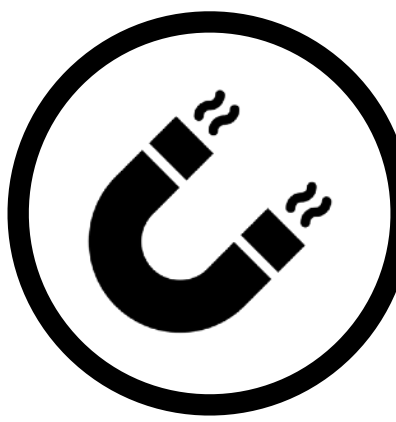




CUSTOMER ACQUISITION

CUSTOMER FOCUS

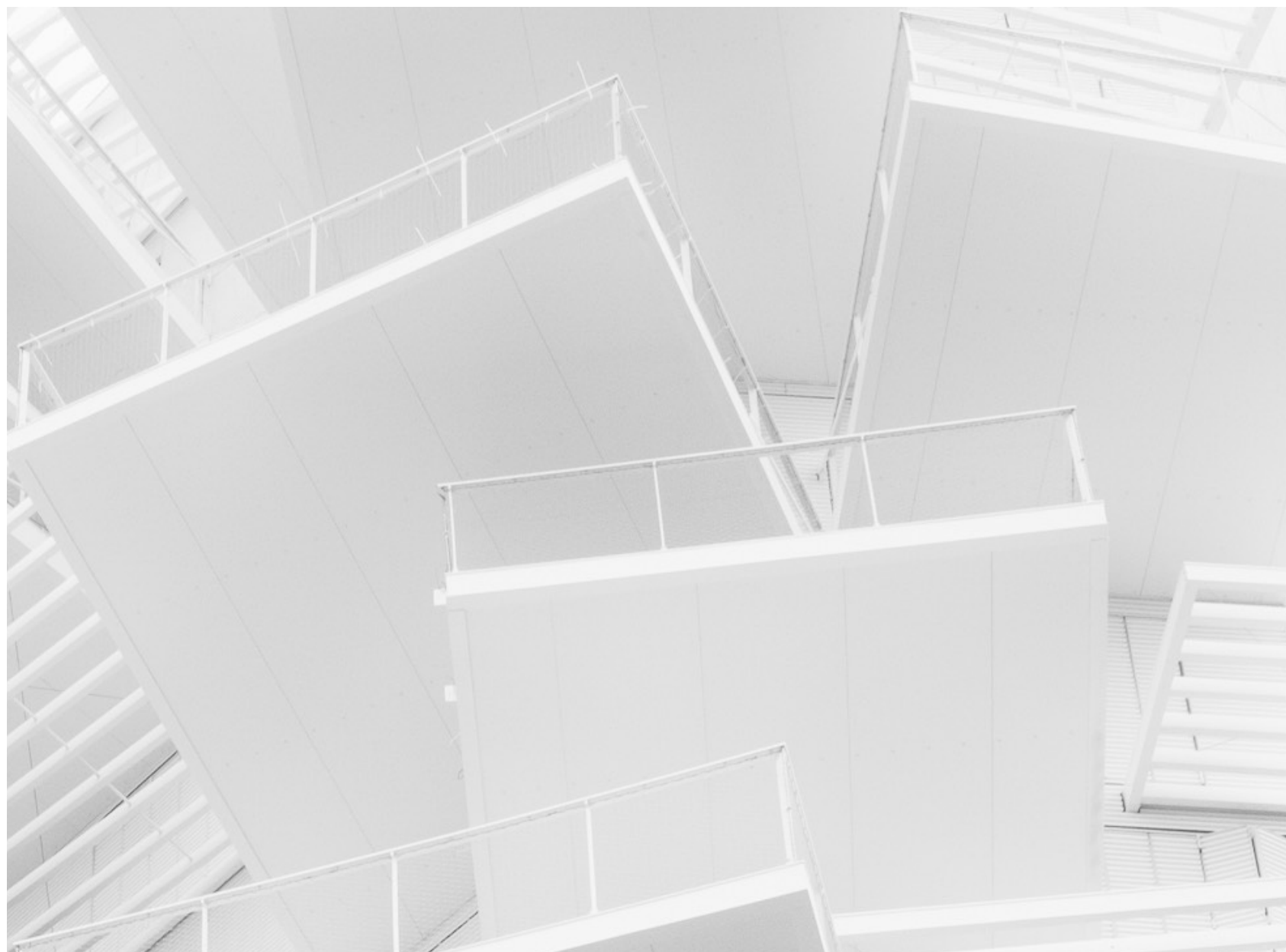
CUSTOMER
ACQUISITION



amazon.com

EARTH'S BIGGEST BOOKSTORE

Customer Acquisition



In 1995, in Chicago, Jeff Bezos manned an Amazon Booth at the annual conclave of the publishing industry.

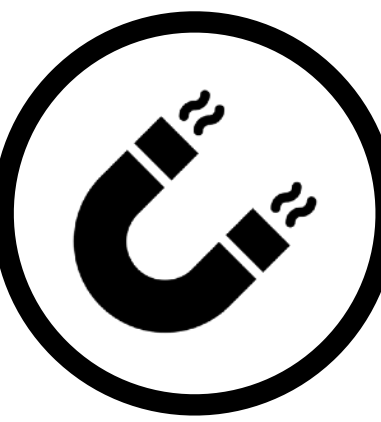
Roger Doeren, from a Kansas City store, was stopped short by Amazon's sign: **"Earth's Biggest Bookstore."**

Approaching Bezos, he asked, "Where is Earth's biggest bookstore?"

- ▶ "Cyberspace," Bezos replied.
- ▶ "We started a Web site last year. Who are your suppliers?"
- ▶ "Ingram, and Baker & Taylor."
- ▶ "Ours, too. What's your database?"
- ▶ "Books in Print."
- ▶ "Ours, too. So what makes you Earth's biggest?"
- ▶ "We have the most affiliate links" (a form of advertising).

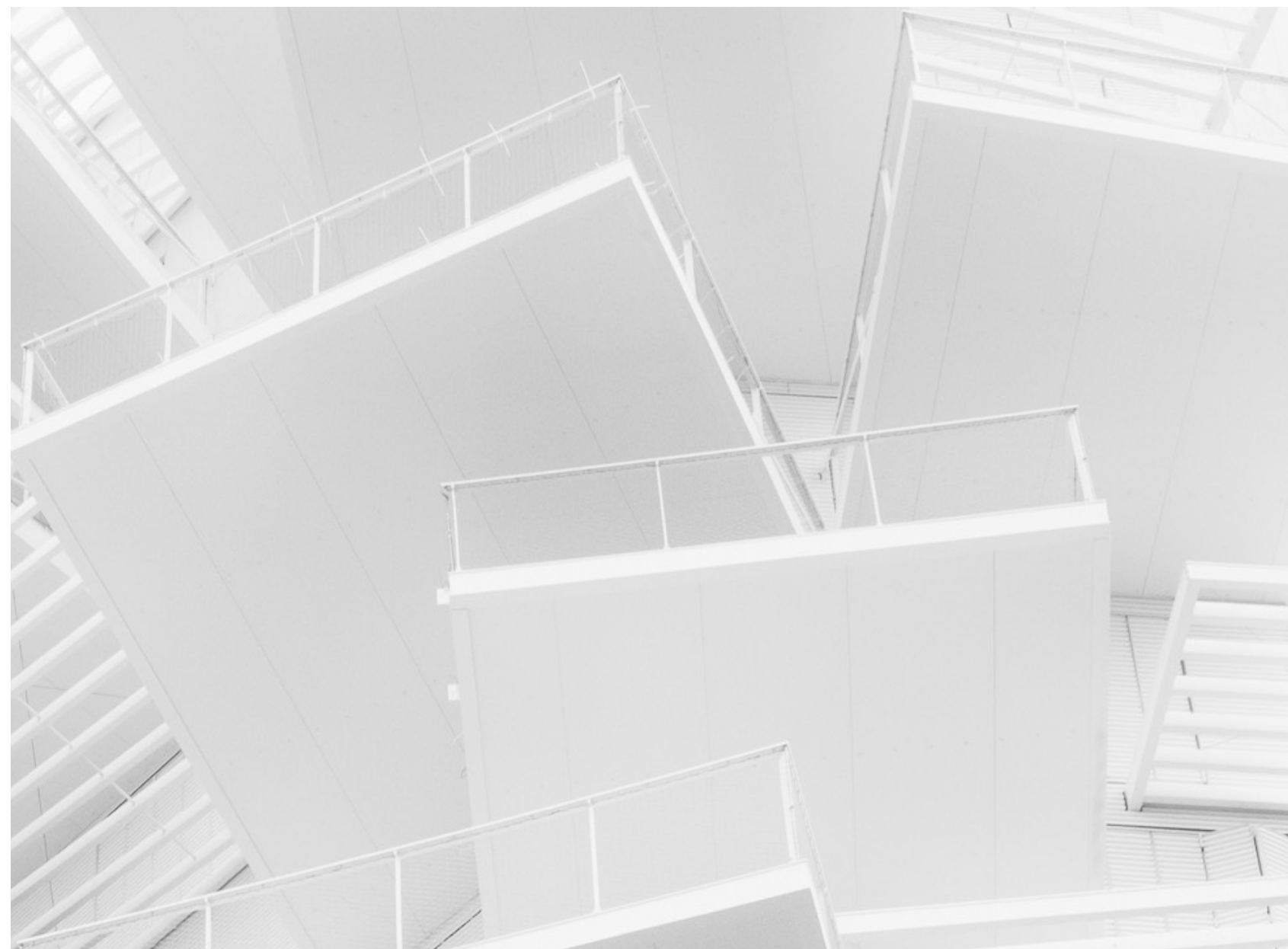
Doeren considered this, then asked, "What's your business model?"

CUSTOMER FOCUS



TYPES OF ACQUISITION STRATEGIES AND TACTICS

Customer Acquisition



TACTICS

STRATEGY

		Broad	Selective
TACTICS	Direct	<ul style="list-style-type: none"> • Lead generation • Telemarketing • "Detailing" 	<ul style="list-style-type: none"> • Profiling/scoring models • "Lookalike" methods • Social-network neighbor methods
	Indirect	<ul style="list-style-type: none"> • Mass marketing • Random seeding • Word-of-mouth 	<ul style="list-style-type: none"> • Influential seeding • Referrals • 2nd degree targeting

CUSTOMER FOCUS

Limitations of Demographics and Personas



BARACK OBAMA



Born in 1961
Chicago-based
Career changer

DENNIS RODMAN



Born in 1961
Chicago-based
Career changer