

YOUR
BRAND

YOUR
CUSTOMER

THE GREATEST LOVE STORY EVER TOLD

every relationship starts somewhere

OFFICIAL SELECTION
2013
JANRAIN



THE TEST JOURNEY BEGINS

Whenever we start a new relationship, we don't initially know what the future looks like, but have intentions for the best. Whether we're developing a lifelong, loyal advocate or nurturing a potential soul mate, successful relationships are built on the foundations of trust, familiarity and respect. Organizations who can master the art of courting customers are well positioned to develop the passion that often leads to profitable *relationships* that withstand the test of time and life changes.

This shouldn't be a revolutionary concept, yet it's often overlooked within tactical marketing efforts. Throughout history, brands have wanted to connect with their target audience but lacked the means to do so. As marketing focus has shifted from impressions and reach to engagement and conversation, technology has empowered brands to connect directly with individual consumers.



While this sounds simple in concept, it is increasingly challenging for organizations to earn the attention and interest necessary to initiate and build a relationship, and often the very tools that can aid in this quest also provide obstacles and distractions.

An opportunity exists for brands to develop relationships with their audience based on personal knowledge, familiarity and trust. Whether you call it Permission Marketing, like Seth Godin preached more than a decade ago, 1:1 Marketing or Relationship Marketing, when you intimately know who is visiting and interacting with your site, brand or products, you can provide the personalized experiences, relevant messages and individualized recommendations that lead to long-term profitable relationships.

“ In the accelerating swirl of chaos, excitement, and yes, sometimes fear, the brands that win will prioritize engagement over exposure. They will flip the traditional approach of using mass reach to connect with the subset of people who matter on its head.

—Tara Walpert Levy, Google



AN INVITATION TO CONNECT

With a growing amount of time spent within social networks and communities, consumers' desires have shifted to expect that sites can and will personalize their experience in order to be relevant. By choosing who to Friend, Like, Follow or connect with across the various social networks, they ultimately customize each and every online experience. People understand that in order to achieve that personalized experience, they have to reveal personal information, and more than 57% have claimed that they are willing to do so in exchange for a relevant experience.

Long gone are the days where impersonal greetings, mistargeted ads or irrelevant product recommendations are overlooked and accepted by web savvy consumers: 56% of people will unsubscribe from email lists because the content isn't relevant and 31% of consumers will leave a site with too many irrelevant ads.

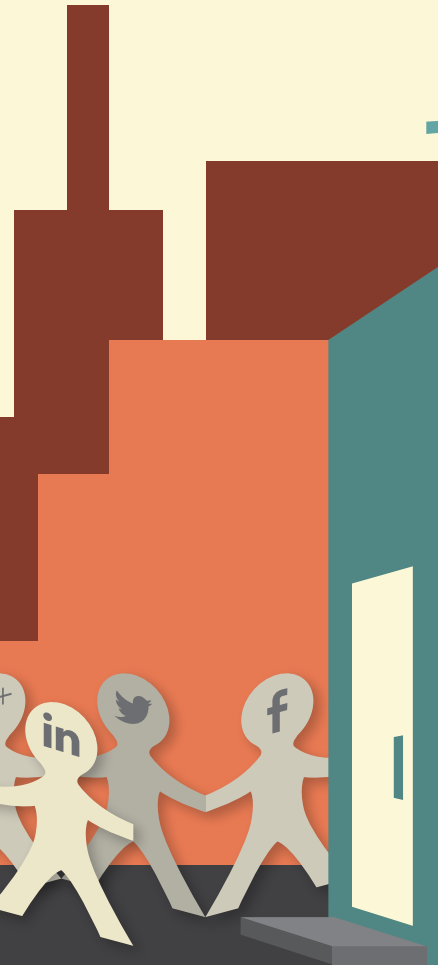


88%

of marketers say using social graph data to personalize the online experience has a high impact on both ROI and engagement

6%

actually do it

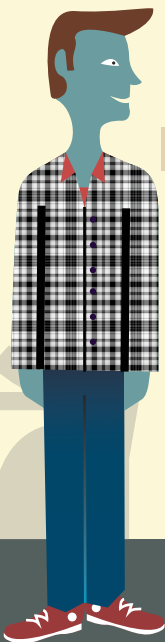


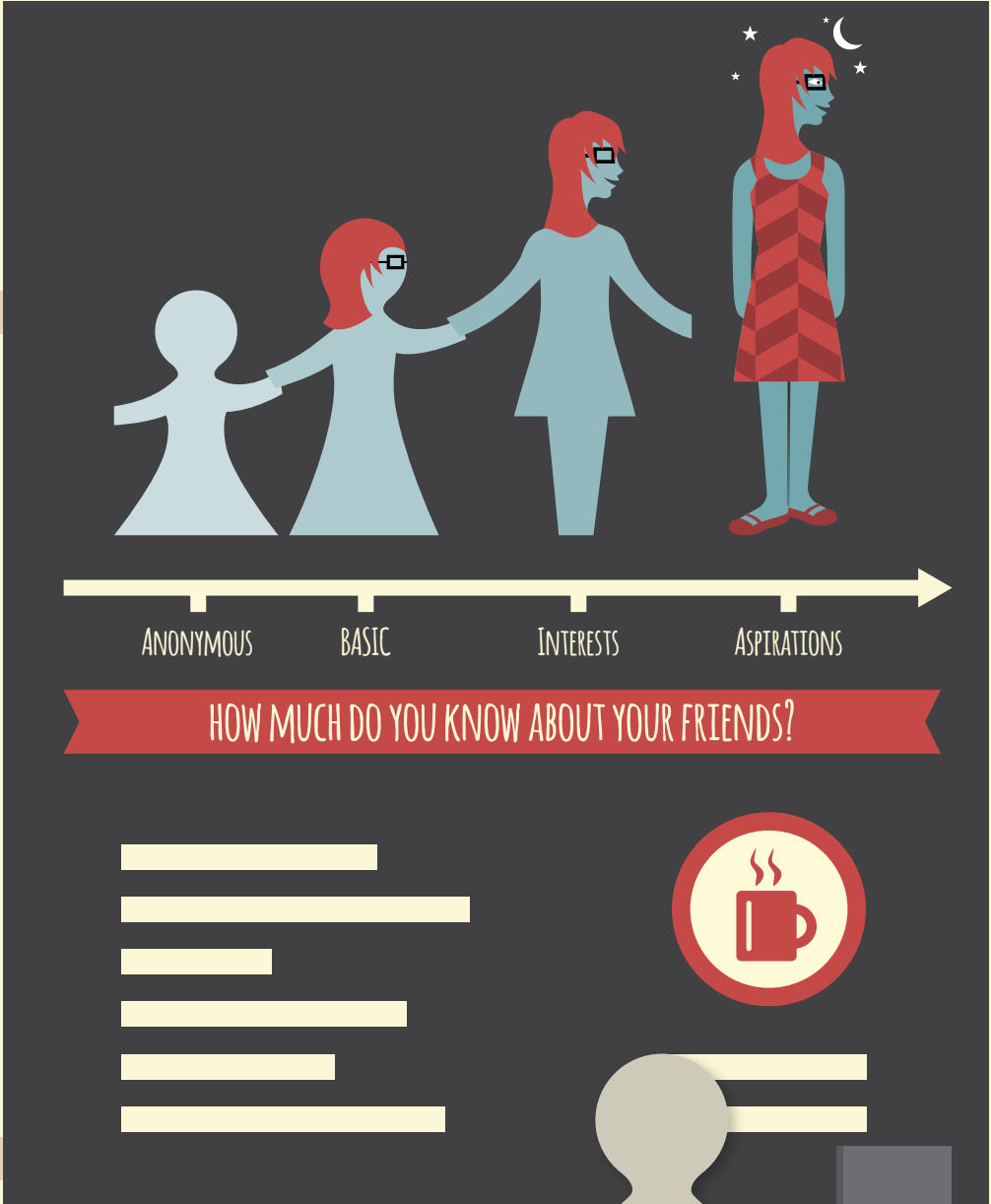
IN PURSUIT OF PERSONALIZATION

The challenge with offering a personalized experience or delivering relevant messages is that these goals are difficult to achieve until you know your site visitor well. A visitor's very first interaction with your site triggers a new relationship and allows marketers to start progressively building a more complete picture of the individuals that visit their site.

The good news for marketers is that the popularity of social networks like Facebook, Twitter, Google+, LinkedIn and others have brought the concept of online profiles to the masses as a way to make introductions between people and brands on a large scale. In creating profiles across the social web, elements of identity are revealed.

When activities, interests and social graphs from these social profiles are linked with information gathered from multiple third-party data providers, and with behavioral and site activity data to develop a robust profile. With this knowledge, marketers have the ability to authentically engage and communicate with individuals in ways that provide the foundation for a long-term relationship.





HELLO YOU. MY NAME IS:

Building relationships with potential customers is really no different from developing relationships in real life. Whether in business or personal lives, people want to authentically connect and engage with others in ways that create experiences that are relevant and important.

Let's explore what that looks like.



When two people first meet, there's an introduction and sharing of basic information. First name exchanges don't hold much value, but if things go well, more personal details will be shared as the conversations unfolds. First impressions count as they form immediately and often determine how open people are to further conversation.

The engagement that follows is important to time and get right as it leads to additional insights. Call or email too soon, and people get turned off. If a genuine connection is there, the other person will want to meet again. Critical to the first exchange leading to another is an entry in the address book with some basic contact information. Without asking for it, the future of the relationship is in the hands of fate.

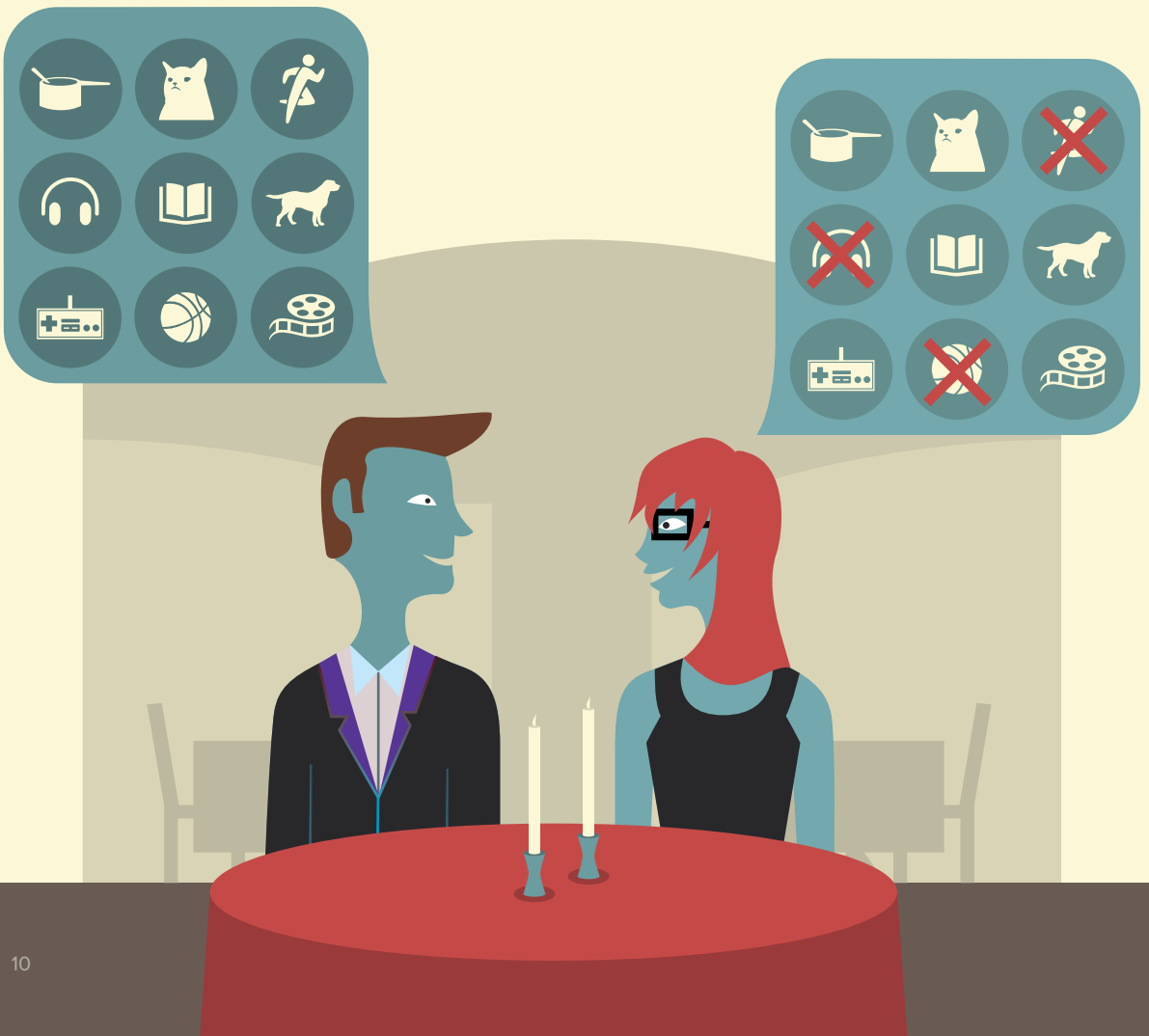
“ when we meet individuals or brands for the first time, we mostly evaluate two metrics: trustworthiness and confidence.

—**Amy Cuddy, Social psychologist,
Harvard Business School**



LET'S GET TO KNOW ONE ANOTHER

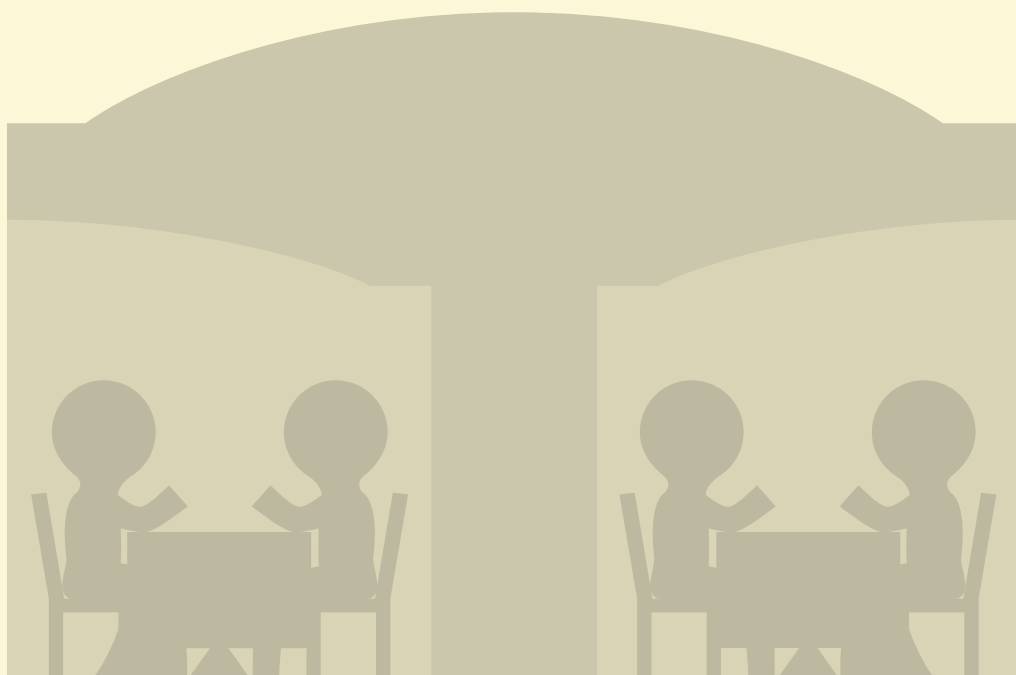
Some might say that the second date is even more important than the first. When you're progressively getting to know someone, each visit after that initial one reveals deeper insights into interests, hobbies and activities that the other person enjoys and identifies where they have things in common.



It's widely known that people prefer to spend time with others that with whom they share similar interests and will look for occasions to connect more frequently. Long talks on the phone or by Skype allow for further opportunities to better know each other and connect.

CAN'T GET ENOUGH OF YOUR LOVE

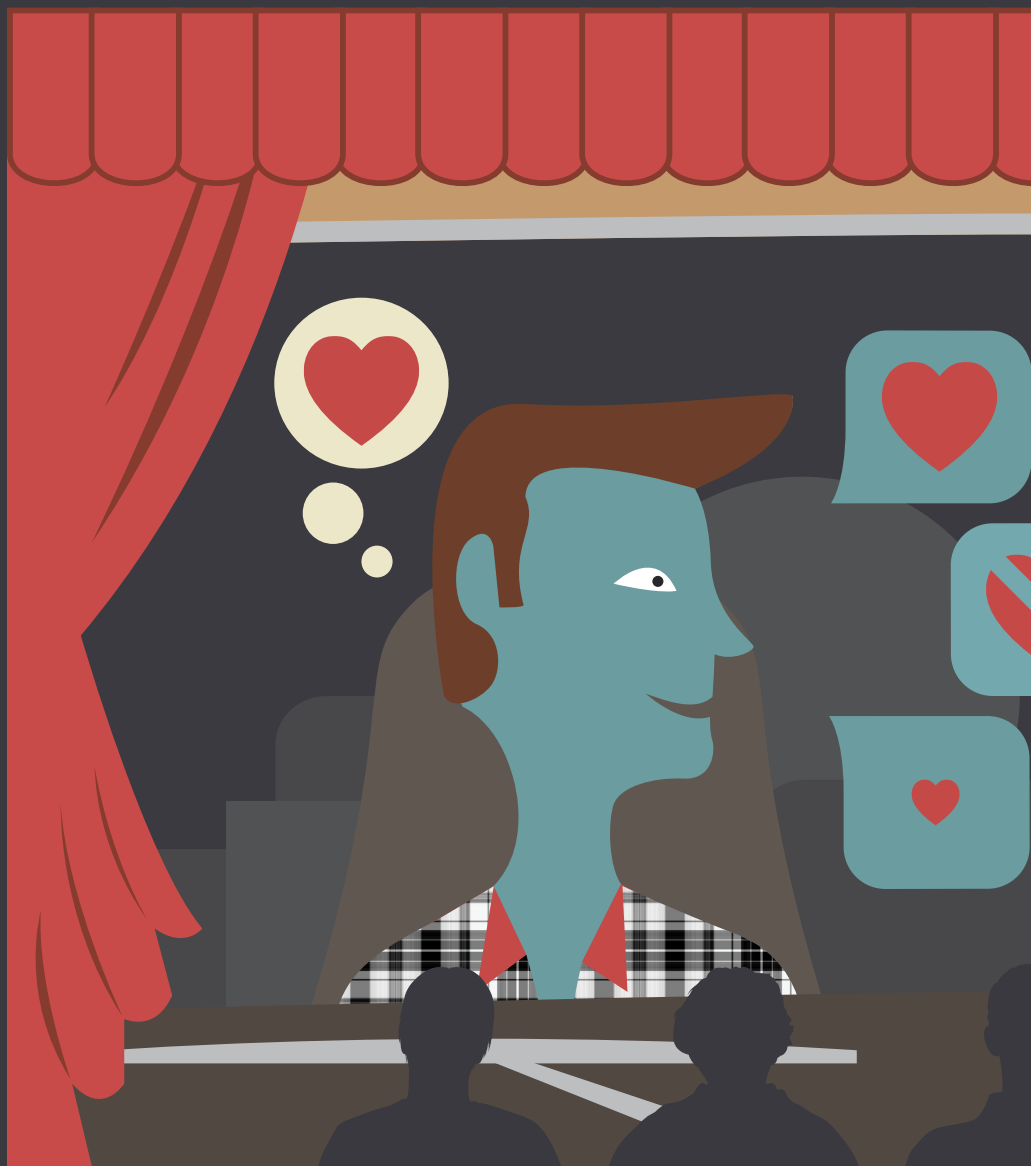
Barry White claimed that you can't get enough of a good thing, but in the early days of a relationship, it's certainly wise to not come on too strong or call too often. Calling too frequently can be a sign of desperation or not interpreting intentions, while inviting someone on a trip to Bermuda after the first date is highly assumptive. Take it slowly to get to know each other and build toward a mutual desire for more.



THE HOLLYWOOD TREATMENT

For all of its rewards, relationship building comes with its challenges for everyone involved that start with the initial connection, or spark, and are present through each stage. Fittingly, Hollywood box office hits have explored every facet of relationships, many of which are applicable to our story's hero and the next few stages he'll experience in pursuit of happily ever after.

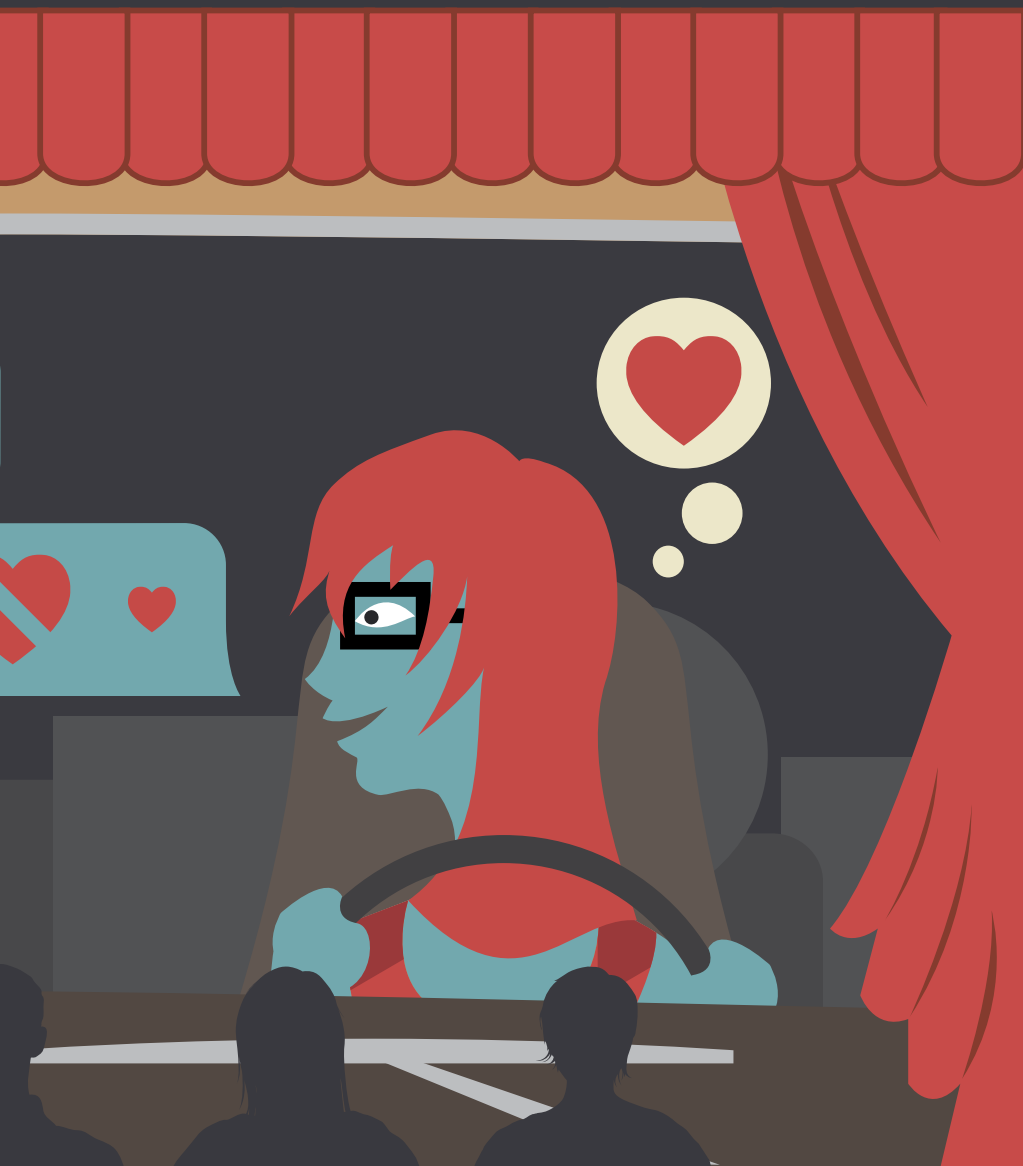
WHEN HARRY MET SALLY



CAN WE JUST BE FRIENDS?

In the movie *When Harry met Sally* the character's initial intentions were to survive a cross-country car ride without fighting over the music selection. Neither had interest in developing a romantic relationship with the other, and even years later they struggled to define and agree on what their status was. Often we're not sure what we really want from the other person until something happens to trigger that gut feeling inside that reassures us that something more is there.

Having faith that there is value in the relationship, no matter what the future holds, and continually building towards something, has long-term value for those that are patient. Relationships are all about timing.

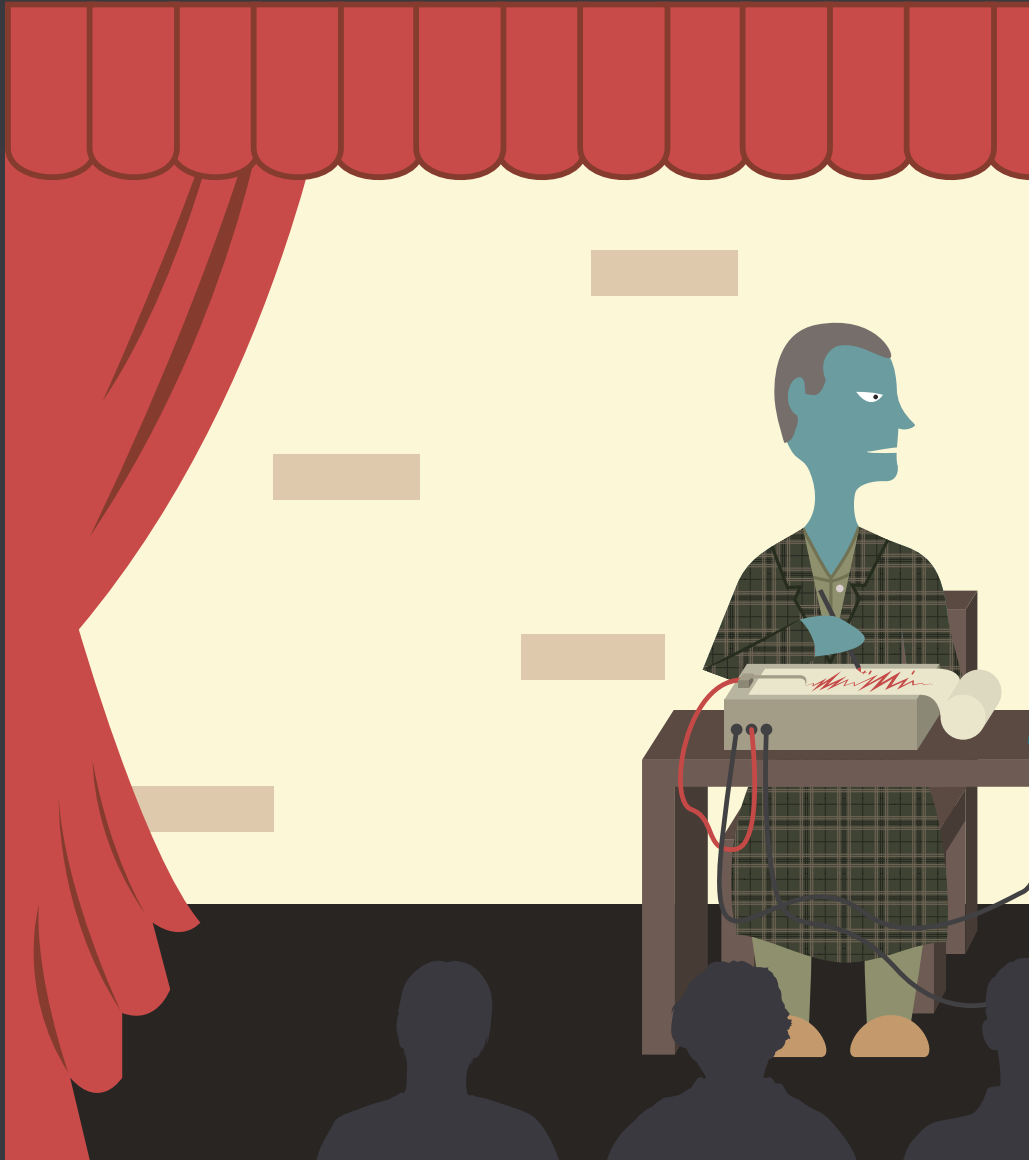


MEET THE PARENTS

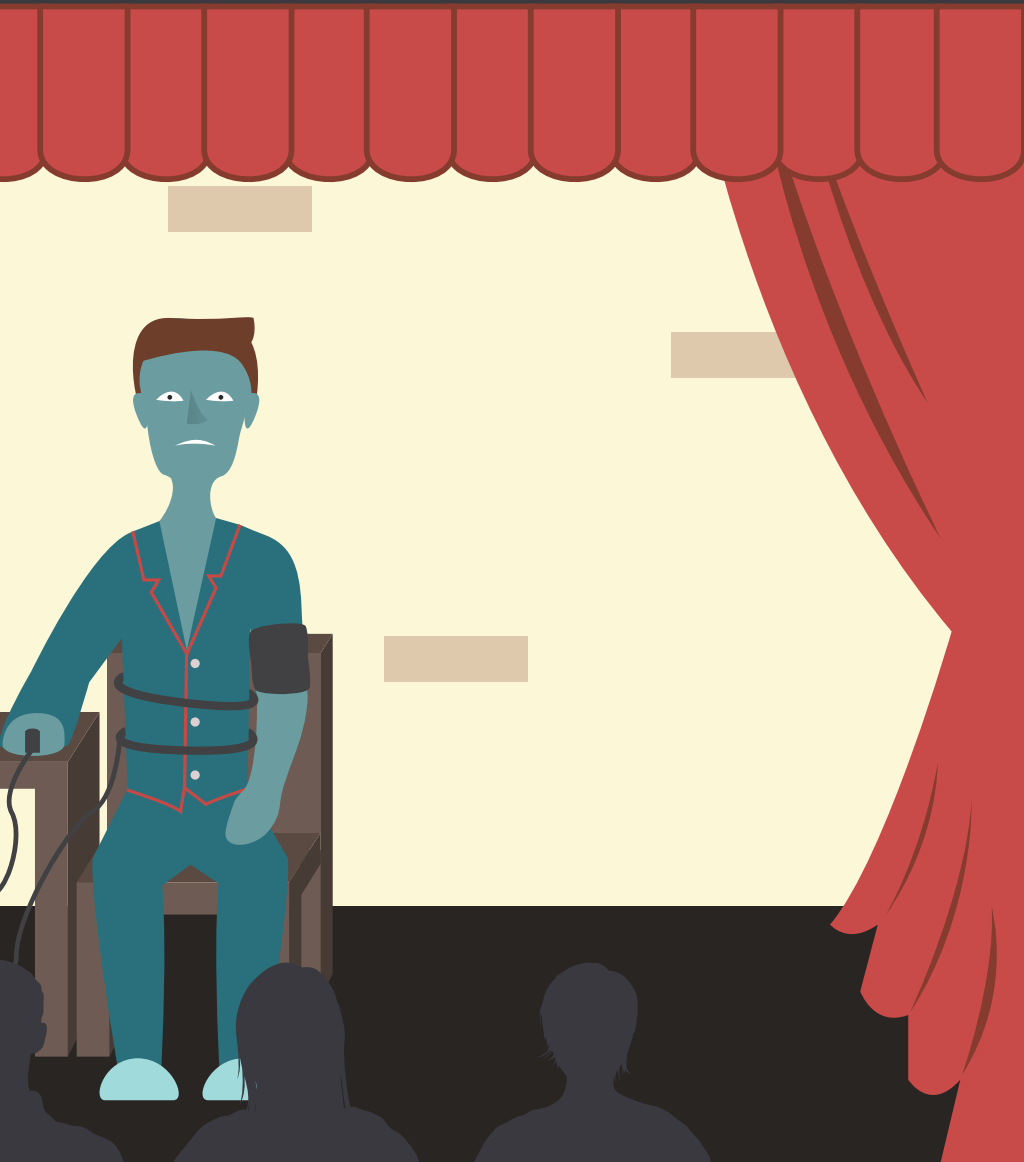
By now it's hard to hold back that loving feeling in front of friends and family. Once trust is established and both parties are ready, introductions are made which signal to others: I like him, so should you.

The social endorsements work both ways as people also look to friends for reassurance that they've made a good decision. Social context, like realizing there are common friends or co-workers, can help or hurt the relationship based on what those experiences were like. Past actions or behaviors, whether they're shared on social networks, or not, provide background and relevancy that influence the present and future.

MEET THE PARENTS



It's important to continuously be genuine, transparent and authentic in each and every interaction as trust is built. You won't likely find yourself connected to a lie detector but it's just not worth the risk.



Happily Ever After

For Richard Gere to sweep Julia Roberts off her feet in the famous *Pretty Woman* knight-in-shining-armor moment, he had to know her secret hopes and dreams. These aspirations are often revealed under a starry sky or held in locked journals. Knowing another person so deeply as to intuitively know their next step before they do signifies a point which many relationships don't reach. It's here where one can anticipate and predict the other's needs and wants before they do, and intuitively be right there to provide it for them.

This is how relationships are built in real life. And online.

PRETTY WOMAN



Not every relationship ends in marriage, but it's a safe assumption that your organization wants to develop long-term relationships with your customers in order to grow your business. Engaging your audience and providing delightful experiences begins with that first introduction, but becomes meaningful, relevant and real once you know who they are. The information to better understand their likes and dislikes is out there for you to have and utilize if you simply ask for it. Taking that first step is how brands cultivate meaningful relationships with customers. And live happily ever after.

“ Cultivate lifelong relationships, not just transactional ones.
—Chris Heuer



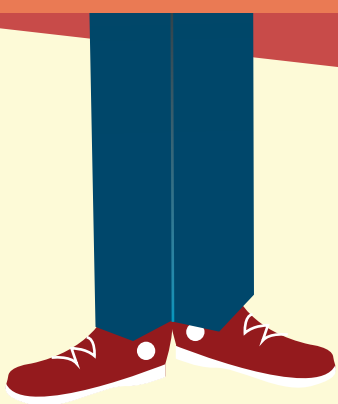
10 MUST-DOS TO GET TO “I DO”

1. **Start with introductions**—let site visitors know who you are and why they should get to know you (what’s in it for them).
2. **Invite them to introduce themselves**—suggest a better experience on your site if they tell you who they are.
3. **Take it slowly**—start by asking for a name and email address so you can call them later, and progressively get to know them more with each visit and interaction.
4. **Ask to be introduced to their friends**—offering a variety of social sharing tools gives flexibility to share your brand with one, many or all their friends.
5. **Don’t forget their name**—greet them by name each visit, and hold the door.
6. **Invite them over for dinner**—suggest opportunities to come back to your site to see new products, content or experiences.
7. **Get personal, without getting creepy**—retargeting ads can come across as stalking and sometimes personalized offers can go a bit too far. Do what feels right when you put yourself in their shoes.
8. **Connect authentically**—when you know your audience, what they want and how you uniquely provide that, you are ready to engage with them in ways that make other brands jealous.
9. **Don’t love ‘em and leave ‘em**—be there when customers need you, no matter how or where they try to connect.
10. **Respect rejection**—when someone opts out of the relationship, stalking or ignoring his or her choice could lead to a public scene.

HI,
ANNIE



Connect Authentically

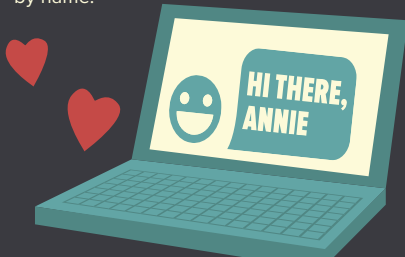


I THINK SHE REALLY LIKES ME

Now that we've explored the similarities of developing personal and customer relationships, let's bring this back to your reality with research to provide additional guidance.

65% 

65% of consumers are more likely to return to a site that automatically welcomes them by name.



73% 

73% of consumers subscribe to receive coupons and discount codes in their inboxes.



TIP Give them what they want.

1 in 3 

1 in 3 consumers indicate that they award more loyalty to merchants that meet demand for true personalization in the shopping experience.



67% 

67% of consumers say site personalization is highly attractive.



59% 

59% of people say that suggested products and promotions based on their profile data are very useful.



19% UPLIFT 

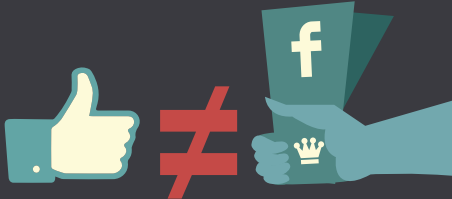
Companies that personalize online experiences see, on average, 19% uplift in sales.



40%



Nearly 40% of consumers who "Like" a brand on Facebook do not think that a company should market to them via their News Feed.



TIP Suggest email opt-ins.

56%



56% of people opt out of email lists because the content is no longer relevant.



50%



50% of people almost always receive irrelevant information or promotions.



63%



63% of people believe that they receive so many messages that use their name that it no longer makes any difference to them.



SHE'S JUST NOT THAT INTO YOU

TIPS AND TOOLS FOR COURTING YOUR CUSTOMERS

Social Login

Invite first-time site visitors to introduce themselves and make it easy with social login. Consumers tell us they really dislike setting up new accounts.

Welcome Them Back

It sounds simple in nature, and with social login it's truly easy to greet return visitors by name and encourage them to sign in upon arrival.

Consumer Intelligence

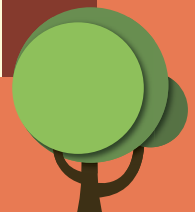
Permission-based access to social profile data gives you access to interests, activities and other data to quickly know your audience and better engage with them. There's plenty of other data out there, but start with the low-hanging fruit.

Progressive Profiling

Rather than build a full profile on first time visitors, encourage them to share more personal information with each action they take or future visits to your site. Over time, progressively build a full profile to learn more.

Personalize Communications

Leverage rich profile data to segment your audience in a way that allows you to be relevant and personal with your offers, messages and recommendations.



For more advice on courting customers, let's talk.

Janrain helps organizations intimately know who's interacting with their site, product or services and utilize profile data to deliver authentic, relevant experiences. Our technology solutions, including social login, social sharing, social profile data collection and storage, access to the social graph, and digital strategy services, improve the effectiveness of marketing initiatives for global brands across categories. Founded in 2005, Janrain is based in Portland, Oregon with offices around the world. For more information, please call 1-888-563-3082 or visit www.janrain.com and follow @janrain.

CREDITS

ExactTarget Lifecycle Marketing Econsultancy

Engage Consumers and Increase Buyer Readiness Through Customer-Centric Marketing by MyBuys

Do You Know Why People Are Unsubscribing From Your Emails?

Most Marketers Say They Struggle With Personalization by Marketing Charts

2013 Janrain Consumer Research

2012 Janrain Consumer Research

Google Engagement Project

Janrain Interactive Study by Harris

“★★★★★!”

- everybody, ever.

Why do companies have such a hard time connecting to individual customers? Is it something that they did? Something they said? Something they didn't say? *The Greatest Love Story Ever Told* explores that theme in the context of personal relationships and romantic comedies.

It's not easy, but personal and customer relationships are more alike than you think—and it all starts with getting to know each other.

Runtime: 24 pages



JANRAIN PRESENTS
A SUMPTUOUS PRODUCTION "THE GREATEST LOVE STORY EVER TOLD" STARRING YOUR BRAND YOUR CUSTOMER

M | **MARKETING AUDIENCES**

SOME MATERIAL MAY NOT BE SUITABLE FOR NEGATIVE NANCYS
SCARY STATS, COLD HARD FACTS, AND MILD CUTENESS

PAGES 24 / COLOR

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