

## Self-actualization

desire to become the most that one can be

## Esteem

respect, self-esteem, status, recognition, strength, freedom

## Love and belonging

friendship, intimacy, family, sense of connection

## Safety needs

personal security, employment, resources, health, property

## Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

## A FRESH LOOK AT MASLOW

We live in a world where technologies offer a substitute for the interpersonal connections that we crave.

Smart marketing taps into our target's need to feel a sense of belonging by creating personalized experiences that help them feel connected to the brand community.

Here are some inexpensive ways to achieve this:

## THE CHEAPEST FORM OF MARKETING: CUSTOMER RETENTION

- Start with calculating your customer acquisition costs
- A plan for real-time retention
- Influencer marketing
- Customer loyalty
- Look at customer churn

## THE MOST EFFECTIVE FORM OF ADVERTISING: WORD OF MOUTH

- Not a literal term -- still needs a strategy and tactics to achieve
- UGC: User-generated content is now the gold standard
- You must have a SALES PROCESS that includes a plan for fostering word of mouth advertising

## THE PERFECT MIX: TRADITIONAL + DIGITAL + COMMUNITY

- Technology has not replaced the feeling one gets when they see or hear their own name or read it in handwritten text
- Done well, a blend of digital and community efforts can give lift to your (more expensive) traditional efforts

## THE THREE FIVES: GOOD MARKETING ADDRESSES

- Who, What, Where, Why, How
- Sight, Smell, Taste, Touch, Sound
- See me, hear me, understand me, empathize with me, care for me