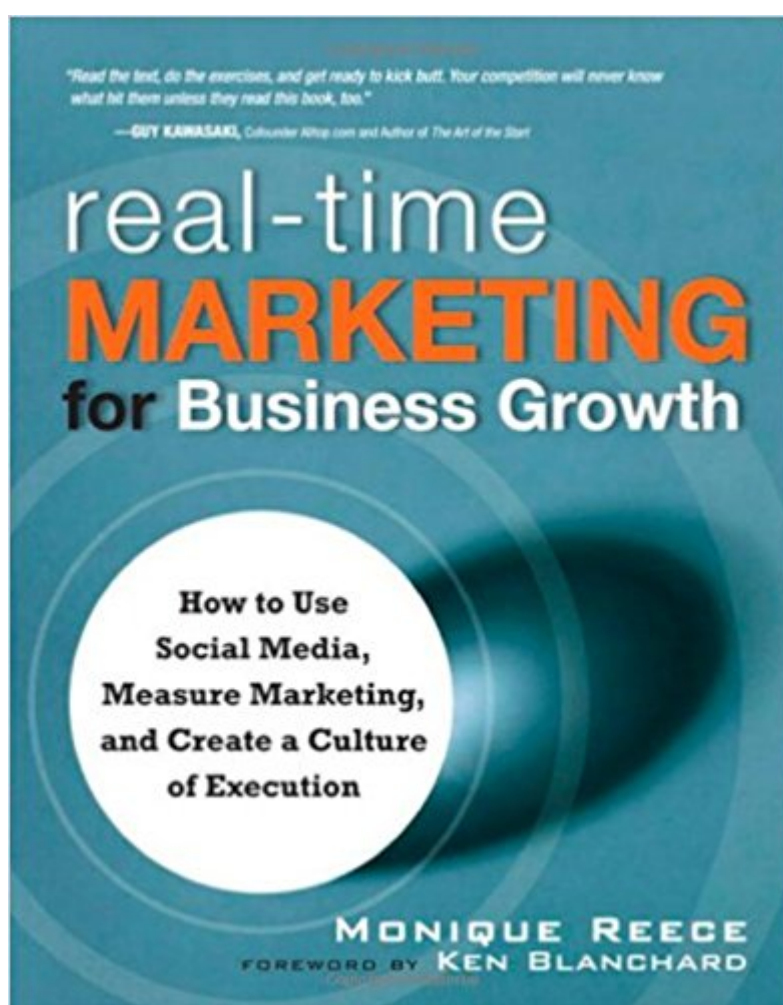


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# Real-Time Marketing For Business Growth: How To Use Social Media, Measure Marketing, And Create A Culture Of Execution



## Synopsis

In this book, one of the world's leading business consultants offers you a complete blueprint for igniting profitable, sustainable growth in your company. Monique Reece introduces the proven, start-to-finish "PRAISE" process that builds growth through six interrelated steps: Purpose, Research, Analyze, Implement, Strategize, and Evaluate/Execute. She demonstrates how to use fast, agile real-time planning techniques that are tightly integrated with execution as part of day-to-day operations | how to clarify your company's purpose, value to customers, and most attractive opportunities | how to fix problems in sales and marketing that have persisted for decades, and finally measure the real value of marketing | how to combine the best traditional marketing techniques with the latest best practices for using social media | how to systematically and continually improve customer experience and lifetime value. Reece's techniques have been proven with hundreds of companies over the past two decades - companies ranging from startups to intrapreneurial divisions of the world's largest Fortune 500 firms. They work - and with her guidance, they will work for you, too.

## Book Information

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## Customer Reviews

"Reece (CEO, MarketSmarter; faculty member, Univ. of Denver) has produced a solid, comprehensive overview of marketing that covers all the tried and true bases. The book also includes a comprehensive coda on the use of social media and ways to measure marketing as components of a 'culture of execution.' Written in a clear, comprehensible style, the text

has a breathless drive that makes the content feel like a revelation to the reader. The mix of case studies with the narrative offers a lively spin to what is, in the main, traditional content. " Summing Up: Highly recommended. General readers; all levels of undergraduate students; practitioners.Â Reprinted with permission from CHOICE, copyright by the American Library Association. Â â œA wealth of approaches, methodologies, concepts and applications on how to develop an effective marketing program in todayâ™s confusing and often conflicting marketplace. Monique Reece has organized her wealth of marketing knowledge and teaching experience into a quick-reading but comprehensive approach to developing a marketing program for almost any organization. Filled with not just â^how-tosâ™ but â^whysâ™ and â^so whats.â™ Real Time Marketing for Business Growth leads you through the 21st century marketing jungle in a proven and sound way. Learn how marketing can and should be done in todayâ™s global, interconnected yet very local marketplace.â • Don Schultz Professor of Integrated Communication, Northwestern University, named One of the Most Influential People in Sales and Marketing Â â œAt Zappos.com, our #1 priority is our company culture. Monique explains how culture can drive profitability, and how your internal branding can drive your external branding. Monique shares ways to strengthen and deepen the linkages with your employees, customers, and other stakeholders to create a culture that drives sustainable, profitable growth.â • Tony Hsieh CEO, Zappos.com Â â œRead the text, do the exercises, and get ready to kick butt. Your competition will never know what hit them unless they read this book too.â • Guy Kawasaki Cofounder, Alltop.com and author of The Art of the Start Â â œAn excellent extrapolation of the Kaplan/Norton strategy management framework. Linking strategy to execution through plans and measures is the secret sauce.â • David Norton Professor, Harvard Business School, coauthor of The Balanced Scorecard and Strategy Maps Â â œIn Real-Time Marketing for Business Growth, Monique Reece gives business leaders state-of-the-moment marketing insights, presented engagingly, clearly and cogently. Anyone who takes marketing seriously will devour this book, discovering business enlightenment and reading enjoyment on every page.â • Jay Conrad Levinson Author, Guerilla Marketing series Â â œThe title of this book might be a mouthful, but thereâ™s certainly lots to chew on for any CMO and staff. In todayâ™s hyper-sensitive, viral and virtual markets, annual planning is a pointless exercise. Take Moniqueâ™s advice, embrace a marketing on-demand model that enables rapid response to ever-changing customer, competitor and business conditions.â • Donovan Neale-May Executive Director of the Chief Marketing Officer (CMO) Council Â â œThere is a rule in football that says, â^Never, ever out kick your coverage.â™ If you do, your team could find themselves at a competitive disadvantage. The same holds true for marketing and sales. Marketing can easily out

kick the sales coverage. In Real-Time Marketing for Business Growth, find out how to maximize that thin line between the two and stay ahead of the competition forever. • Jack Stack President and CEO, Springfield Re-manufacturing, author, Great Game of Business

Your Hands-On Guide for Creating Continuous, Profitable Growth! • Use the proven, six-step Marketing Process to: • Create a marketing plan with execution built in to the process. • Accurately predict the ROI of marketing and sales to improve results. • Integrate marketing best practices with new social media breakthroughs. • Improve customer experience and customer lifetime value. • Refine your brand and positioning to create a competitive advantage. • Update strategy in real time to respond to changing market conditions. • Create a culture that thrives on accountability, execution, and winning. • A Better Way to Plan and Execute! Master Monique Reece's Proven Marketing Process: • Purpose: Define your vision and specific strategic goals. Research: Deepen your understanding of customers, markets, and competitors. Analyze: Uncover powerful new growth opportunities. Implement: Develop a tactical plan using new media tactics to drive leads, increase sales, and build your brand. Strategize: Create strategies and build effective sales plans resulting in increased revenue and profitability. Execute and Evaluate: Integrate marketing, sales, and operations. Measure and update your plan in real-time and create a culture of execution. • [www.MarketSmarter.com](http://www.MarketSmarter.com)

I was looking for a marketing book that would help me reinvent marketing and sales strategies for our organization. I already knew a lot of the basics and was looking for a fresh approach that would help us compete more effectively since our market has changed considerably over the past couple of years. I also needed a book that would guide me through the social media jungle to figure out where I should focus time and money to get the most for our investment. I was not only impressed with the social media advice and recommendations (there is a whole social media strategy and planning guide section) but the entire marketing process that is described as a six step process called PRAISE which stands for Purpose, Research, Analyze, Strategize, Implement, Evaluate and Execute. I think most people (like me) want to go right to lead generation programs like direct mail, email marketing, internet advertising, etc. What I learned from this book was how to create better strategies that would help us find new customers and new markets for our services. By understanding how to make our customer's experiences more valuable and our services stand out from all our competitors, it was so much easier to develop a plan for the marketing tactics we should use. I also learned several ways to measure our marketing that were new ideas and methods I

hadn't heard of before. A nice bonus of this book is all the ideas about company culture and how to use culture as part of your marketing strategy. We already have a great company culture but I never really thought about how it was connected to marketing. The information presented on this topic alone is well worth the price of the book. The 10 Culture Rules at the end of the book is full of ideas that will benefit not only employees but customers as well. Lots of substance in this book. -Michelle O'Connor, SVP Learning Strategy & Innovation, CMR Institute

I'm a sales executive and who is also responsible for marketing for our business. It's rare to read a book written by a marketing person who understands what a sales team needs. This book not only explained marketing in a simple but comprehensive way, it lays out a process that integrates sales and marketing and helps teams work together more effectively. It's given me a new appreciation for marketing where I can see the value of "up front" research and strategy development and how to develop a marketing plan. In the past we developed sales plans by industry and major accounts and our marketing really consisted of a series of marketing tactics or programs that were disconnected somewhat from our company objectives. We now have a much better plan that I'm proud to share with our executive team. We have also just begun implementing the real-time planning process into our quarterly operations meetings and it's already made a big difference on how we are planning and executing as a team. Next quarter we plan to start using the ROI Optimizer (a tool in the book) to start measuring marketing and sales results through channels and our direct sales team. I haven't used it yet but it looks like a great tool.

Real Time Marketing is incredible. It's a Marketing MBA in 300 pages. Every page is filled with business truths and nuggets of wisdom. Monique combines her vast academic knowledge with her real-world experience in marketing to bring you a template for marketing in today's rapidly changing technological landscape. You must buy this book if you want a successful business! Wes Crocheron, Business Consultant (and former senior executive of Business Development for an Aerospace company)

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