

Editorial: *The challenge of mastering the art of changing quickly, the practice of search marketing and staying in sync with customer's ever changing life stages*

In our previous editorial, the importance of properly understanding the consumer journey was underlined, from the moment the customer thinks about purchasing and how digital (which is breaking all barriers) can enhance all of those experiences described within context. While two years ago (<http://crd-aida.ro/RePEc/rdc/v3i2/1.pdf>) the need of refusing to be passive recipients as customers was highlighted, striving to contribute to the courageous map of this new world of consumer space by encouraging authentic partners in great tasks of transformation. Recently, in August 2015, Ernan Roman (Ernan's Blog, 2015) showed how in ERDM learnings from 15000+ hours of VoC Interviews it was reported that as engagement is now the critical competitive differentiator for companies, marketers need to make customer listening a part of every functional area and deliver high quality experiences in every channel, and in order to stay in sync with their customer's ever changing life stages marketers' customer insights must be in real time. He concluded that in order to influence both brand opinion and brand value, the first goal that every marketing plan needs to address is now listening and responding.

On the other hand, McKinsey's representatives argued recently (Ewenstein, B., Smith, W. and Sologar, A., 2015) that as mastering the art of changing quickly (a new way of doing things becoming the way things are done) is now a critical competitive advantage, today leaders have to make decisions more quickly, managers having to react more rapidly to opportunities and threats, while employees on the front line having to be more flexible and collaborative, encouraging feedback from users. For example, in order to enhance the customer journey and shift consumer behavior, B2C are making substantial changes (using powerful digital tools, such as wearable technology, adaptive interfaces, integration into social platforms) by applying digital tools and techniques within the organization, considering for instance the time and geography constraints faced by management capacity to adequately engage with every employee.

We have also took notice of another recent opinion showing that most decision makers simply don't know how they make choices, but they can tell, for example, whether they would prefer to do business with one brand over another. Rolf Wulfsberg, Siegel+Gale's Global Director of Quantitative Insights (a recently constructed database of Siegel+Gale – having over 350 studies that use this technique to derive the impact of various attributes on brand decisions – includes over 4000 distinct attributes falling into 170 categories), explained in May this year (Wulfsberg, 2015) how together with his team developed an interesting technique (quantifying the impact each attribute has on the purchase decision, then computing the Impact Index for an attribute etc.).

According to a new Blue Nile's research, (Blue Nile, 2015) there is also little known, for instance, about how searchers make decisions about how they form and phrase their queries (taking into account the trillions of distinct DNA combinations). Before developing a strategy,

marketers need to find out how their audience chooses to search (while seeing visitors from a wide variety of search queries coming to marketers' site) so as to adequately target their audience with the proper content. And this because of the complex cognitive process (Hearst, 2015) needed when trying to design successful search user interfaces, while considering the imperative of identifying people's naturally inclination to conduct their searches.

Why is it important to properly understand the consumer journey from the moment the customer thinks about purchasing and how digital is enhancing all of those experiences within the above described specific context? Because, simply said – to paraphrase “Target Marketing” (Fletcher, 2015) – companies exist only if they matter to their customers.

Theodor Valentin Purcărea

Editor - in – Chief

References

Ernan's Blog - How Disney Influences Small Customer Segments for Major Impact, ernan@erdm-mail.com, 8/20/2015

Ewenstein, B., Smith, W. and Sologar, A. - Changing change management, July 2015, Retrieved from: http://www.mckinsey.com/insights/leading_in_the_21st_century/Changing_change_management?cid=digital-eml-alt-mip-mck-oth-1507, 8/18/2015

Wulfsberg, R. - What Customers Really Think About Innovative Companies, May 22, 2015, Retrieved from: <http://www.marketingprofs.com/opinions/2015/27719/what-customers-really-think-about-innovative-companies?adref=nlt052215>, 7/8/2015

Blue Nile - Psychology of the Searcher: Patterns in How Searchers Formulate Queries, , Retrieved from: <http://bluenileresearch.com/psychology-searcher/>, 8/19/2015

Hearst, M.A. - Search User Interfaces, Cambridge University Press, 2009, Retrieved from: http://searchuserinterfaces.com/book/sui_ch3_models_of_information_seeking.html, 8/23/2015

Fletcher, H. - Do You Exist? Only If You Matter to the Customer [Video], July 10, 2015, Retrieved from: http://www.targetmarketingmag.com/article/exist-matter-customer-video/#utm_source=today-%40-target-marketing&utm_medium=newsletter&utm_campaign=2015-07-10&utm_content=do+you+exist%3F+only+if+you+matter+to+the+customer+%5Bvideo%5D-7, 7/11/2015