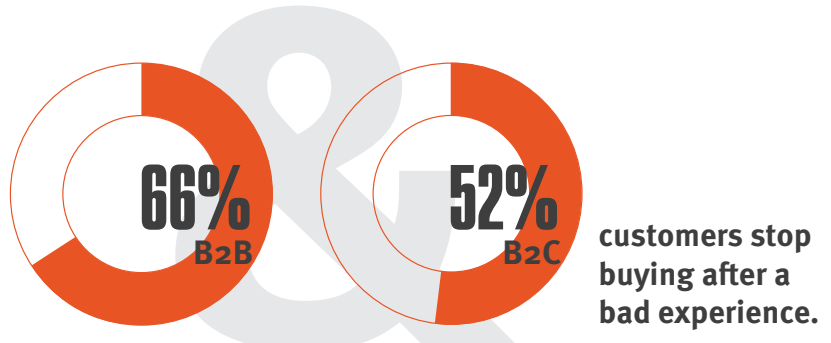




# TODAY MARKETING IS FULLY DRIVEN BY THE WANTS AND NEEDS OF THE CUSTOMER.

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.



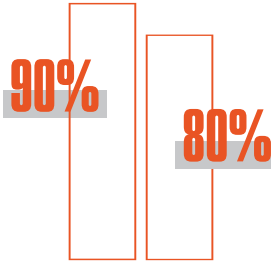
It takes

## 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.



While **90% OF MARKETERS** agree that personalizing the customer experience is critical to their success, **80% OF CONSUMERS** stated that the average brand doesn't understand them as individuals.

## 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.

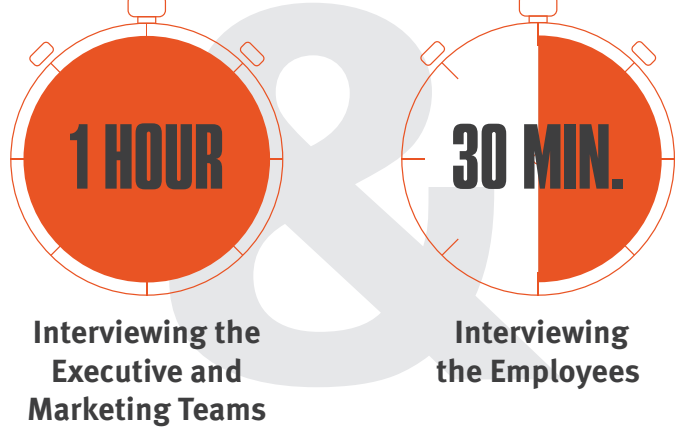
WE TAKE A

# 360°

APPROACH towards learning about our customers' companies.

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

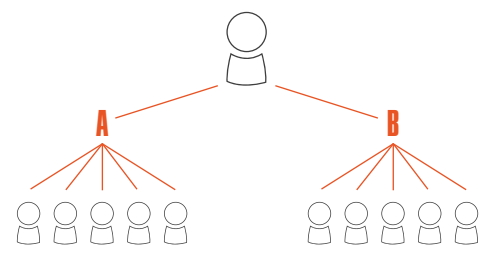
WE SPEND



**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](mailto:info@orange-element.com) or visit [orange-element.com](http://orange-element.com) today.

