

11 principles of connected marketing

The more connected devices and services people have in their lives, the more they live in a state of constant connectivity. The more constantly connected they are, the more they have a mindset of "connectedness" - an awareness that they are constantly connected to their digital selves. That connectedness has caused and enabled an irrevocable change in their expectations and behaviour.



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The three combined; the means of connection, the connectedness mindset, and behavioural change leading to everyone becoming connected individuals (not consumers).

Serving the connected individual requires a different approach; one that focuses on creating connected brands. These connected brands will be created by The Connected Marketer.

Marketers must help build companies that aim to create value with and for the connected individual, not *from* them. Marketers must respect the digital sovereignty of the connected individual, so that in turn they will offer *informed access* to their lives – and by extension, access to their attention and their data.

These fundamental beliefs are underpinned by 11 principles:

1. Treat your brand as the combination of physical, digital, sensorial and emotional experiences.

2. Find ways to merge and synchronise those brand experiences and create one brand experience across multiple touch points.
3. Understand the connected individual and focus on meeting their needs or solve their problems.
4. Clearly define the role that you play in the lives of your target audience(s).
5. Know when, where, and how to engage the connected individual throughout their journey.
6. Combine experiences and channels to enable the individual to do what they want on their terms.
7. Personalise your brand experiences to the individual.
8. Focus on ways to reduce friction in the lives of connected individuals and in the ways they engage with you.
9. Find ways to be of service to the connected individual; create value for and with individuals, not from them.
10. Earn and maintain trust, respecting the individual's digital sovereignty, so that they give you informed access to their data.
11. Commit to mastering the technology needed to serve the connected individual.

It is the duty of the modern marketer to apply all 11 of these principles to move away from the supply chain and move towards the demand chain where real success lies, embedded in a purpose that will lead to unimaginable profits.

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