

# MAX-e-MARKETING IN THE NET FUTURE

## The Seven Imperatives For Outsmarting The Competition In The Net Economy

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**MAIN IDEA**

Max-e-Marketing is the emerging new marketing discipline of the digital business era. It focuses on maximizing profits by combining new marketing strategies, communications and interactions together to create more added value for customers while simultaneously adding more to the company's bottom line profitability.

Max-e-Marketing focuses on three areas:

1. *Relationships* – How a business interacts with its customers or prospective customers and the way in which all responses are stored in a corporate knowledge base so the company can become progressively more responsive and productive.
2. *Experiences* – Whether a customer's end-to-end experience in dealing with the organization adds or detracts from the value they place on that relationship.
3. *Future Value* – An underlying assumption that ultimately, the future value of any online business will be derived from the accumulated value of all its customer relationships.

The seven imperatives of Max-e-Marketing deal with how this focus on the three critical areas can be translated into action. As such, they provide guidelines for the successful implementation of Max-e-Marketing. The seven imperatives articulate how to take advantage of the new opportunities while avoiding the potential pitfalls. In many regards, Max-e-Marketing is the marketing life form that best suits the competitive demands of the Internet business era. It embraces both the four P's of conventional marketing (product, price, promotion and place) and the four A's of direct mass marketing (addressability, accountability, affordability and accessibility).

In short, Max-e-Marketing is the way all marketing will be done in the networked business environment of the future.

Imperative #1 . . . . . Page 2  
*Configure everything you do for a customer on the basis of what you know about them – and keep learning progressively more.*

The Internet makes it possible for companies to constantly gather more information about what each individual customer's preferences are. Smart companies use that information to consistently enhance the customer experience and find completely new and original ways to generate profits.

Imperative #2 . . . . . Page 3  
*Don't differentiate between products and services – create seamless offerings which include elements of both*

In the future, products and services will become so tightly linked it will become impossible to see where the intangible benefits end and the tangible benefits begin. In that environment, offerings which blend products and services to meet customer needs will become all important.

Imperative #3 . . . . . Page 4  
*Make every customer relationship unique to create relationship equity.*

In the new era of individualized marketing, companies are moving from customized products to customized relationships. These newly formed relationships have a value and equity which can exceed that of the brand name.

Imperative #4 . . . . . Page 5  
*Outsource everything you can to harness the efficiencies of others.*

The Internet makes it cost effective for companies to harness highly specialized expertise wherever it is physically located. Therefore, instead of trying to do everything themselves, the success stories of the future will be those companies that find ways to let the specialists do as much as possible for their customers.

Imperative #5 . . . . . Page 6  
*Use your interactive processes to derive a competitive advantage.*

Competitive advantage in the network economy is built on relationships rather than products. Companies that are focused on relationships redefine what the customer is buying by integrating interactive processes – the delivery mechanisms by which intangible benefits are provided to customers.

Imperative #6 . . . . . Page 7  
*Factor some future value into every transaction with the customer.*

Treat direct customer interactions with your business as an investment in the future value of your business, not as an unnecessary expense. In other words, keep coming up with new ways to delight your customers.

Imperative #7 . . . . . Page 8  
*Make effective marketing the responsibility of everyone in the business organization.*

In the Net economy, marketing has to become a core value of the business if it is to survive. That will only happen if every resource available inside the company is properly aligned to serve customers outside the company. And that, in turn, means dissolving any artificial barriers between Net and non-Net activities.

