

SERIES CHAPTER #1

“TAKING YOUR B2B BRAND
FROM COMMODITY
TO CUSTOMERS’ CHOICE”



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SERIES TOPICS:

CHAPTER #1

FROM
TRANSACTION TO
RELATIONSHIP TO
EXPERIENCE TO...

CHAPTER #2

IT'S NOT
PERSONAL.
IT'S VERY
PERSONAL.

CHAPTER #3

A LOOK
INSIDE THE B2B
MIND

CHAPTER #4

DIGITAL MEDIA:
EMPOWERING THE
CUSTOMER

CHAPTER #5

YOUR ROADMAP
TO "PREFERRED"
CUSTOMER STATUS

THREE SIMPLE BUT
IMPORTANT THINGS TO
TAKE YOUR BRAND FROM
COMMODITY TO
CUSTOMERS' CHOICE

KEEP IT
SIMPLE

MAKE IT
PERSONAL

BE
EMOTIONAL

THE 5-STEP PROGRAM

1.

**FROM
TRANSACTION
TO RELATIONSHIP
TO EXPERIENCE
TO...**

OLD THINKING

COMPANIES CONDUCT BUSINESS
WITH COMPANIES

NEW THINKING

PEOPLE HAVE RELATIONSHIPS
WITH BRANDS

TIMELINE OF BRAND / CUSTOMER RELATIONSHIPS

ANNOUNCEMENT

FUNCTIONAL presentations of product and company



PRE-1950s

Print-based messaging, advertising and communications

THE "SELL"

The golden age of advertising and the "BIG IDEA"



1960s

Radio and television broadcasting reaches mass audiences

TARGETING

Selective marketing and messaging by audience and market



1980s

Cable television ushers in the era of "narrowcasting"

EXPERIENCE

Proliferation of personalization and relationship-based marketing



2000s

The Internet puts the consumer in control of the information pipeline

OWNERSHIP

Social channels empower real-time connection of brand "communities"



TODAY

Mobile media enables 24/7 brand access and demand

HOW CUSTOMERS DIFFERENTIATE

HOW CUSTOMERS DIFFERENTIATE

COMPANIES ARE VIEWED AS BUILDINGS,
ORGANIZATIONS, MANUFACTURERS,
DISTRUBUTORS, EMPLOYEES, VENDORS,
SUPPLIERS, ETC.

HOW CUSTOMERS DIFFERENTIATE

BRANDS ARE VIEWED AS
PARTNERS, COLLEAGUES, RELATIONSHIPS,
FRIENDS, PEOPLE.

PRODUCTS ARE VIEWED AS MILESTONES ALONG
THE CUSTOMER'S BRAND JOURNEY

OLD THINKING

CUSTOMERS ALWAYS ARE BUYING,
SO WE CONSTANTLY HAVE TO BE
"SELLING" TO THEM

NEW THINKING

WHEN CUSTOMERS HAVE STRONG
RELATIONSHIPS WITH BRANDS,
PURCHASES HAPPEN ORGANICALLY
WHENEVER THE NEED ARISES

**Keep an eye out for the next 4 chapters in our
series, coming soon...**

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The Business Brand Experts