



# Laddering: Unlocking the Potential of Consumer Behavior

*Eric V. Holtzclaw*

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Marketing and product development best practices for a fragmented economy

The rules for marketing and product development have changed forever. You no longer control where and how consumers receive marketing messages. The consumer is in charge, with ever-growing choices and a shrinking decision window. Therefore, it is crucial to understand what drives customer behavior to design products, marketing, and experiences that will succeed. "Laddering" explains how to better understand your customers' core values. Learn to ask the right questions from your customers, use it to analyze your data, and unlock the true potential of your product or service.

Use "Laddering" techniques to map your customer's DNA and understand why consumers buy from you. Helps you look at your customers in a new way and as a result maximize your profits and reduce your support costs Provides a framework for evaluating what marketing messages, campaigns and experiences are appropriate Author Eric V. Holtzclaw is CEO and founder of User Insight, a user experience research firm and Laddering Works, a marketing strategy and consulting firm. His weekly radio show, The 'Better You' Project, shines a spotlight on entrepreneurs' business journeys, his column Lean Forward appears weekly on INC.com and he is regularly contributor to CMO.com.

You must understand what is truly important in order to build relationships with consumers and to market for success in the new many-to-many economy. "Laddering" offers the tools and knowledge you need to thrive.

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