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**Chapter 4
MANAGING MARKETING INFORMATION TO GAIN
CUSTOMER INSIGHTS**

MARKETING STARTER: CHAPTER 4

Domino's Pizza: Listening to Consumers and Letting Them Know You Heard Them

Synopsis

After five years of stagnant or declining revenues, Domino's Pizza did something practically unheard of in the business world. It asked customers for honest feedback and reinvented its product "from the crust up." The Domino's "Pizza Turnaround" campaign began with marketing research to understand what customers thought and wanted. Industry research showed that although Domino's was tops in service, convenience, and value for the money, it trailed far behind competitors in taste. To gain deeper insights into what consumers really thought, Domino's turned to research using social media channels and focus groups. Rather than hiding from these stinging results or waving them off, Domino's executives fessed up to the problems and faced them head on. The company began by completely reinventing its pizza recipes, and customers seemed to like it. To announce the changes and to turn around customer opinions, Domino's launched a daring \$75 million "Pizza Turnaround" promotion campaign. The startlingly honest campaign was fully integrated into the brand's Facebook and Twitter pages, where the company posted all the bad along with the good and asked for continuing feedback. Since the Pizza Turnaround campaign began, Domino's has seen revenues increase by 21 percent and profits increase by 31 percent, even as the pizza-delivery industry and restaurants in general struggled. The lesson for marketers is that talking to customers, hearing what they have to say, and acting on the resulting insights can pay big dividends.

Discussion Objective

A focused 10-minute discussion of the Domino's Pizza Turnaround story will reveal just how far corporations can sometimes stray from the needs and opinions and needs of their customers. The chapter-opening Domino's story underscores the importance of recognizing one's problems, gaining customer insights (even when it is painful), and then taking bold steps to re-invent a product. This discussion should also illustrate how Domino's effectively used social media to research and monitor customer opinions, and then use those opinions as the basis for their entire marketing campaign to promote The Pizza Turnaround.

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S Ben Porath



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Table of Contents Principles Of Marketing Kotler 15th Edition Pdf

1. Understanding the eBook Principles Of Marketing Kotler 15th Edition Pdf
 - The Rise of Digital Reading Principles Of Marketing Kotler 15th Edition Pdf
 - Advantages of eBooks Over Traditional Books
2. Identifying Principles Of Marketing Kotler 15th Edition Pdf
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Principles Of Marketing Kotler 15th Edition Pdf
 - User-Friendly Interface
4. Exploring eBook Recommendations from Principles Of Marketing Kotler 15th Edition Pdf
 - Personalized Recommendations
 - Principles Of Marketing Kotler 15th Edition Pdf User Reviews and Ratings
 - Principles Of Marketing Kotler 15th Edition Pdf and Bestseller Lists
5. Accessing Principles Of Marketing Kotler 15th Edition Pdf Free and Paid eBooks

- Principles Of Marketing Kotler 15th Edition Pdf Public Domain eBooks
 - Principles Of Marketing Kotler 15th Edition Pdf eBook Subscription Services
 - Principles Of Marketing Kotler 15th Edition Pdf Budget-Friendly Options
6. Navigating Principles Of Marketing Kotler 15th Edition Pdf eBook Formats
- ePub, PDF, MOBI, and More
 - Principles Of Marketing Kotler 15th Edition Pdf Compatibility with Devices
 - Principles Of Marketing Kotler 15th Edition Pdf Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Principles Of Marketing Kotler 15th Edition Pdf
 - Highlighting and Note-Taking Principles Of Marketing Kotler 15th Edition Pdf
 - Interactive Elements Principles Of Marketing Kotler 15th Edition Pdf
8. Staying Engaged with Principles Of Marketing Kotler 15th Edition Pdf
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Principles Of Marketing Kotler 15th Edition Pdf
9. Balancing eBooks and Physical Books Principles Of Marketing Kotler 15th Edition Pdf
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Principles Of Marketing Kotler 15th Edition Pdf
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Principles Of Marketing Kotler 15th Edition Pdf
- Setting Reading Goals Principles Of Marketing Kotler 15th Edition Pdf
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Principles Of Marketing Kotler 15th Edition Pdf
- Fact-Checking eBook Content of Principles Of Marketing Kotler 15th Edition Pdf
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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