

H Y P H E N™

AREAS OF EXPERTISE

This document retraces some of the recommendations and strategic solutions developed for our clients. Each area of recommendation is associated to specific and actionable applications and solutions.

Visit www.hyphencorp.com for more information on our other recommendation areas and available applications.

Focus 1: Engage the audience

An effective strategy to drive loyalty and recency is to give users more ways to decide what they want and when.

● Permission marketing and profile-based strategies

Latest studies and market opportunities in the field of permission marketing. Provide a profiling strategy that allows the company to learn more about its existing and potential clients.

● Personalization and relevance

Support loyalty via engagement and personalization. Drive interest thanks to a structured membership and role-playing strategy (already defined by Hyphen in the past for other luxury brands).

● Invitations and network growth

How network-focused strategies and personal invitations can drive user engagement. Direct: solutions focused on user-to-user interaction (e.g. share personal recommendations). Indirect: solutions focused on platform-to-user interaction (e.g. “[brand] recommends this venue”).

● Email marketing strategy

Maximize the impact of existing email strategies with permission marketing and profile-based solutions. Build and automatically send emails based on client profiles and registrations.

Focus 2: Support acquisition and loyalty

As clients / users become more engaged, it is key to activate marketing and business strategies designed to support loyalty.

● The Web-as-a-service

By providing continuous and tangible value to its audience, the brand supports its ability to offer customers and prospects a service outside of its stores or beyond its offline initiatives. The result is an increased loyalty and interest towards the brand.

● Network-driven audience growth

Client / membership segmentation strategy. Structured access rights to content, people and places. Invitation systems (by [the brand] and / or existing clients).

● Online - offline integration

Clients / users are most interested in solutions and online experiences that support and enhance their day-to-day life. Access to people, places and products locally are one of the key drivers for a stronger relationship between the brand and its customers.

● Meritocracy and loyalty

Internal (platform-based) point systems and algorithms. Strategy of identification of levels of activity, involvement (on and offline) and status in the system. Leverage personal recognition (e.g. "maven" status) into marketing strategies.

● Creative direction and usability

Provide specific directions to improve loyalty and engagement with simple and relevant interface design adjustments. Provide input on in-site communications, email communication strategy and brand integration.

Focus 3: Operations

Your company can leverage permission marketing and profile-based strategies to access more reliable and relevant consumer data, support its CRM locally and manage more effective marketing initiatives.

● Integration and consolidation

Utilize profile-based strategy to centralize, consolidate and leverage your company's online communication channels: corporate site, social network presence, blogs, forums.

● Local + global / offline + online integration.

Strategies and solutions designed to allow brands to better integrate their offline initiatives via the internet: guest list creation, automatized list management and RSVP...

● Advanced profile-based CRM and email strategies

Maximize the impact and loyalty of existing email initiatives by focusing on solutions that support relevance, personalization and localization. Provide insights on effective solutions to increase value ad for advertising integration.

● In-store and online sales integration

Drive sales and consumer engagement on products via advanced recommendation strategies, in-store event management, online + offline loyalty cards and programs.

● Research and consumer behavior

Client profiling. Behavior analysis. Online and offline habits. Taste and interests data gathering. Local market growth potential. Cultural data mining - local client behaviors.