Go To Market Strategies:
Digital Marketing

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- Customer goals: Attract, engage, retain <u>subject to</u>:

  1. Never pay more to acquire than you will recoup, i.e., CLV > AC 🗨
  2. CLV needs to incorporate "RLV"

- Key tactic: Encourage customers to refer and acquire other customers (www.Diapers.com)

- [Attractive target customer]

- Monologue to conversation

- Amplification through virtual and real world synergy

- "Long tail" leverage

- [Selection and Treatment]

Marketing "Spend" As An Asset

○ Try to identify a daily "status-quo" experience that is broken

○ Go to the website www.warbyparker.com and think about how this brand executes authenticity, transparency, and "humanization" to its various stakeholders

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