



# Found: Connecting with Customers in the Digital Age

By Matthew W Certo

Findsome Winmore Press, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. Today s customers are harried, glued to their smartphones and more pressed for time than ever. To reach them with your message, your company must communicate differently than in the past. And while many marketers accept that digital marketing is the key to doing so, far too few approach the matter with a methodology that works. FOUND teaches the reader how to blend social media marketing, search engine marketing, and content marketing into a formula that reaches the right audience at the right time. FOUND teaches the reader how to stop wasting money and effort on shotgun marketing that tries to interrupt consumers with messages they don t want and instead focus on reaching them at those times when they most desperately need your product or service--their parachute moments. Research tells us that consumers now consult Google first when trying to solve a problem, research a product, or find a place to buy what they want. FOUND helps you insert your brand into that equation by following a simple, 4-Step model based on (1) knowing your...



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