



Companies are from Mars,
Customers are from Venus.



Alan Moore

□ *Engagement Marketing—harnessing the marketing potential of digitally connected communities.* □

How businesses and brands can communicate more effectively and directly with their multiple audiences through social networking, mass collaboration and participatory media. Engagement Marketing—enticing the community to interact with the brand through compelling content as the power of big brands and ‘interruptive’ advertising declines.

Author, *Communities Dominate Brands*

Nobody is as clever as everybody in the world of Generation ‘C’.



Ahead of the Curve

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Highlights

Alan Moore is the recognized authority on how to harness the marketing potential of digitally connected communities and the originator of the term **Engagement Marketing**.

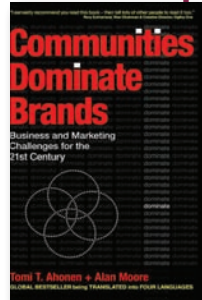
Alan is the author of *Communities Dominate Brands: Business and marketing challenges for the 21st century*. In this extraordinary book, he describes

how digitally connected communities are emerging as a force to counterbalance the power of big brands and ‘interruptive’ advertising, and

how businesses can—and must—interact with these communities through ‘engagement marketing’—enticing the community to interact with the brand through compelling content.

Alan has sixteen years experience as a creative brand strategist, representing global brands at leading international marketing agencies. He has worked on global integrated communication projects for The Coca Cola Company, Hennes & Mauritz, Saab, Chrysalis Television, and TV2 Norway, to name a few.

He is the founder and CEO of SMLXL (Small Medium large XtraLarge).



Engagement Marketing

Engagement is about connecting large or small communities to an idea/task/goal/passion that they want to be part of and that they want to share with their friends, driven by a commercial or social agenda.

A new generation of consumer is emerging that Alan Moore calls Generation-C (for Community). Always in contact with friends and colleagues, they trust their community more than they do your branded messages.

Companies that want to succeed with these customers must engage with them on their own terms. Alan Moore knows how these communities work, what they want, and how to engage with them successfully.

In his book and his presentations, Alan discusses the various forms these communities take and how to build passionate brand advocates by harnessing this community power. The key is to create compelling branded content—assets or services that are unique to that brand, that engage the audience intellectually or emotionally through multiple media channels to deliver enhanced customer value, either as experience or as something that can be described as broadly enabling.



In five years’ time, all the current superbrands will be using engagement marketing; they will wonder why interruptive marketing ever existed.

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