

# THE L.U.V. FRAMEWORK FOR CONTEXTUAL MARKETING



Marketing to today's entitled consumers requires a different approach. Learn the **3-step LUV framework** to meet their lofty expectations and deliver value with every message.



## Listen

Observe, show them you care



- 1 Don't assume you know how your customer wants to hear from you— collect as much customer data as you can into your universal customer profile
- 2 With their preferred channels in mind, consider the value (if any) that adding new channels would give to your customer
- 3 Make it easy for customers to engage and for you to listen - make all your CTAs positive, intuitive, and relevant in the moment

## Understand

Know about me, speak my language, use empathy



- 1 Look at behavioral and situational data to determine when someone might be ready to convert
- 2 Understand your customers' media preferences and shopping habits
- 3 Test your messages to see if they resonate with a sampling of core customers

## Value

Add value to my life, educate me, be helpful



- 1 Send only relevant product suggestions to reduce the time a customer spends searching or evaluating offers
- 2 Answer your customers' questions before they even know they have them
- 3 Ask yourself what problem you can solve for consumers