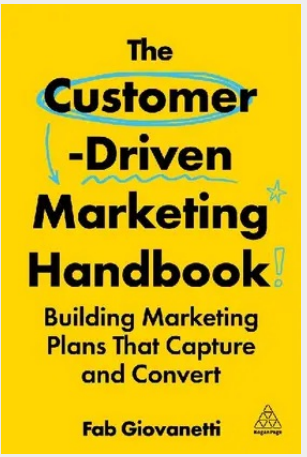
Giovanetti

The Customer-Driven Marketing Handbook

Building Marketing Plans That Capture and Convert



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Looking to create marketing plans that truly connect with your customers?

The Customer-Driven Marketing Handbook by **Fab Giovanetti** is your guide to building effective marketing strategies that focus on real customer relationships. Designed for early to mid-career professionals, this book breaks down marketing essentials into clear, manageable steps. It helps you understand what works for your brand and shows you how to refresh your plans to keep pace with a fast-changing marketing world, using real-world examples from Gymshark, Headspace and Notion.

You'll learn how to: - Build marketing strategies based on genuine customer connections - Understand key concepts like loyalty, advocacy and consumer psychology - Know your essentials for creating adaptable, purpose-driven marketing plans - Develop clear metrics to measure your marketing success and growth

This practical guide will boost your confidence and skills, helping you create marketing plans that win hearts and deliver results.

Themes include: *Customer-focused marketing, Relationship building, Beginner-friendly frameworks, Real-world examples, Measuring success*

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