

Go To Market Strategies: Digital Marketing

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- Customer goals: Attract, engage, retain subject to:
 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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