

Harrison

Digital Brand Romance

How to Create Lasting Relationships in a Digital World

Digital Brand Romance is highly practical and offers tactical, helpful advice to apply in your business immediately. Tomorrow arrived, and all great relationships now begin online – including the ones between your future customer and your brand. Whether you are selling shoes, software or spaceship parts, the romance begins and evolves in a digital world. While over 80% of businesses think they provide excellent customer experiences – only 8% of customers agree. The reality is that the state of modern, digital brand relationships is quite dysfunctional: an average conversion rate of 3% means that 97% of engagements with your brand fail. Not only does this inefficiency chew up marketing budget, but it also taints future engagements with your brand. In Digital Brand Romance, you will learn the proprietary six-step ADORE Process that has helped brands worldwide consistently achieve conversion rates above 20%. The ADORE Process is used by some of the most innovative scale-ups, fast growth exporters and leading brands to consistently sell more, more often. Each step of the ADORE Process aligns with one of the key moments of influence in the digital relationship with your brand. Understanding the forces that drive each moment will allow you to identify signs of relationship breakdown; common causes of issues and how to resolve them; and which metrics to track to measure progress. You will also learn how to apply the process to conduct regular digital relationship audits, removing your reliance on luck in the future success of your brand. Digital Brand Romance is highly practical and offers tactical, helpful advice to apply in your business immediately.



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