



Map Café with Business Focus

Community Business Awareness Slot

Topic Presentation (10-15 minutes)

Topic B04-01: BUILDING SUSTAINABLE CLIENT RELATIONSHIPS

https://www.ted.com/talks/mark_morin_building_sustainable_relationships_that_bring_brands_and_people_closer

Presenter: Mark Morin

Topic Discussion (5-10 minutes)

Today's customer is skeptical, connected and well informed. Mass marketing as we know it is gone for good. Brands need to stop talking at their customers and start seeing the world through their eyes. Using AI, technology and customer data, they need to truly know their customers, build trust and emotional connections, and create customer relationships that last. ABOUT MARK MORIN As a customer relationship builder, Mark has devoted the past 35+ years to bringing brands and people closer. He is an author, trainer, professional speaker and an expert in the field of relationship and cognitive marketing. His work focuses on creating lasting customer relationships between brands and their customers through relevant, personalized and creative marketing campaigns and programs. He has been teaching relationship marketing at Université de Montréal since 1998. Each year, he presents a host of keynotes and workshops throughout North America. His clients include national and international brands in tourism, leisure and travel, beauty and cosmetics, financial services and B2B. In 2009, he published a book on the importance of personalization and relevance in marketing communication titled Talk to Me! Get personal, get relevant, get more customers!

Despite a very difficult economic outlook in South Africa, there are still opportunities. Building trusting relationships and working together are key to sustaining business.

Questions:

- 1) Unpack and define your targeted client base.
- 2) Develop a strategy to establish a sustainable client base.