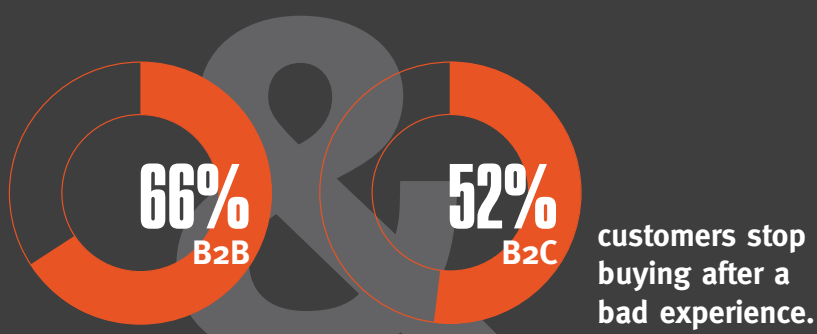




2016 THE FIRST YEAR THAT MARKETING IS FULLY DRIVEN BY THE WANTS AND NEEDS OF THE CUSTOMER.

For us, that means putting clients first, so we all can get a better understanding of who they serve.

WHY GETTING TO KNOW YOUR CUSTOMER IS IMPORTANT:



ON AVERAGE, loyal customers are worth up to **10x AS MUCH** as their first purchase.

It takes **12 POSITIVE EXPERIENCES** to make up for one unresolved negative experience.

It is **6 TO 7 TIMES MORE EXPENSIVE** to acquire a new customer than it is to keep a current one.

BUT NOT ALL BRANDS ADDRESS THIS FACT.



HERE'S WHAT YOU CAN DO ABOUT IT:

GET TO KNOW YOUR AUDIENCE IN 4 EASY STEPS:

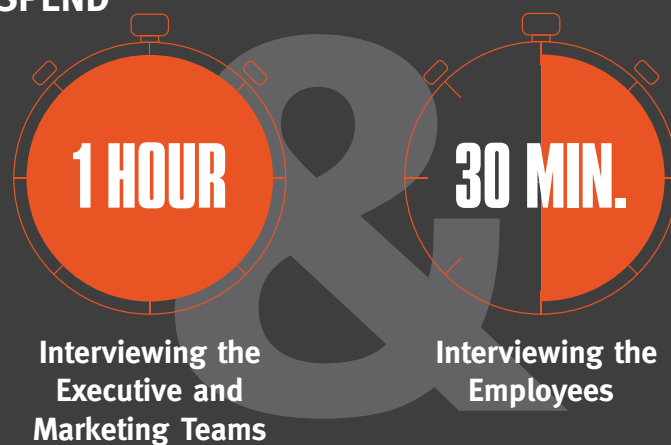
- 1 Identify who they are & where they come from.
- 2 Understand what they care about.
- 3 Find out where they are and engage.
- 4 Listen to their needs and deliver results.

HERE'S HOW ORANGE ELEMENT GETS TO KNOW ITS CUSTOMERS.

WE TAKE A **360°** APPROACH towards learning about our customers' companies.

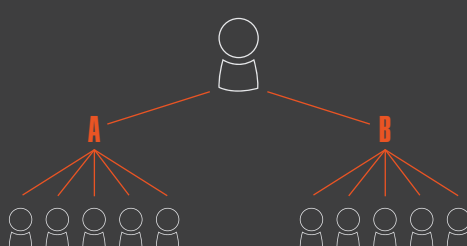
For companies with **250 EMPLOYEES OR MORE**, we suggest interviewing **10%** of their workforce.

WE SPEND



FUN FACT: We learn more about a company from employees when they go "off-script" to elaborate on our interview questions. Peel back a few layers to truly understand how their culture works.

FOR EXTERNAL RESEARCH, we interview no fewer than 5 existing customers per our client's segments.



THE RESULT?

100% of the companies we have walked through a new brand process now have confidence and tools when presenting their brand to internal audiences.

Like what you see? Let's talk.

Contact us at info@orange-element.com or visit orange-element.com today.

