(show connection to target

group, address their needs,

speak their language)

Create mysteries & buzzes

(teasers, leaks)

(be trustworthy,

unique, promise

high quality)

Get recommended

by celebrities,

experts, common people

the user can identify with

Strategy

Advertising

(be interesting,

controversial, or funny)

Stick in mind

(be annoying,

controversial)

CUSTOMLYTICS

Communicate USPs

(unique selling points)

Present facts & figures

(show use cases the user

can identify with)

Show the product

in detail

Drop me a line!

Want to master your

mobile marketing?

(remind people of the

presence of the product, or

new versions of the product)

Up-sell

and expensive versions

of the product)

(offer more extensive

(offer other products of

your brand)

Reward loyalty with

exclusive offers

Call to Action

friend-referral through a

simple proposition or

question

Stimulate referral after

asking for (positive)

values of the brand

people can identity with

Create sense of

community

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Demand Generation Relationship Management Propagation **Conversion Generation** Turning people who are interested into customers depending on the business model Getting your existing customers to generate Making people aware of and interested in your product. Upselling, monetizing, maintaining and (conversion could be e.g., install, in-app revenue, ad-revenue). increasing activity/loyalty. additional new customers. You try to create demand. Consideration Repetition Loyalty Referral Advocacy **Evaluation** Intent Action Interest Awareness $A \Leftrightarrow A$ Evaluation of the product, Person has decided to Propagation based on Interest in the type of Interest in the specific Specific preference for the Action of performing the Repeating the action of Propagation in a more Person knows your brand target product and purchase and use the conversion of interest. For and potentially of interest, e.g., purchases. commitment to the product or service the product itself. The person exists, your product is intention to make use of example, the install of, the Performance of this action ather extrinsic motivation, Personal or group identity, specific target product. product offers. can imagine buying or the product. Commitment Competing products are nfluences are less likely to registration to, or purchase is not an exclusive using this specific product terms of what it offers or between self and others how it makes them feel. to the product is still break the person's of, the product. commitment to the target automatically disregarded. offered by the company. but is not sure yet. Low marketing efforts required High marketing efforts required High user commitment Low user commitment Active consumption Passive consumption Intrinsic motivation Extrinsic motivation Referral Advocacy Repetition Loyalty **Awareness** Interest Consideration Evaluation Intent Decision Action Actively drive Re-sell Generate reputation Share vision, mission, Create virality Personalise Cross-sell Create acute FOMO:

fear of missing out

(e.g., limited offers)

Offer trial phase

Incentivise referral Offer exclusive events Evoke strong emotions, empathy (be heartwarming, sad) Deliver high product experience through discounts, exclusive offers Let people dream, show them a perfect world Repetition Referral Advocacy Loyalty Consideration **Word of Mouth Word of Mouth** E-Mail **Out-Of-Home** ASO SMS SEO Radio **In-App Notifications** SEA TV Display/Paid Social Display/Paid Social Video Ads Video Ads Social Media Social Media Influencers **Cross-Platform-Promotion** Blog Offline Mailing Newsfeed Web & App Push Notifications **Inbox Ads** Interest Evaluation Advocacy Consideration Intent Action Repetition Loyalty Referral Awareness **Brand Marketing Brand Marketing Public Relations Partnerships Performance Marketing** Social Media Social Media **Product Product Customer Success/Care Customer Relationship Management Business Intelligence** Advocacy Action Decision Repetition Loyalty Consideration Interest **Awareness Customer Data Platform Creative Management Platform Attribution Tracking** Help Center Management **Brand Monitoring Platform ASO Tool Crash & Product Performance Tracking** TV Attribution **Deep Linking Media Automation Management Product Catalog & Product Feed Management Platform QR Code Generator Promotion Engine Customer Relationship Management Quantitative & Qualitative Product Analytics**

Data Warehouse

Data Visualization



"Scan the QR code and learn how to apply the Marketing Master Map to your business!"

...or visit https://link.customlytics.com/mmm





Product A/B Testing