

The 11 Principles of **Connected Marketing**

mCordis Inc. & The Connected Marketer Institute.
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The Rise of The Connected Marketer

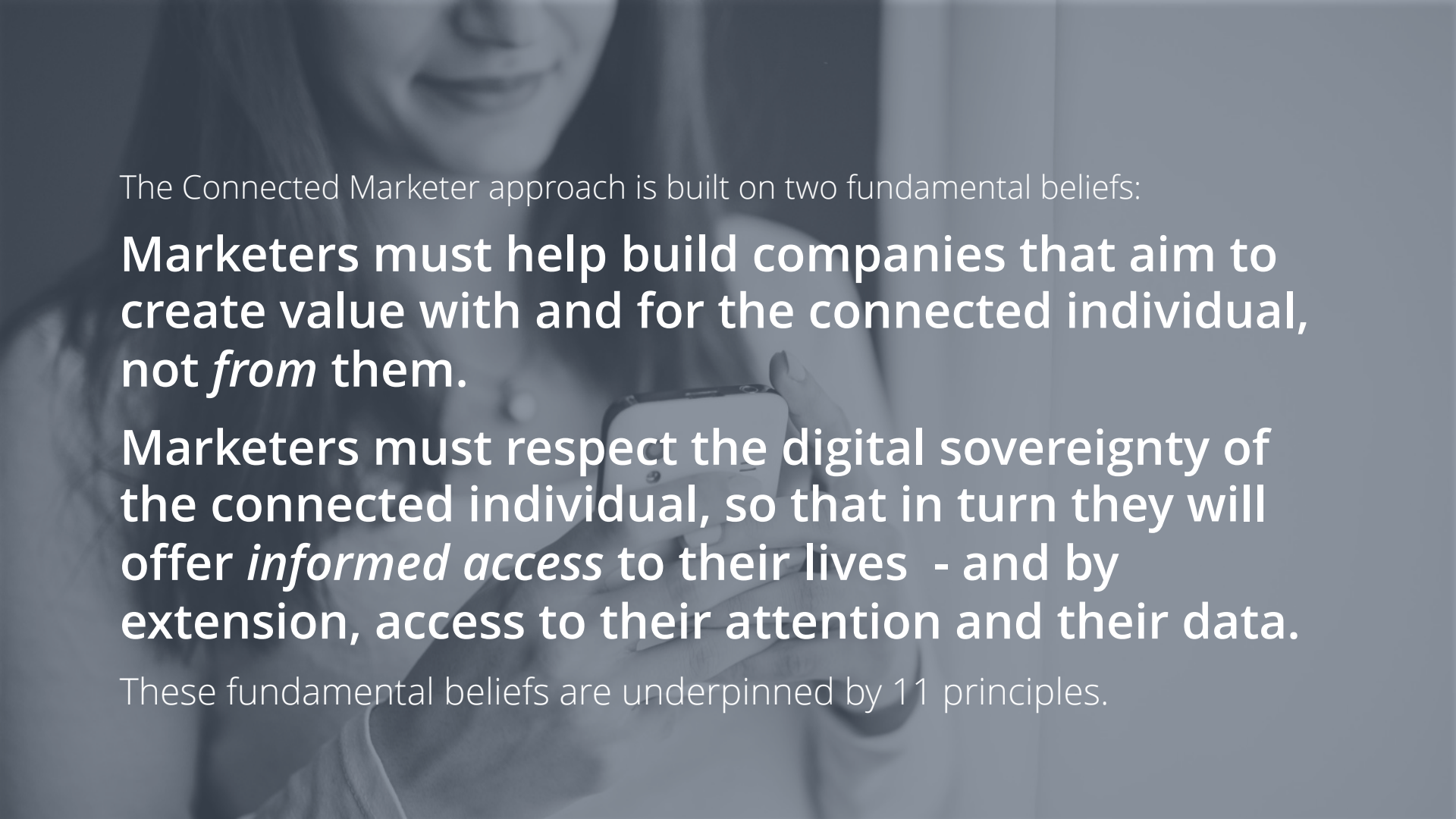
The more connected devices and services people have in their lives, the more they live in a state of constant connectivity.

The more constantly connected they are, the more they have a mind set 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.

The three combined; the means of connection, the connectedness mind set, and behavioural change lead 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.

A grayscale photograph of a person's hands holding a smartphone. The person's face is partially visible at the top, looking down at the device. The background is a soft, out-of-focus indoor setting. The text is overlaid on the image in white, with some words in bold and some in italics.

The Connected Marketer approach is built on two fundamental beliefs:

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.



Understand the connected individual and focus on meeting their needs or solving their problems.

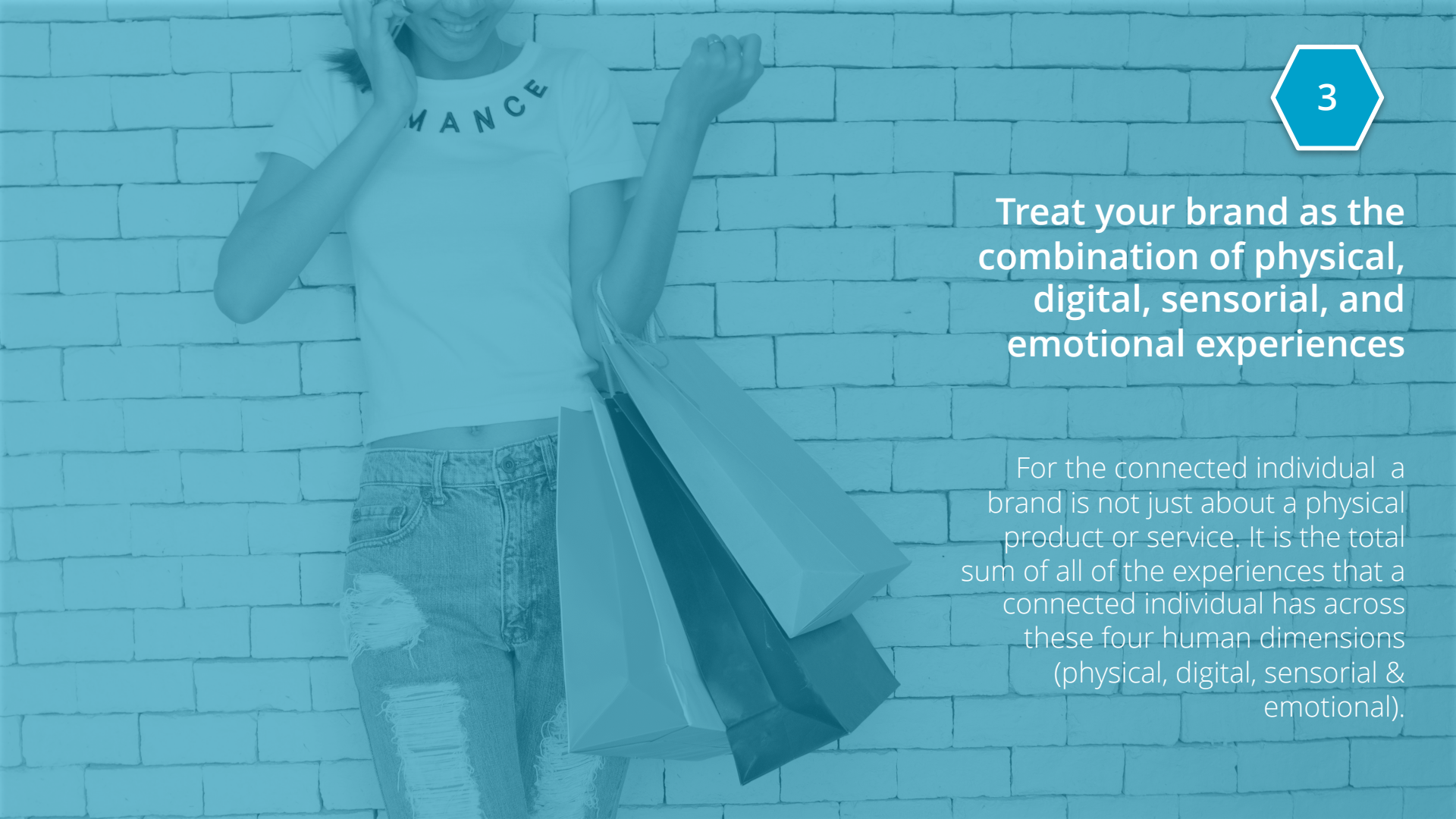
It is a basic tenant of marketing that you must start with understanding your target audience. There are so many more ways to build understanding and gain insight into what the individual wants, because digital channels provide a direct, two way connection with them.



A photograph of three young women sitting on a concrete ledge outdoors. They are all smiling and laughing, looking towards a smartphone held by the woman in the middle. The woman on the left is wearing a dark tank top and denim shorts. The woman in the middle is wearing a light-colored top and dark shorts. The woman on the right is wearing a light-colored top and dark shorts. The background is a blurred outdoor setting with a fence or railing. The entire image has a teal color overlay.

**Know why you matter:
clearly define the role
that you play in the lives
of connected individuals.**

Knowing the connected individual will allow a brand to define the role it plays in the life of the that individual. Great connected marketers are not affected by marketing myopia and understand the role their brand plays from the perspective of the individual, not the company.



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

For the connected individual a brand is not just about a physical product or service. It is the total sum of all of the experiences that a connected individual has across these four human dimensions (physical, digital, sensorial & emotional).

Know when, where, and how to engage the connected individual throughout their journey.

There is no linear customer journey. The connected individual can start their own personal journey at multiple different points. Connected Marketers understand this and use journey mapping to work out the correct points to engage and through which channels. This knowledge directs everything they do, their content, communications, and overall corporate strategy

The background of the slide is a warm, golden-brown photograph. On the left, a hand holds a smartphone, with the screen and camera lens visible. On the right, a hand holds a white disposable coffee cup with a brown lid. The overall aesthetic is clean and modern, emphasizing a seamless integration of digital and physical experiences.

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Always strive to find ways to merge and synchronise brand experiences across all channels.

The best brand experiences merge together the four human dimensions (physical, digital, sensorial & emotional) so that they are not separate, but part of a seamless whole. For the best experiences, the individual no longer makes a conscious decision to engage through one technology or channel, but instead sees all connection points as part of one brand experience.



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Combine experiences and channels to enable the individual to do what they want on their terms.


The Connected Marketer focusses on enabling the individual on their terms. Connected marketers understand that they must build programs around how people want to buy and be served, not how the marketer wants to serve and sell.



Personalise your brand experiences to the individual.

Leading companies in the digital world (Google, Amazon, Facebook & Apple) are setting expectations of the availability of highly personalised products and experiences. These experiences set new benchmarks that everyone can see and must be personalised to the needs of an individual.



A woman with dark hair in a ponytail, wearing a light-colored short-sleeved button-down shirt, is shown in profile from the waist up. She is holding a tablet computer with both hands and looking down at the screen. The background is a dark, textured wall.

Focus on ways to reduce friction in the lives of connected individuals and in the ways they engage with you.

Connected marketers are continually searching for ways to improve their products and services by making them as frictionless as possible. With so much choice in their lives, connected individuals actively seek out brands that make their lives easier.

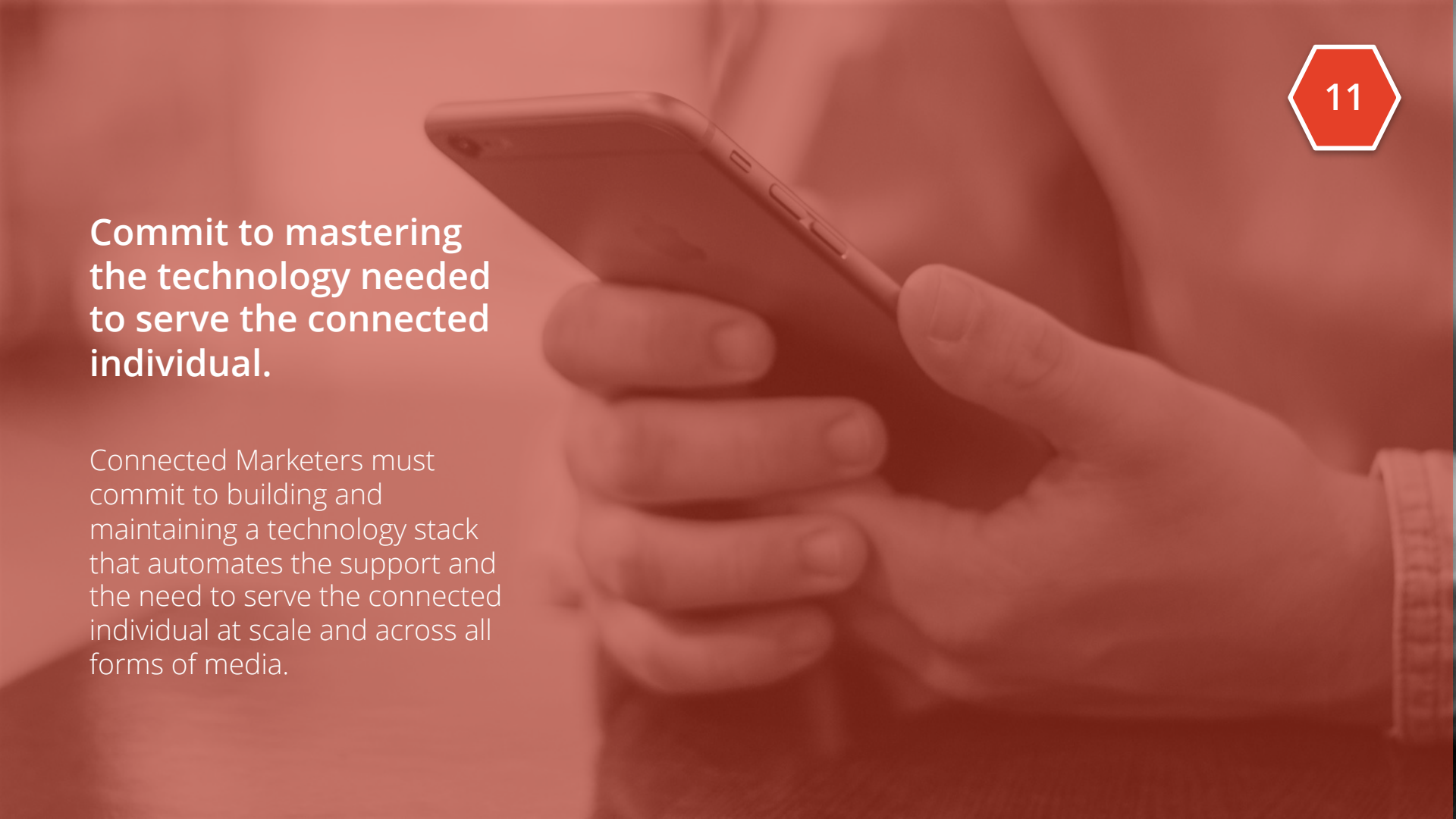


Serve to the connected individual; create value for and with individuals, not from them.

Data is essential to The Connected Marketer approach. But the way that we collect, store and use data from connected individuals has to change too. The focus must be on providing value back to the individual from the data collected.

Earn and maintain trust, respecting the individual's digital sovereignty, so that they give you informed access to their data.

Connected Marketers must re-think the way they view and manage personal data and ultimately be of service to the individual . If this is done well, the individual will offer brands Informed access to their highly personal data.



**Commit to mastering
the technology needed
to serve the connected
individual.**

Connected Marketers must commit to building and maintaining a technology stack that automates the support and the need to serve the connected individual at scale and across all forms of media.

The 11 Principles of Connected Marketing

1. Treat your brand as the combination of physical, digital, sensorial and emotional experiences
2. Find ways to merge and synchronise those brand experiences
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

The Connected Marketer Approach

Focus on Four Key Tasks



Understand
Enable
Simplify
Serve

Master Seven Layers Of Connectivity



Connection
Collection
Monitoring
Analysis
Prediction
Synchronisation
Real time service

Incorporate The Four Human Dimensions



Physical
Digital
Sensorial
Emotional

A blurred background image of a desk with a laptop and a smartphone. The laptop is on the left, and the smartphone is on the right. The text is overlaid on the right side of the image.

To learn more about The Connected
Marketer™ approach and The
Connected Marketer Institute visit:
www.theconnectedmarketer.com

The Connected Marketer™ is an mCordis Inc. initiative.

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