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# Experiences: The 7th Era Of Marketing



## Synopsis

There is a new era of marketing upon us. The time of reach, frequency, and campaign-oriented approaches is over. And if businesses don't evolve into this new era, they may find themselves on the wrong side of history. World-renowned marketing experts Robert Rose and Carla Johnson have teamed up and synthesized 5 years of research with global brands into a set of "better practices" that weave together both the "why" and the "how" of navigating this new landscape. By placing strategy before structure, Robert and Carla illustrate WHY the idea of Content Creation Management will be a core discipline within tomorrow's marketing strategy and HOW content-driven experiences can be created, managed, scaled, promoted, and measured in today's business. If the goal for businesses is to become more like media companies, this book is the roadmap to get there.

## Book Information

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## Customer Reviews

Unlike the first two reviewers, I don't know the authors. I just stumbled upon this book while looking for a "what's new in Marketing" read to keep my professional knowledge up to date. After reading this book, I want to be their best friend! Experiences takes a quick look at where Marketing has been, but the authors spend the majority of the book looking toward the future. The future looks exciting, and I'm completely on board. It's time to move beyond products and into a space where we are delivering value to the customers. This book spells out the why, how and what in an easy, logical way. The authors also provide real world and hypothetical examples to demonstrate how it all

comes together. It just makes sense! I believe this book should become a staple of every company's library. As a Marketing professional, it will be one of mine for many years to come.

In a lifetime we are given a few rare chances to see the future and adjust to it years ahead of our peers. Carla and Robert offer this rare glimpse of the future relationship between brands and their ardent representatives. I believe this book is as significant to the world as the Nestle Toll House's™ cookie recipe is to the kitchen.

Length: 4:44 Mins

I finished reading Carla Johnson and Robert Rose's *Experiences: The 7th Era of Marketing* and immediately started to consider what it meant to the future of all marketing. While much of this book focuses on leveraging the transition from the Relationship Era to the Experiences Era by leveraging content I think this book signals a much bigger moment in the world of marketing. Carla and Robert have done a great job of breaking down the process of content creation management to fit this new era. If you're a CMO, a brand strategist, and agency executive of a college student studying marketing this book is for you. *Experiences: The 7th Era of Marketing* is the start of something big. It's one of those books that you know is ahead of its time. By the way, I do know Robert Rose and Carla Johnson and they've graciously included me in their acknowledgements.

I ordered the book when it was first released, earlier this year. But I didn't get past the first chapter. It was too radically different for me. It just didn't fit my current paradigm, even though I'm fully immersed in content marketing. But as I've evolved my own thinking about the meaning of marketing and value, and how marketing IS about creating meaningful and valuable experiences for consumers, I decided to try to read the book again. And I've got to say, I think *Experiences: The 7th Era of Marketing*, is the most important book of the decade. It represents the radical mind-shift not only marketers, but CEOs and business strategists need to make. In fact, my take on the topic is that content is not just a marketing activity - content is essentially your other product! Experience marketing - and especially content as an experience - is the way companies need to evolve if they want to stay relevant in today's world, and this book provides the whys and the how tos for companies wanting to make the transition. Thanks Robert and Carla for this wonderful book!

Anyone interested in content marketing has to read this book. The big idea at the middle of it is that

the way people buy has changed, and especially in the last few years... And as a result, the way we market to people also has to change. The authors' ability to switch between their big-picture analysis of marketing now and the nitty gritty of how you can implement their ideas in day-to-day business is what sets this book apart from many in the category.

DISCLAIMER: Robert and I co-host a podcast (This Old Marketing) together, and I've worked with him closely since 2008. I've had the opportunity to watch this book unfold in dozens of workshops we've presented to enterprise companies over the years. I firmly believe that this book is groundbreaking...that there IS a new era in marketing upon us. Today, all brands have an opportunity to build long-term relationships with customers by developing content "experiences" to drive sales and loyalty. This book is a best fit for marketers and public relations professionals trying to make the switch to the new model of marketing, which we are seeing unfold before our eyes. And while companies like Red Bull and Coca-Cola are in the process of doing this, this transformation is exceedingly difficult for most organizations. Experiences (the book) provides a tested roadmap for those marketers searching for what's next...but not by creating more content, but by developing a strategy that makes sense for both the brand and the customer (audience). The book may also be most helpful for sales-driven companies where marketing has been relegated to a service department for sales.

Robert Rose and Carla Johnson are two of the most recognized experts in the world on content marketing. Robert also trains students in hands-on content marketing workshops, so you know they know their stuff -- and this book reflects that. What is the future of content marketing? The answer is here. One of the biggest components of transforming your business with content marketing is having a strategy. The authors not only recognize how important it is for businesses today to embrace content in order to attract, engage, and delight customers using content marketing, but they explain every step of the process from planning to sharing to getting others to embrace your efforts. This book will help you build an effective strategy from the ground up. If you're serious about doing content marketing for your business, you can use this book as your guide and you won't miss a thing. Disclosure: I was given a copy of this book by the author, but my opinions here are sincere and I stand by them!

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