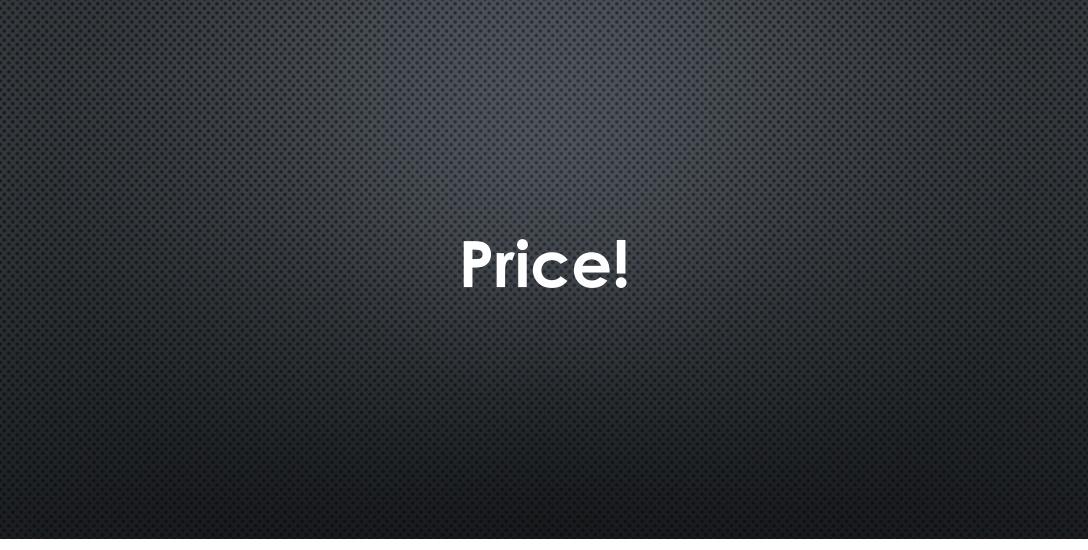




## "To Get Someone's Attention, Deliver Them Value and then Keep Delivering It"











#### "Think of Value as Saving Someone TIME"





#### "To Get Someone's Attention, Deliver Them Interest"





#### Advertising Channel – aka Social Media TV Channel – aka You Tube Radio Channel – aka Podcast Printed Brochures – aka Web Site

And everyone has the ability to make content for those media channels with their phone.





## "7 or 8 posts out of every 10 should be about something other than what you actually do"











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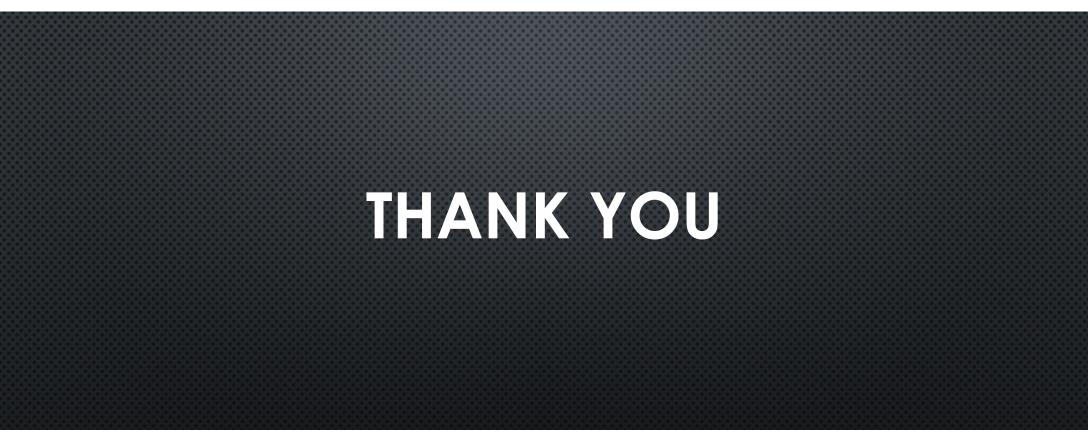


#### "People buy from People"









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