



## The IIMP's critical role in serving the global community

By: Nisar Butt, MBA, DBA Scholar  
President/CEO, IIMP



### MARKETING WORLD REVIEW

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It all began with seeing a large number of marketing practitioners being failed in the real world when it came to applying the knowledge that they had gained even from the world's most reputable business schools. A group of management and marketing professionals embarked on this challenge and started researching in pursuit of learning about the facts that contributed to these results.

Consequently, in the light of tangible evidences and data it was strongly established that even though there adequate theories and principles are in place to

educate marketing students but when they face the real world and in quest of applying these principles to practice, majority of marketing strategies become malfunction.

Furthermore, it was observed that even though there were marketing related professional organizations existed at that time but their focus was on networking and publishing but not on educating marketers in order to prepare them to face practical challenges in the marketplace.

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## The New Consumer Journey

Editorial by Sandra Pedro, CMMP



Consumers' behaviours were transformed over the last decades with increasing access to information, products and services. The traditional funnel fails to capture well-informed consumers. Marketers need a more systematic way to satisfy customers' demands, manage loyalty and word-of-month.

In 2009, McKinsey developed [The New Consumer Journey](#) model. The decision-making process is described as a circular journey with four phases: trigger; active evaluation (or process of researching potential purchases); closure (purchase process) and post-purchase (when consumers experience brands). According to McKinsey's research, consumers start with a number of potential brands in mind when seeking information. Brand awareness in the early stages does matter, but brands can use active-evaluation with valuable and useful information to capture

consumer attention and interrupt the decision-making process from the competition.

Consumer-driven marketing is increasingly important as consumers seize control of the decision-making process by actively searching for information that will help them to make a better final purchasing decision. Marketers have to enhance their direct communication with consumers through touch points, such as word-of-month, online information and post-purchase experiences. The latter is another crucial touch point for building consumer loyalty because it shapes the opinion for every decision made in the future. The journey is ongoing. If consumers have a good experience in the sales and post-sales phases, they will turn into active loyalists, recommending the product or service to friends and family.

Mobile devices and digital technology have given consumers unprecedented power to express their opinion (good and bad), compare prices and find the best deals. Brands have invested in new technologies and capabilities for greater influence over how

consumers make purchasing decisions. However, in recent years, [new insights](#) have shown that brands are not only reacting to consumers, but also actively shaping those decision making journeys. By doing so, McKinsey has found out that companies that compress the two phases – trigger and evaluation – assert competitive advantage by accelerating the loyalty journey. A company's ability to deliver value relies on four capabilities: process automation, personalized experiences through collected information on past interactions or from external sources, such as contextual interaction when customers feel that they are part of whole process and extend the interaction to new services and brands that she or he might appreciate.

What will be the next big thing in marketing? Augmented reality is strengthening its realm and new technologies are opening new business and marketing opportunities. IIMP® would like to hear from you. Please send us your comments on our social networks.

## Le Nouveau Parcours du Consommateur

*Les comportements des consommateurs ont changé au cours de ces dernières décennies, avec l'augmentation de l'accès à l'information et aux produits et services. Les moyens traditionnels ne parviennent plus à capturer les consommateurs bien informés. Les marketeurs ont besoin d'un moyen plus systématique pour satisfaire les demandes des consommateurs, de gérer la loyauté et le "bouche à oreilles".*

*En 2009, McKinsey a développé "[The New Consumer Journey](#)". Le processus de prise*

*de décision est décrit comme un parcours circulaire avec quatre phases : déclenchement, évaluation active (ou processus de recherche des achats potentiels), fermeture (processus d'achat) et post-achat (lorsque les consommateurs évaluent la marque). Selon les recherches de McKinsey, lorsque les consommateurs cherchent à obtenir des informations, ils commencent par un certain nombre de marques potentielles. La notoriété de la marque importe peu dans les premières étapes. Toutefois, les marques peuvent réaliser une évaluation*

*active d'informations utiles pour attirer l'attention des consommateurs et interrompre le processus de prise de décision en dehors de la concurrence.*

*Le marketing axé sur le consommateur est de plus en plus important car les consommateurs prennent le contrôle du processus de prise de décision en recherchant activement des informations qui les aideront à prendre une meilleure décision d'achat finale.*

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## Success Story of a CMMP Designation Holder

**Mohammed Jihad Al-Shaikh Ali, PMP, EMBA, CMMP (Executive)**  
Chief Business Officer at Murabaha Finance, Riyadh, Saudi Arabia

Recently, I have completed one of the best professional educational programs, one that I was considering a lot about before joining , the IIMP. The Certified Marketing Management Professional (CMMP) program has really advanced my knowledge in the following areas of marketing:

1. How to Design and lead research (focusing on consumer behavior), with an in-depth analysis for all business purposes.
2. Communication is one of the things that I was dreaming to get the knowledge of and it was part of my job and I did.
3. It helped me to improve my skills in Strategic marketing fundamentals diagnosis and other things like:
  - Brand creation, Development and Sustaining.
  - Brand building based on the market and consumer understanding.
  - Marketing strategy development and execution.



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**What makes the IIMP different than other similar professional bodies and ability to offer needed services?**

Keeping the demand of robust and profound educational system that would consist of pertinent contents, real case studies and practical viability to be able to address the present shortcomings and overcome these with proven results. Resultantly, the enhancement of marketing practices became the principal objective of the IIMP which shaped up as an extensive project of developing and implementing standard practices known as the Internationally Accepted Marketing Standards (IAMST).

As a result of an exhaustive research, a widespread infrastructure was established consisting of a leading board of governance named Internationally Accepted Marketing Standards Board (IAMSB) by taking highly educated professionals and consultants from G-20 countries in order to reflect contribution from key strategically geographical areas.

Additionally, a multi-national large supporting team of seniors was recruited named the International Advisory Council for the Marketing Profession (IACMP) with representation from 192 countries. In order to further complement the existing structure and additional committee of active marketing practitioners established as the Advisory Council of Marketing Practitioners (ACMP) for contributing practical aspects.

The large internationally rich human capital including the involvement of highly professional team solidified a concrete foundation of the IIMP and provided an edge to fulfil the niche to develop an innovative educational system in order to meet the discovered and upcoming challenges in the practice of marketing and providing workable solutions to clients.

**What is different and effective about the Certified Marketing Management Professional (CMMP) designation as compare to other marketing related certifications offered by educational institutions and professional bodies?**

Currently, the higher educational institutions offer esteemed certifications, diplomas, bachelors' and masters' degrees in the areas of marketing management these are mainly focused on providing fundamental marketing principles, these theories build a strong foundation and roadmap for graduates but simultaneously lack the practical aspect.

Unlike these institutions, the IIMP has established a capable team of high caliber marketing leaders who have guided the framework for developing and implementing a globally recognized marketing designation, Certified Marketing Management Professional (CMMP). The CMMP is a result of profound hard work and dedication of leading authors from all over the world who contributed their expertise and wisdom to the program.

Throughout preparation of the CMMP program the primary focus has been maintained that entails applying principles into practice by connecting the marketing discipline to the practical aspects with a blend of recommended professional competencies. The CMMP has been envisioned to be used as an industry standard and landmark to measure and deliver skills that are internationally known to be useful for building a solid and practical career in the field of marketing.



**What academic and professional background is required for someone to enter the CMMP training program and how long does it take to successfully complete and become a CMMP designation holder?**

The CMMP has been divided into four progressive levels, each requires achievement of different academic background and demonstration of professional skills through work history.

The candidates that meet the minimum academic background qualification are accepted into the program as a CMMP candidate. Ideally, the candidate must have completed a minimum of an undergraduate degree in business with a major concentration in marketing. Additionally, they must demonstrate a minimum of 2 years current or previous experience in the areas of marketing and/or sales management.

Aggregately, it takes two years for a new entrant to successfully complete the CMMP training program and acquire a CMMP designation by coming a member and maintaining professional code of ethics established by the IIMP.

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# MARKETING WORLD

## REVIEW

### Call for Papers for Premier Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine "MarketingWorld Review" to advance marketing professionals' knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its initial issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The initial issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed but pieces concentrating on the "Next Practices in the Era of Connected Marketing" are specifically encouraged.

The deadline for initial **submission to the first issue is July 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before July 30, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to [magazine@theiimp.org](mailto:magazine@theiimp.org).

Asli Kuscu  
Editor-in-Chief  
MarketingWorld Review

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By: Nisar Butt, MBA, DBA Scholar—President/CEO, IIMP

### *What marketing strategy has been adopted to promote the CMMP and what geographic regions are being served?*

In order to reach to 192 countries and serve marketing professionals, a large global marketing and communication team has been formed named "The Global Alliances Committee" that is responsible for the direction and management of development and growth of Alliances and setting IIMP institutes in order to establish Internationally Accepted Marketing Standards and IIMP's marketing designations around the world.

The Committee is in charge of conforming that all IIMP Institutes are in compliance with the procedures and policies stipulated in the by-laws of IIMP. Additionally the Global Alliances Committee maintains relationships with IIMP institutes' local management teams and develop and implement strategies for expanding the IIMP reach world-wide.

The global team provides technical and advisory support to all other relevant committees including: membership development, global alliances, brand management, education management and academic accreditation in the areas of research, planning and program implementation.

The global team is led by the Senior Vice President of Global Alliances; the framework consists of core team that includes 5 vice presidents, each responsible for a different global zone and global team that includes 19 regional directors who are responsible for supervising and monitoring 51 associate regional directors and country managers within their regions. All continents have been divided into nineteen manageable regions in order to reach out to all 192 countries through a local team that is headed by a country manager and supervised by senior advisory members.

### *How the IIMP is monitoring that the CMMP designation holders utilizing the professional training in finding and retaining the relevant career positions?*

The IIMP has established a human resource committee that constantly dedicated in approaching those employers who have been hiring CMMP designation holders. The committee conducts surveys to learn effectiveness of these employees and their professional contribution in the advancing these companies and making the successful in the marketplace.

We are proud to state that amazing results have been found through these surveys, the CMMP professionals are making substantially high contributions as compare to other marketing practitioners who are non-designation holders.

For further info visit: [www.theiimp.org](http://www.theiimp.org)

## Le Nouveau Parcours du Consommateur

Editorial by Sandra Pedro, CMMP

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Le marketing axé sur le consommateur est de plus en plus important car les consommateurs prennent le contrôle du processus de prise de décision en recherchant activement des informations qui les aideront à prendre une meilleure décision d'achat finale. Les marketeurs doivent améliorer leur communication directe avec les consommateurs par le biais de points de contact, tels que le « bouche à oreilles », les informations en ligne et l'expérience post-achat. Celle-ci est cruciale pour la fidélisation des consommateurs, car elle façonne l'opinion de toutes les décisions à prendre dans l'avenir. Le parcours est en cours. Si les consommateurs ont une bonne expérience dans les phases de ventes et après-vente, ils se transformeront en loyalistes actifs, recomman-

dant les produits ou services à leurs amis et famille.

Les appareils mobiles et la technologie numérique ont donné aux consommateurs un pouvoir sans précédent d'exprimer leur opinion (bonne et mauvaise), comparer les prix et trouver les meilleures offres. Les marques ont investi dans les nouvelles technologies et capacités pour une plus grande influence sur la façon dont les consommateurs prennent les décisions d'achat. Pourtant, dans ces dernières années, de nouvelles observations ont montré que les marques ne réagissent pas seulement aux consommateurs, mais aussi à façonner activement ces parcours de prise de décision.

Ainsi, McKinsey a découvert que les entreprises qui compressent les deux phases -

déclenchement et évaluation - assurent un avantage concurrentiel en accélérant le processus de fidélité. La capacité d'une entreprise à offrir une valeur repose sur quatre capacités : l'automatisation des processus, des expériences personnalisées grâce à la collecte d'informations sur les interactions passées ou à partir de sources externes, telles que l'interaction contextuelle lorsque les clients sentent qu'ils font partie du processus entier et étendent l'interaction à de nouveaux services et marques qu'ils pourraient apprécier.

Quelle sera la prochaine grande nouveauté en marketing ? La réalité augmentée prend de l'ampleur et les nouvelles technologies ouvrent de nouvelles opportunités dans le business et le marketing. IIMP® aimerait vous entendre.



# Ways to use Storytelling in your Social Media Marketing

By: Caroline Berryman, CMMP

Building social media campaigns around stories helps brands stand out and get attention from consumers. Brand marketing was once a conversation between the brand and its consumer that was one way only.

In the past, brands very rarely had conversations with their consumers. Today brands are talking with their 'fans' in meaningful dialogues all the time. It is very important to create these types of meaningful experiences for your audience so that your brand gets noticed, it gets talked about and your audience can see the brand as authentic.

Blog posts, Instagram and podcasts are all good ideas, but they are accessible to anyone with internet or a smart phone so they are not innovative anymore. To get noticed in the market today, with all the other competing messages, you have to think beyond this.

## Create an Experience

Duracell has created some great stories through their marketing recently. Their recent campaign is called "Moments of Warmth." Duracell Canada built a bus shelter in Montreal that heated up when commuters touched the sides and held hands. In the middle of a cold winter, moments of warmth are difficult to create and they wanted to see if they could change that. And they did! Commuters smiled while holding hands as warmth poured down from the roof of the shelter.

By creating an experience that promotes an interactive human connection to their product, Duracell Canada is able to tell their brand story in a meaningful way without resorting to a traditional sales pitch.

## Everyone loves a good story

Online storytelling on social media can have a direct impact on purchasing. Everyone loves a good story. That's especially true when it comes to advertising. Campaigns that tell a brand story before asking people to buy something are more effective than ones that focus immediately on increasing sales. Blake Mycoskie, the founder of TOMS shoes asked everyone to go barefoot for a day. One Day Without Shoes is now a yearly campaign dedicated to educating the world about children in developing countries that grow up barefoot and without shoes, putting them at risk of infections and diseases.

In a recent campaign, he encouraged people to use Instagram and take photos of people in bare feet. For every photo of bare feet tagged on Instagram, TOMS gave a new pair of shoes to a child in need. At the end of the campaign, 296,243 photos were tagged and the same number of shoes were donated to children in developing countries.

Clearly TOMS understood how powerful a good story can be. By making their customers a part of the story, TOMS was able to make a much larger difference than if



TOMS had simply donated the shoes without a social media campaign.

## Create online spaces for your customers

Moving away from product branding to becoming lifestyle or consumer value-oriented branding is a natural fit for social media and allows businesses the opportunity to target, develop a brand communication strategy and create online spaces for brand reach and to share stories.

An example of this is Lululemon which has a large and loyal following of devoted customers. They used this to their advantage in their #thesweatlife campaign. Using their Instagram page, they asked customers to Tweet or Instagram pictures of themselves exercising in Lululemon and to include the hashtag #thesweatlife in their posts.

The reason the campaign was so successful was because it was created from the brand's lifestyle of being active.

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## Call for Research Papers

Explore further: [www.theiimp.org/marketing-journal](http://www.theiimp.org/marketing-journal)

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# Ways to use Storytelling in your Social Media Marketing

By: Caroline Berryman, CMMP

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Lululemon managed to get their customers to submit photos that captured their product and the emotional connection they had to the brand.

They created a section on their website specifically to display these images, allowing new and loyal customers to click through. The online gallery also acts as user review of the products, showing what they look like in action.

### Be Local

It is important to recognize this and to help your audience feel more connected. Many small businesses don't have the budget to create a large marketing campaign. In the United States, a dry cleaner called Fashion Touch Dry Cleaners decided

to give something back to the community that they had served for several decades.

They collected and donated hundreds of coats and warm clothes to the local rescue mission. The impact was evident on social media as customers took photos posing with their donations at the store and posted these photos to their social media accounts. Soon it was trending on Twitter and local media were helping to create a buzz.

### Make your brand meaningful

The Dove Choose Beautiful YouTube campaign was focused on giving women the choice to walk through a door that says "average" or a door that says "beautiful." It's an interesting campaign because it ends with all women wishing they had chosen the "beautiful" door like some of their friends. What makes this campaign so good is that it

appeals to the emotions of the target audience. It is relatable and it makes you think, "what door would I have chosen?" After asking these questions you start to think about the importance of real beauty which is Dove's tagline. It got away from advertising the product and advertised something that relates to everyone. Whether you think you're beautiful or not, you fit into one category which makes this ad relevant.

Social media and technology allows us to document our lives at a fast pace. As consumers, we are sharing and creating many new stories every day. As a business, you need to be able to stand out from the crowd by creating content that gets more visibility or a sensational YouTube video. The keys to successful storytelling are to choose a clear message for your audience, select the right platform to share it and always be authentic.



### Join our Team!

IIMP® is looking for Regional Public Relations professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and lets us discover more about marketing in your country. The IIMP's Human Resource team is inviting applications to fill the following volunteer roles:

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- Chair, Human Resources Committee
- Member, Conference and Awards Committee
- Member, Business Strategy Committee

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## VOLUNTEERS NEEDED for Conference Planning

The Conference and Awards Committee at IIMP would like form a new team with a mandate to plan and organize IIMP's first global conference to take place in Canada.



Regardless of your geographical location, you can help by contributing virtually to this vital project.

Please click on the link to view current team members of the Conference and Awards Committee:  
<http://www.theiimp.org/conferences-and-awards-committee/>

If you are interested in becoming a part of this team, we like to hear from you: [hr@theiimp.org](mailto:hr@theiimp.org)