



**McLELLAN MARKETING GROUP**  
Where strategy and passion collide 



**It's about creating  
a love affair...**

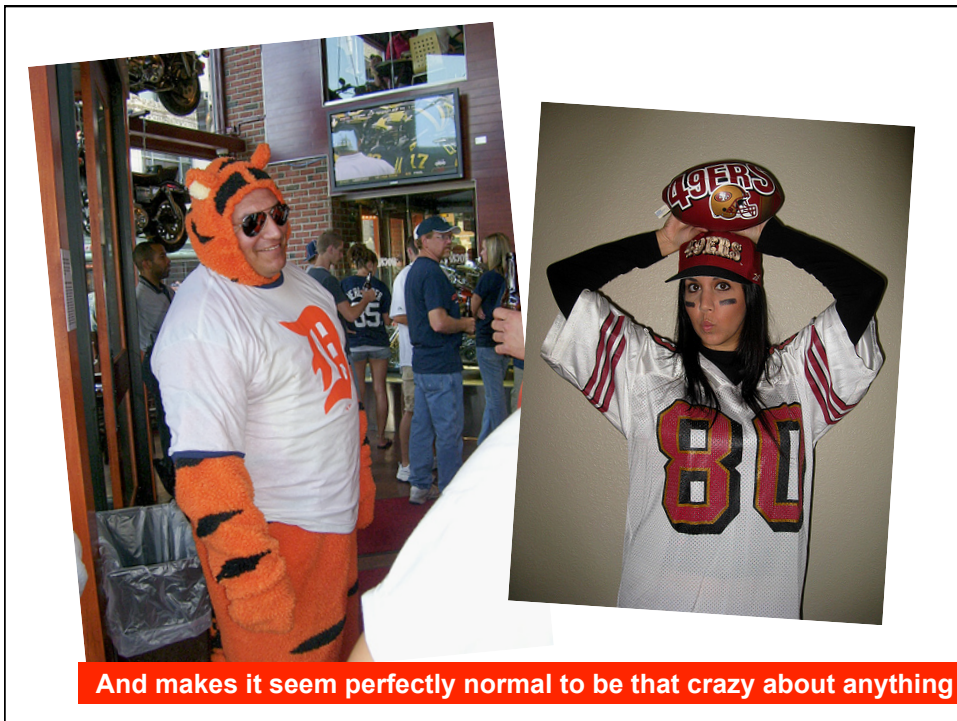


**Doesn't  
happen  
by  
accident**





What turns a customer into a fan?



And makes it seem perfectly normal to be that crazy about anything



It's personal. It says something about me.



It appeals to my interests





**90%** of customers identify word of mouth as the **best, most reliable and trustworthy** source about ideas and information on products and services.

NOP World



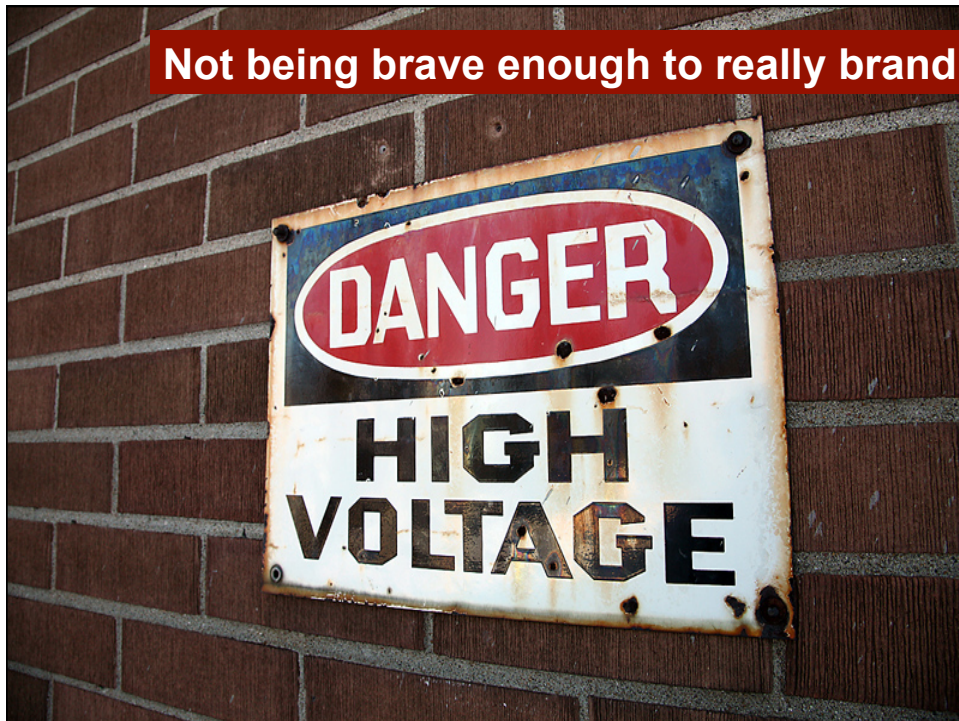
Not everyone wants to be a fan

# How users feel about your product or service



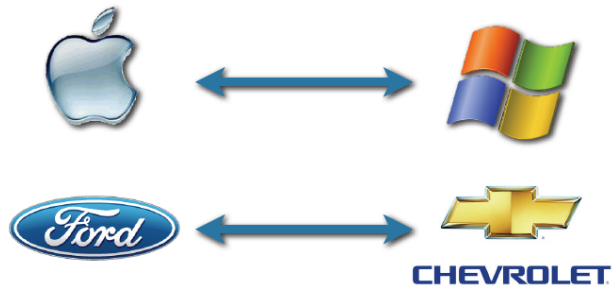
Chart by Kathy Sierra

Not being brave enough to really brand





Can't have one emotion without its opposite



The net method of marketing











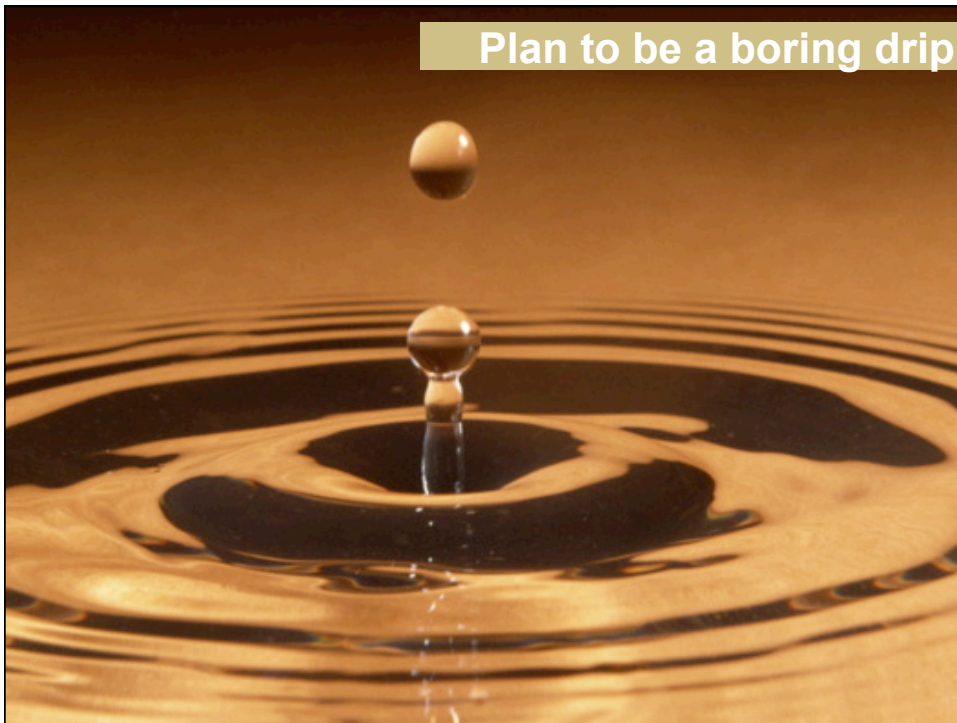
Marketing is like a New Year's resolution



Why drive to Cleveland without a map?



Plan to be a boring drip









Know where they hang out



Surprise them!

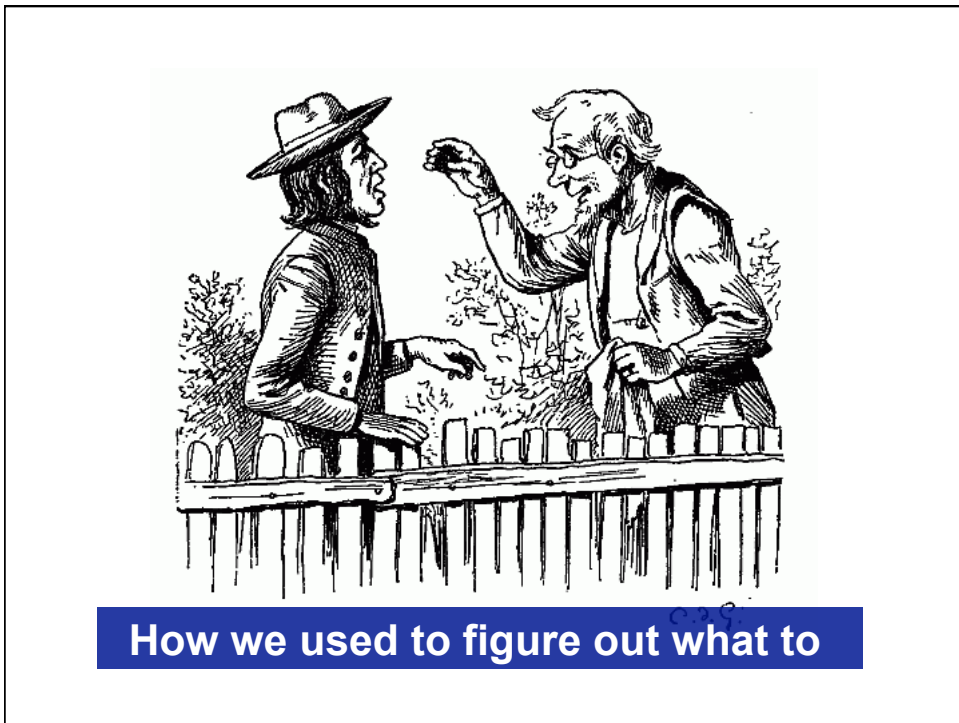


Let it be about them, not your product



Make it easy to share











63% of US adults have joined a social network, making it the number one platform for creating and sharing content

(Pew Research, 2010)



**Facebook...**

**More than 600 million users**

**50% of users log on every day**

**Fastest growing demographic is 55+**

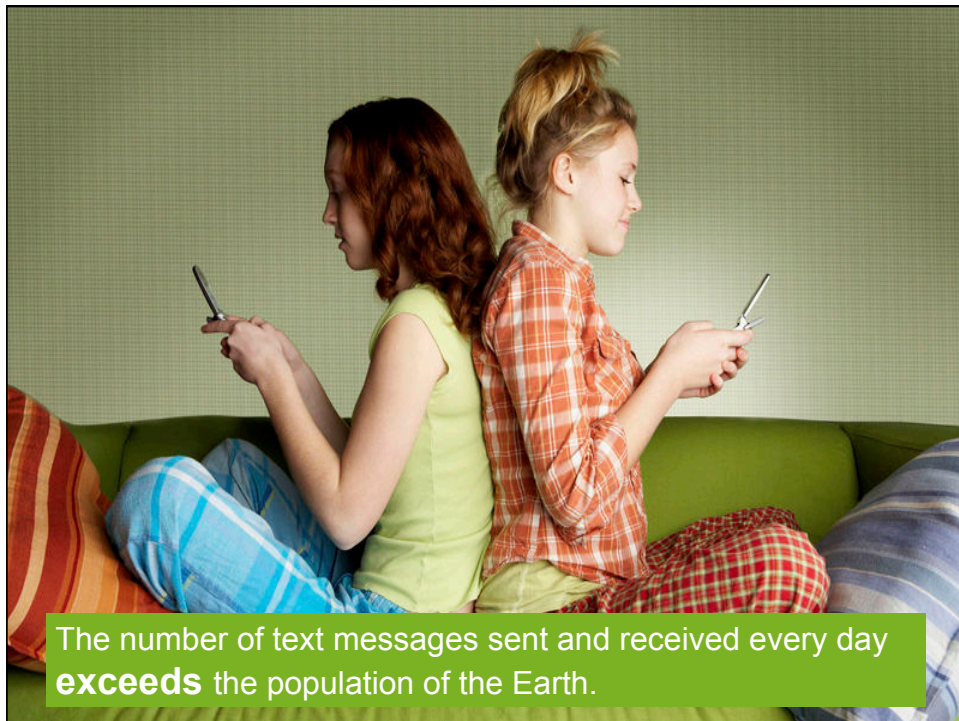
**Biggest demographic is 35-44**





48% of 18-34 year olds log into FB as soon as they get up.

28% before they leave their bed.

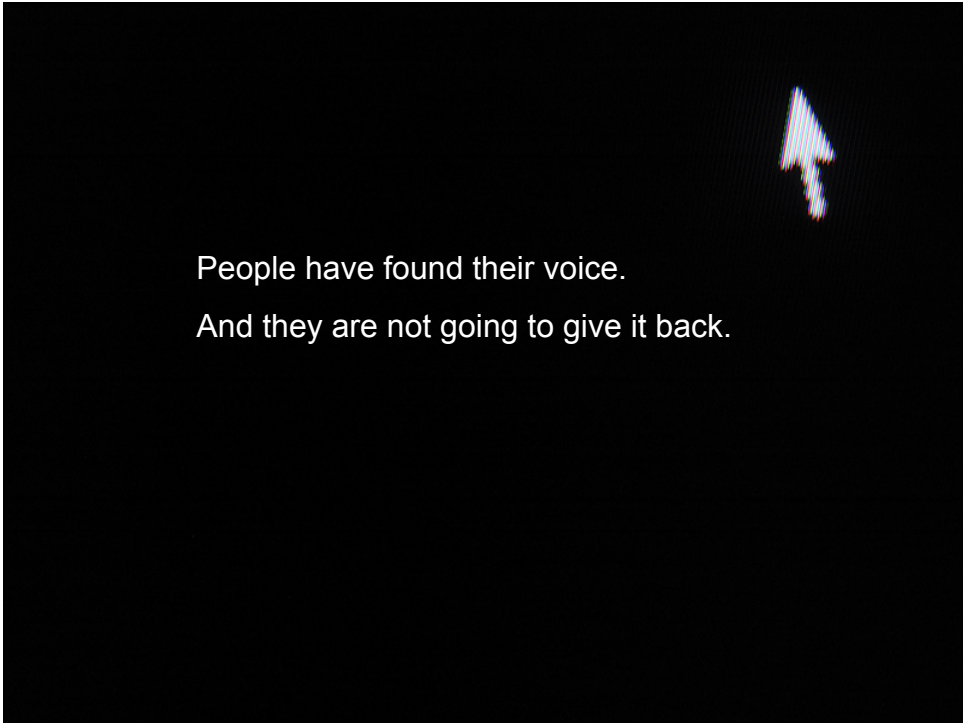


The number of text messages sent and received every day **exceeds** the population of the Earth.

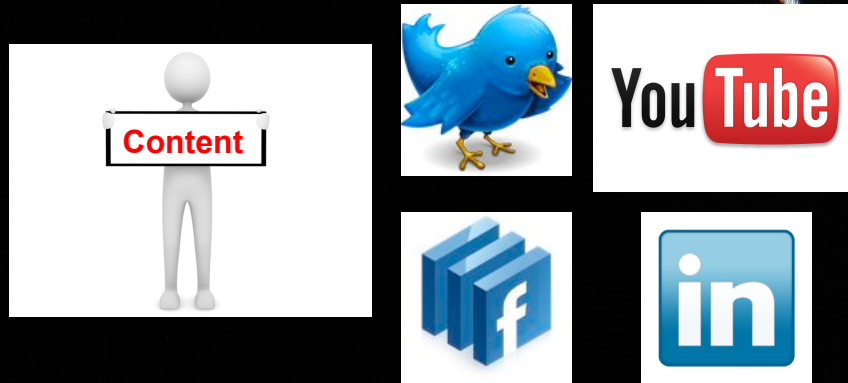


57% of adults are texting on a regular basis.

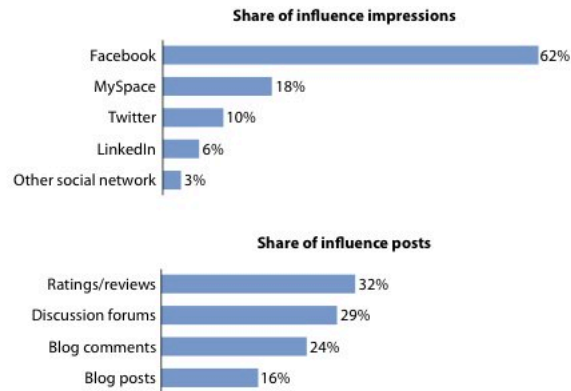
A screenshot of a Google search results page for the query "cat blogs". The search bar at the top shows "cat blogs" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, the text "Web" is on the left and "Results 1 - 10 of about 20,500,000 for cat blogs. (0.13 seconds)" is on the right. A circle is drawn around the number "20,500,000". The search results list several links related to cat blogs, including "Blogs by Cat Lovers - WebLogs about Cats", "10 Popular Cat Blogs : Pets : Life : Blogs.com", "BloggngCat.com - I'm a Cat and I Blog", "Cat Lady", "Cats With Blogs - Cat Blogs - Cat Blog Directory", "Chat About Cats - Web blog dedicated to kittens and cats.", and "Skeezix's Cat Blog Help Center".



# The content equation



**Figure 3** Where People Share Influence Online



Base: 10,044 US online adults

Source: North American Technographics® Empowerment Online Survey, Q4 2009 (US)

56766

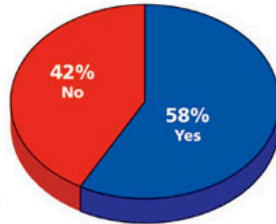
Source: Forrester Research, Inc.

**Exhibit 8**

Another indication of compliance concern: Four out of ten banks avoid discussing specific products and services in their social media efforts.

**Exhibit 8**

**Does your bank discuss specific products and services in any of your new media/social media outreach efforts?**



Source: ABA BJ Survey



facebook 1 1 Search Home Profile Unfriends 1 Account ▾

### Missouri Bank

Wall Info Photos Boxes Events Notes >

Write something... Attach:  Share

**Missouri Bank** is excited about the Pace for the Place benefitting The Children's Place this Saturday!

Be sure to check your bags when you pick up your t-shirt and participation packets – 20 lucky winners will receive gift cards to use at their favorite Brookside stores!

If you still want to RSVP, please do so at [www.mobank.com/rsvp](http://www.mobank.com/rsvp) ... See More

**Pace for the Place**  
[www.mobank.com](http://www.mobank.com)  
 Start Time: 8:30 a.m. Date: Saturday, April 17th Location: mobank - Brookside  
 location Questions: amandam@mobank.com Cost: \$25 per adult

April 15 at 2:25pm · Comment · Like · Share

2 people like this.

Write a comment...

**Shali Wade** Thank you for your consistently superb customer service!  
 April 7 at 10:20am · Comment · Like · Report

Nisso Larden likes this.

**Missouri Bank** Thank you for being such a great customer!  
 April 15 at 2:19pm · Report

458 People Like This

Chat

facebook 1 1 Search Home Profile Unfriends 1 Account ▾

### Paducah Bank

Wall Info Locations Photos Video Events

**Paducah Bank** Paducah Bank's ice cream truck visits another school tomorrow – this time Concord Elementary School!  
 about an hour ago

View all 4 comments

**Joe Webb** I am a proud Alumni of Concord, uh like 34 years ago, it rocked then too.  
 about an hour ago · Report

**Sherry Martin** YEA for Concord!!  
 about an hour ago · Report

**Paducah Bank** Susan Guess presenting our 3rd Place winner with a \$100 Visa gift card!

2 hours ago · Share

3 people like this.

**David Gilbert** Toy WOW!!!  
 2 hours ago · Report

**Paducah Bank** Our 2nd Place winner receiving his iPod Touch!

3,220 People Like This

Chat

**Paducah Bank**

A message from Joe Framptom. [HD]  
Length: 0:24

April 19 at 9:11pm · Share

34 people like this.

View all 6 comments

**Katherine Flowers** I chose Paducah Bank some years ago because the bank I was using at that time did not have advantages for senior citizens that Paducah Bank does.  
April 20 at 10:40am · Report

**Signe Renee Clayton** Paducah Bank is awesome!  
April 20 at 8:37pm · Report

**Paducah Bank** Friday night is the deadline for the iPad Giveaway! How are the videos coming?  
April 19 at 1:44pm

**Michelle McKirchy** Lights, Camera, Action..... CUT - take 48.....  
April 19 at 1:52pm · Report

**Mikey Molly** French kissing involves all 34 muscles in the face. We woof you!  
April 19 at 4:11pm · Report

**Sherry Martin** Just wanted to tell you how much I like your new commercials. They are so professional yet so personable also. And the music.....love it!!! Great Job, Paducah Bank....you're the best!!  
April 14 at 11:01pm · Report

Tom Maher likes this.

**Sharla Bratton McGee** Sherry I totally agree with you!  
April 15 at 7:27am · Report

facebook Home Profile Friends Inbox Drew McLellan Settings Logout

**1st Mariner Bank** Our big 1st Mariner Company Picnic is tomorrow. Check back here next week for photos. on Friday

Wall Info Photos Boxes Events Video

Write something... Attach: Share

Filters

**1st Mariner Bank** If you want to know more about our First Access Checking Account, click this link: [www.1stMarinerBank.com/firstaccess](http://www.1stMarinerBank.com/firstaccess)

**First Access Checking > First Access Checking**  
Source: [www.1stMarinerBank.com](http://www.1stMarinerBank.com)  
\* Other banks may charge ATM surcharge fees\*\* Customer must call to receive the overdraft refund\*\*\* On the next account cycle date following the date a First Access Checking account holder reaches age 26, his/her account will automatically convert to a 1st Mariner Absolutely Free Checking Account  
Yesterday at 11:11am · Comment · Like · Share

**1st Mariner Bank** Check out our new First Access Visa Card.

Yesterday at 11:10am · Comment · Like · Share

**Pete Hajewski** Brenda Trusty helped me open a business checking account in the tower today. She's awesome. Thanks Brenda!

October 2 at 4:45pm · Comment · Like · Report

**1st MARINER BANK**  
We Built This Bank For You.

Suggest to Friends  
Add to my Page's Favorites  
Subscribe via SMS

Service oriented, local bank headquartered in Baltimore, MD and proud of it.

**Information**  
Location:  
1501 South Clinton Street  
Baltimore, MD, 21224  
Phone:  
1-888-561-BANK (2265)

**Fans**  
6 of 735 fans See All

Susan Shaffer Guess  
Abigail Williams  
Nashaly Aponte

**BOLD CLONET Cleaning Company**

facebook 1 2 Search Home Profile Unfriends 1 Account



Add to My Page's Favorites  
Suggest to Friends

Arvest Bank is the best choice for people on the go... wherever you might be going.

5,467 People Like This

  
Valarie O'Neill Hayes

  
David Showalter

  
Kirk Johnson

  
Kelly Hillburn Jones

  
Diana Thomas-Arthur

  
Herb N Valerie Willis

Notes

**Arvest Bank** Like

Wall Info Boxes Video Notes Photos

Arvest Bank Visit Arvest's Practical Money Skills website for articles, podcasts and online games designed to teach financial literacy.



Practical Money Skills - Financial Literacy for Everyone  
arvestmoneyskills.com  
Practical Money Skills is an online resource for educators, parents and students focused on financial literacy and education.

Mon at 8:00am · Share

2 people like this.



Go Thunder - Beat LA!  
5 new photos

April 30 at 10:52am · Share

6 people like this.

View all 5 comments

J Michelle Cleary I like this bank...  
April 30 at 11:49am · Report

Julie Pascoe Bartlett Sumrall Open one in Northwest

Chat



A Wells Fargo Company

  
Jay (~JR)

  
Ian (~IM)

**Twitter Hashtags**

#WACHmobile #WACHtips  
#WFCWachovia - Information about the Wells Fargo & Wachovia integration

**Important Reminders**

Never disclose account or other financial information on Twitter.

This page, and links to Wachovia, are presented by Wachovia Bank. Twitter is owned by a third party unaffiliated with Wachovia. We are not responsible for the privacy or security policies or other content of Twitter or other third party sites that may be linked to by Twitter.

© 2009 Wachovia Bank, N.A. All rights reserved.



Home Profile Find People Settings Help Sign out



**Wachovia**

Follow

**@lindseymerwin** Change privacy here: [wachovia.com/foundation/v/index.jsp?vgnextoid=cdb76cd3vgnextfmt=default](http://wachovia.com/foundation/v/index.jsp?vgnextoid=cdb76cd3vgnextfmt=default)  
about 6 hours ago from CoTweet in reply to lindseymerwin

RT @MLThomas13: Followed @KeepingItRich from a tweet today and opened a @wachovia way 2 save acct. Gotta love 5% interest these days! ^JR  
about 9 hours ago from CoTweet

@nikiverse I understand how this feels & want to help. Please follow & DM me. I will connect you with the right person. ^JR  
about 9 hours ago from CoTweet in reply to nikiverse

@MomLovesThis Thanks for tweeting. I apologize for that delay @ the branch. Please tweet back if I can help with any account issues. ^JR  
about 9 hours ago from CoTweet in reply to MomLovesThis

@brentgann Hi Brett. I appreciate your honest feedback &

Name Wachovia  
Location Charlotte, NC  
Web <http://www.wachov...>  
Bio Do you have a question about your Checking, Savings, or Online Banking account? Ask us! We're here to help: M-F, 9-5 EST

4,984 following 5,417 followers

Tweets 981

Favorites

Actions  
block Wachovia

Following


View All...

RSS feed of Wachovia's tweets



1st MARINER twitter  
We Built This Bank For You

Home Profile Find People Settings Help Sign out

Customer Servi  **FMB CustServ**

Hi,  
I'm Matthew Sparl  
1st Mariner Bank's  
Representative or  
is to provide excel  
customer service.  
on Twitter M-T Ba  
11am-8pm or you  
call center using tl  
below. I'm here to  
banking needs.

  
N  
Contact Center Sr  
www.1stMarin  
410-558  
888-561-BAF  
Monday to Friday,  
Saturday, 9am  
Sunday, 10am  
Member FDIC

[Follow](#)

**@Sagesseinc Please let me know if I can help any further or get you a refund if you had to pay.**  
1:59 PM Sep 25th from TweetDeck

**@sagesseinc** I am sorry for any misunderstanding. When leaving the parking lot in less than 30 when you select pay you should not be charged.  
1:54 PM Sep 25th from TweetDeck

where has your 1st Mariner bank crab been? <http://bit.ly/OQy7S> <http://bit.ly/18duVC>  
9:14 AM Aug 7th from TweetDeck

RT @jeancharles 3 reasons to give community banks a closer look: 1) Higher yields 2) Lower loan rates 3) Personal service.  
12:29 PM Jul 14th from TweetDeck

**@Dan\_Doll** In online banking under e statements you can change back to paper statements.  
8:00 AM Jun 2nd from web in profile to Dan\_Doll

Name FMB Customer Service  
Location Baltimore, MD  
Web <http://www.1stMar...>  
Bio Customer Service for 1st Mariner Bank located in Baltimore, MD. I'm here to help you.

27 following 76 followers


Tweets 14

Favorites




Actions  
block FMB CustServ

Following


RSS feed of FMB CustServ's tweets

hee-hawmarketing 

there is no box.

ABOUT

  
Powered by TypePad

BLOGROLL

adfreak  
AdJab  
adliterate  
Adrants - Marketing and Advertising News With Attitude  
Adverb: adman of action

« [A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo: Ep. 2](#) »

December 31, 2006

**HURRICANE KOHL'S!**


UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this [Kohl's](#) right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

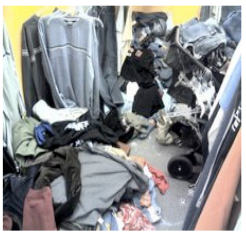



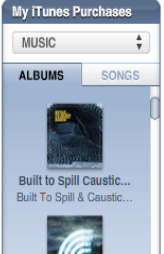
hmm, I hope they have my size!






 [Read more](#)





A Top 25 marketing blog  
served fresh weekly

POWER 150 TOP MARKETING BLOGS


WE SUPPORT WRITERS GUILD OF AMERICA

|   |   |  |
|---|---|--|
| <p>adliterate</p> <p>Adrants - Marketing and Advertising News With Attitude</p> <p>Adverb: adman of action</p> <p>American Copywriter</p> <p>ANA Marketing Maestros</p> <p>Beantalk Talk</p> <p>Beyond Madison Avenue</p> <p>Bizolutionsplus</p> <p>brandflakesforbreakfast</p> <p>Canuckflack</p> <p>ChaosScenario</p> <p>chroma</p> <p>Church of the Customer Blog</p> <p>CK's Blog</p> <p>Community Guy</p> <p>Conversation Agent</p> <p>Copyblogger</p> <p>CrapHammer</p> <p>Creating Passionate Users</p> <p>Creative Think</p> <p>Critical Fluff</p> <p>Drew's The Marketing Minute</p> <p>El Gaffney</p> | <p>hmm, I hope they have my size!</p>  <p>I really like the jeans display. Now that's great salesmanship!</p>  <p>And, maybe a nice sweater to go with those jeans?</p>  |  <p>RECENT POSTS</p> <p>F FX (except IASIP)</p> <p>Tune In Saturdays: Vampire Weekend</p> <p>Blockbuster Video? Nope.</p> <p>The Continuous Digital Divide</p> <p>The Future of Marketing</p> <p>Nonsensical Mathematics</p> <p>Tune In Saturdays: Hey Hey My My</p> <p>Dear Google #2,</p>  |
|---|---|--|

|  |   |  |
|--|---|--|
| <p>hee-hawmarketing </p> <p>there is no box.</p>    |   |  |
| <p>ABOUT</p>  <p>Powered by TypePad</p> <p>BLOGROLL</p> <p>adfreak</p> <p>AdJab</p> <p>adliterate</p> <p>Adrants - Marketing and Advertising News With Attitude</p> <p>Adverb: adman of action</p> <p>American Copywriter</p>   | <p>« <a href="#">The First Time I Wanted to Marry a Phone</a>   <a href="#">Main</a>   <a href="#">Tune In Saturdays: Field Music</a> »</p> <p>January 10, 2007</p> <p><b>Hurricane Kohl's! The Resolution, sort of.</b></p> <p>Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.</p> <p>-VP Public Relations, Kohl's Corp.</p> <p>Hurricane Kohl's!</p> <p>If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family, value and national brands.</p> | <p>A Top 25 marketing blog</p> <p>served fresh weekly</p>  <p>POWER 150 TOP MARKETING BLOGS</p> <p>WE SUPPORT</p>  |


|  |   |  |
|--|---|--|
| <p>Creative Think</p> <p>Critical Fluff</p> <p>Drew's The Marketing Minute</p> <p>El Gaffney</p> <p>exitcreative</p> <p>Experience Curve</p> <p>Experience Manifesto</p> <p>expo86</p> <p>Get Shouty</p> <p>Greg Verdino's Marketing Blog</p> <p>Instigator Blog</p> <p>Jaffe Juice</p> <p>junior planner i am</p> <p>Living Light Bulbs</p> <p>Logic+Emotion</p> <p>Make the logo bigger.</p> <p>Maple Takedown</p> <p>Marketing Hipster</p> <p>Marketing Nirvana -- by Mario Sundar</p> <p>Marketing Profs Daily Fix Blog</p> <p>Masi Guy</p> <p>Media Orchard, by the Idea Grove</p> <p>Mega Huffer</p> | <p>"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.</p> <p>It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!</p> <p>Yes customers can be awful,yes they can mess up the departments,yes it is hard to keep up but the pictures here show a store that gave up or does not care.</p> <p>The comments on this blog are pretty much justified. Remember: Expect Great Things."</p> <p><b>From Former Kohl's Employee in comments:</b></p> <p>"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the ditrict and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."</p> <p><b>From Alejandra in comments:</b></p> <p>"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with biotch and complain about stupid crap and/or do nothing to help."</p> <p><b>From Emily in comments:</b></p> <p>"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers.</p> | <p>Built to Spill! Caustic...<br/>Built To Spill &amp; Caustic...</p>  <p>Hey Hey My My<br/>Hey Hey My My</p> <p>iTunes Make your own</p> <hr/> <p> <b>Ben Yosovitz</b><br/>At work on a Sunday morning. When you're this close to launch, it's C-R-U-N-C-H TIME! 13 minutes ago</p> <p> <b>russell</b><br/>to Bloomsbury for bowling 36 minutes ago</p> <p> <b>Drew McLellan</b><br/>Okay, the pressure is off...I went back a few scenes</p> |
|--|---|--|


Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼


   [Advanced Search](#)  
[Preferences](#)


**Web**

[Kohl's™ Official Site](#)  
[www.kohls.com](http://www.kohls.com) Great Savings and a Wide Selection for Your Family and Home at **Kohl's!**

[Women's Clothing - Apparel & Accessories at Kohls.com](#)   
View women's clothing, apparel and accessories at **Kohls.com** - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...  
[www.kohls.com/kohlsStore/womens.jsp](http://www.kohls.com/kohlsStore/womens.jsp) - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)   
I've got this **Kohl's** right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ...  
[heehawmarketing.typepad.com/hee\\_haw\\_marketing/2006/12/hurricane\\_kohls.html](http://heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html) - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons ...](#)   
**Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping.**  
[www.flamingoworld.com/coupons/Kohls](http://www.flamingoworld.com/coupons/Kohls) - 207k - [Cached](#) - [Similar pages](#)

[Kohl's Coupon Codes - all coupons and promotional codes for kohls.com](#)   
Find and share **Kohl's** coupon codes and promotional codes for great discounts. Get the best **kohls.com** coupon at RetailMeNot.com.  
[www.retailmenot.com/view/kohls.com](http://www.retailmenot.com/view/kohls.com) - 135k - [Cached](#) - [Similar pages](#)

drewmc62@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

**Google Alerts (BETA)**

## Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

**Create a Google Alert**

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

© 2007 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)

[Google Alerts](#)

Google Alert - "drew mcllellan"

From: Google Alerts <googlealerts-noreply@google.com>  
 Date: Saturday, January 5, 2008 5:40 PM  
 To: drew@mcllellanmarketing.com  
 Subject: Google Alert - "drew mcllellan"

**Google Blogs Alert for: "drew mcllellan"**

Ten things you didn't know about Toby & Liz <<http://www.drewsmarketingminute.com/2008/01/ten-things-you.html>>  
 By Drew McLellan  
 So here's how this went. Toby (Marketing Diva) and Liz (Successful Blog) got tagged by Shel Isreal. They decided rather than share 10 secrets about themselves, they'd create 10 things about Shel that Shel didn't know. ...  
 The Marketing Minute - <http://www.drewsmarketingminute.com/> <<http://www.drewsmarketingminute.com/>>

Blogger Social 2008 and the Art of Personalized Outreach [from ... <<http://blogfriends2.i-together.com/track/903744/fromrss>>  
 Organized primarily by marketing bloggers CK and Drew McLellan, the event now has a trailer of sorts, thanks to Mark Goren. The video features images of all the bloggers attending the event, including me. Which brings me back to my ...  
 My Recommendations—John Bell—Blog... - <http://blog-i-together.com/> <<http://blog-i-together.com/>>

Services <<http://piotri.wordpress.com/2008/01/05/services/>>  
 By Piotr J  
**Drew McLellan**, Top Dog at McLellan Marketing Group, reiterates the importance of service in this experiential economy we live in. In a market oversaturated in goods in almost every industry, the experience of a relationship with a brand ...  
 Piotr Jakubowski: Thoughts from... - <http://piotri.wordpress.com> <<http://piotri.wordpress.com>>

---

This once a day Google Alert is brought to you by Google.

Remove <<http://www.google.com/alerts/remove?si=EAAAACqWJXXGDdihJDkvGkFKq&hi=en>> this alert.  
 Create <<http://www.google.com/alerts?hi=en>> another alert.  
 Manage <<http://www.google.com/alerts/manage?hi=en>> your alerts.



Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



[- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! ->](#)

### Service: It's Not "Geek" to Me

I bought a laptop from [Best Buy](#) along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the [Geek Squad](#) (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said they were. He was wrong. The card slot appears not to have been touched and

### The Geek Squad

I returned to the Geek Squad (It's an hour drive one way) and explained the

#### ABOUT TOM

[Tom Vander Well](#)

[Book Tom to Speak](#)

[Email Me](#)



SUBSCRIBE TO FEED



[Understanding Feeds/RSS](#)

Or Get the Feed via email.

Enter your email address:



Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



[- 5 Commonly Missed Courtesies | Main | Tag - You're it!! -](#)

### The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of [posts](#) about my experience with [The Geek Squad](#) at Best Buy. [Robert Stephens](#) and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.



A few days after my repaired laptop had been promptly returned from [Geek City](#), I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad tshotckes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

#### ABOUT TOM

[Tom Vander Well](#)

[Book Tom to Speak](#)

[Email Me](#)



SUBSCRIBE TO FEED



[Understanding Feeds/RSS](#)

Or Get the Feed via email.

Enter your email address:

They're not going back into the cage



Your listening tools



Let's listen



Ready or not... here it comes!



In 1983, the first commercial wireless call was placed with a Motorola DynaTac.

It cost \$3,995, weighed over 2.5 pounds, and was 10 inches tall (before the antenna).



[http://en.wikipedia.org/wiki/Motorola\\_DynaTAC](http://en.wikipedia.org/wiki/Motorola_DynaTAC)

**We've come a long way!**





**Are we typical?**



**Mobile phone?**



**87% of Americans do.**

Federal Reserve study 2012

## Smart phone?



**44% of Americans do.**

Federal Reserve study 2012

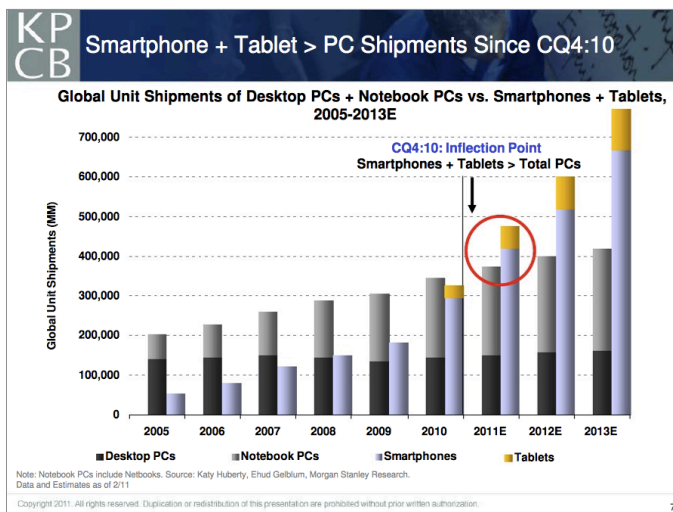
## Accessed the web with your smart phone this week?



**84% of smart phone owners did.**

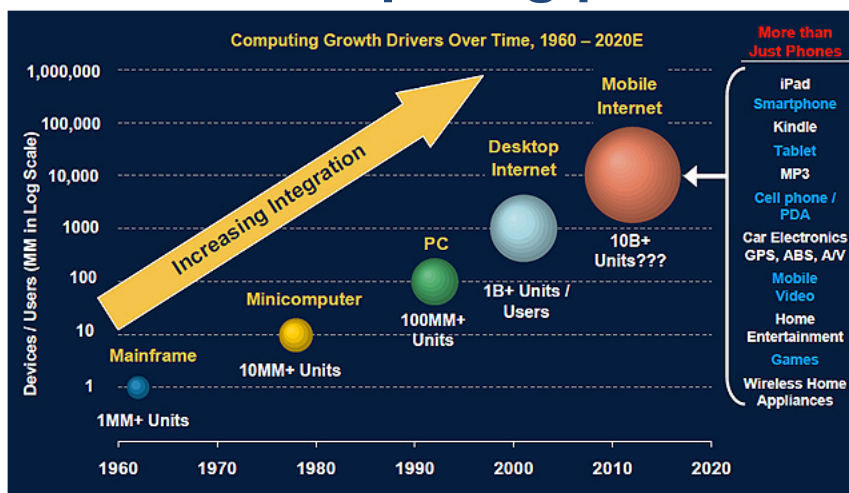
Federal Reserve study 2012

## In 2011, more smart phones and tablets were sold than PCs



<http://www.scribd.com/fullscreen/48586092>

## Faster growth than any other computing platform



<http://mashable.com/2010/04/13/mobile-web-stats/>

**Consumers are  
being taught that  
their phone is \$.**



## **Your customers' reality**

**I am offered choices.**

**I am able to access information 24/7.**

**Convenience and time are my currencies of choice.**

**My loyalty is slow to take seed, easy to uproot.**

**I am in control.**

**It's all about us.**

**What does that mean for banks?**

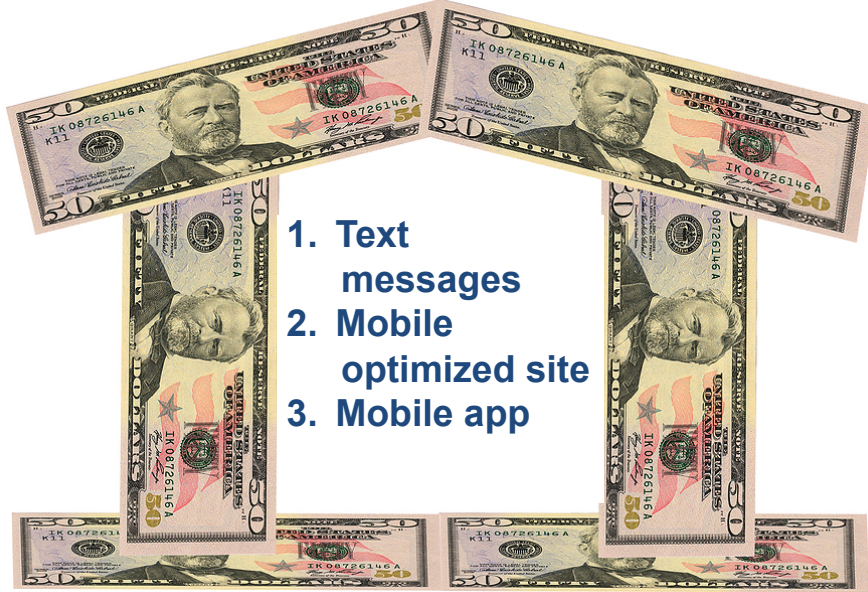


**I can do anything I need to do from my phone**

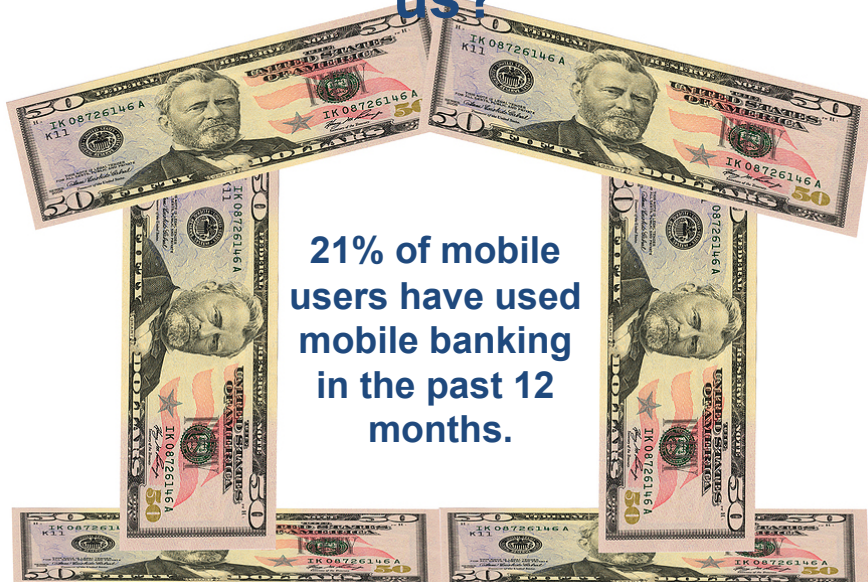


**...including my banking**

# What is mobile banking?



# What does that mean for us?



Federal Reserve study 2012

## What does that mean for us?



Federal Reserve study 2012

## Who is using it?

**Table 4. Use of mobile banking in the past 12 months by income group**

Percent, except as noted

| Income group         | Yes  | No   | Total |
|----------------------|------|------|-------|
| Less than \$25,000   | 12.8 | 19.9 | 18.4  |
| \$25,000–\$39,999    | 19   | 16.6 | 17.1  |
| \$40,000–\$74,999    | 27.5 | 26.5 | 26.7  |
| \$75,000–\$99,999    | 12.9 | 14   | 13.8  |
| \$100,000 or greater | 27.9 | 22.9 | 24    |

Federal Reserve study 2012

## Who is using it?

**Table 5. Use of mobile banking in the past 12 months by education group**

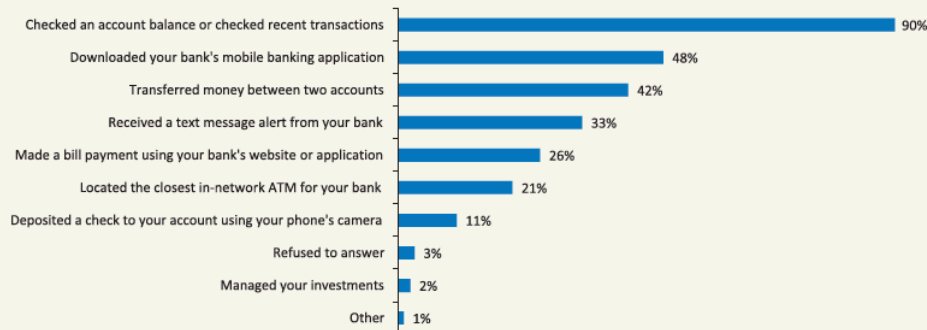
Percent, except as noted

| Education (categorical)     | Yes  | No   | Total |
|-----------------------------|------|------|-------|
| Less than high school       | 5.5  | 12.1 | 10.7  |
| High school                 | 21.5 | 31.8 | 29.6  |
| Some college                | 39   | 27.4 | 29.8  |
| Bachelor's degree or higher | 34   | 28.8 | 29.9  |

Federal Reserve study 2012

## Most common uses?

**Figure 2. Using your mobile phone, have you done any of the following in the past 12 months?**



Federal Reserve study 2012



## Adoption rates



[http://www.netbanker.com/online\\_banking\\_report/](http://www.netbanker.com/online_banking_report/)

## Adoption rates

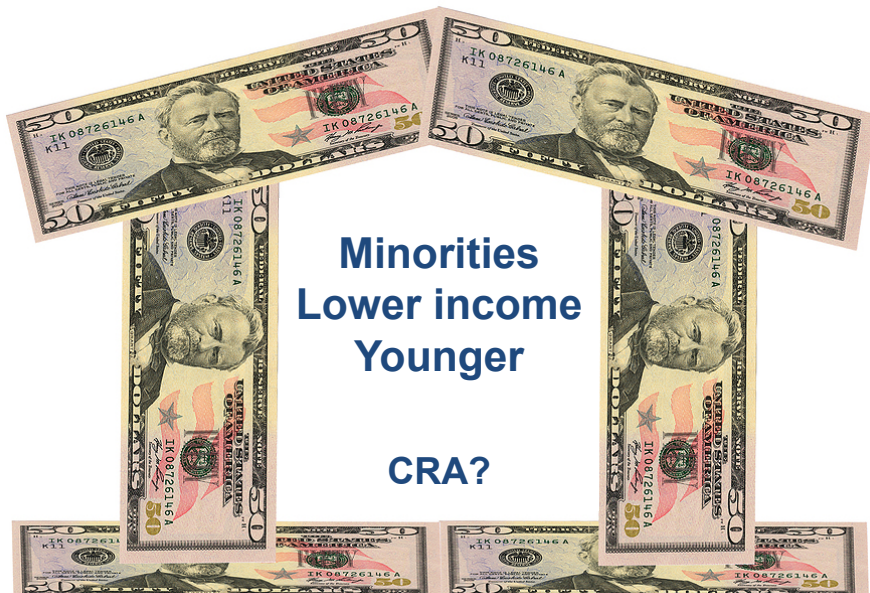


# Surprising possibilities



Federal Reserve study 2012

# Surprising possibilities



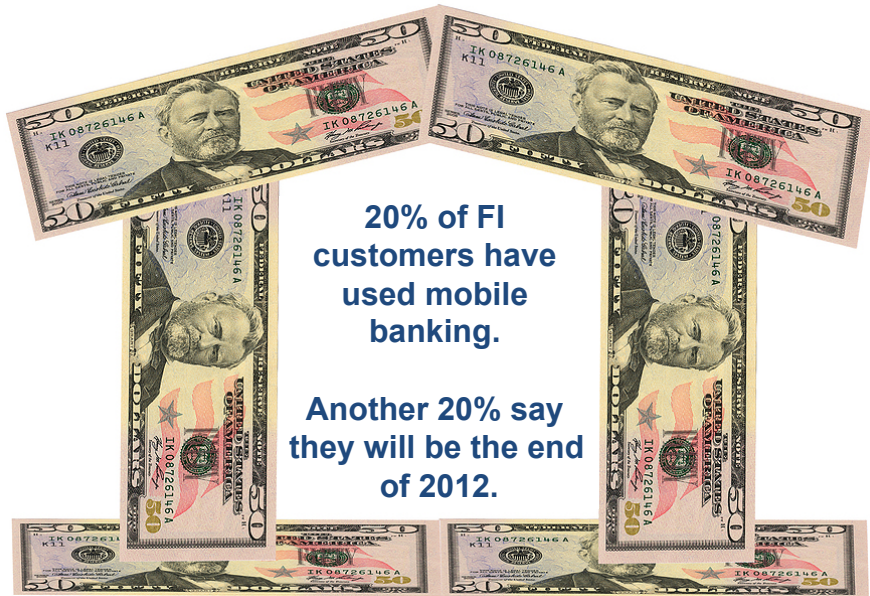
Federal Reserve study 2012

# New revenue?



Federal Reserve study 2012

# Today's customer



## Today's customer



Almost 60% of large-bank customers in a recent survey said the availability of mobile services was a reason they had switched financial institutions.

Federal Reserve study 2012

## Around the corner



By 2015, 50% of all financial institution customers will be mobile banking customers.

Yours?





**What should you do today?**



**There's no going back**



**But this  
customer  
sticks!**



**Remember to drip a little every day**





**You'll tire of it long  
before they do**



**Marketing is a marathon, not a sprint**



Drew's *marketing* minute

Create a love affair with your customer. 

[www.DrewsMarketingMinute.com/iba12](http://www.DrewsMarketingMinute.com/iba12)

---

**Alabama Bankers**

[Edit](#)  
Wednesday's presentation on creating love affairs with your customers:  
[Download presentation here](#)

Wednesday's presentation on marketing mistakes:  
[Download presentation here](#)

**Link to Social Media Policy Examples:**  
[Click to view here](#)

**General Resources:**  
[Free reports, fact sheets, etc.](#)  
[Marketing Lessons from Walt](#)

---

**EMAIL & RSS SUBSCRIPTION**

To subscribe via email, enter your email:  
 [Subscribe](#)  
Delivered by [FeedBurner](#)

To get the RSS feed, click the button below:  
 [What is RSS?](#)

 9034 readers  
BY FEEDBURNER

---

**CONNECT WITH DREW**

[t](#) [f](#) [ff](#) [in](#)

---

**DOWNLOAD DREW'S APP**

**DOWNLOAD DREW'S IPHONE/DROID APP AND CARRY A LITTLE DREW IN YOUR POCKET!**  
Enjoy exclusive podcasts, Marketing Minute and personal blog posts, tweets, and more.



**McLELLAN MARKETING GROUP**

*Where strategy and passion collide* 

515-251-8400  
drew@mclellanmarketing.com

Copyright 2012. McLellan Marketing Group. All Rights Reserved.