"Today marketers increasingly recognize the importance of consumer conversation in driving growth. The new challenge is how to harness this force. Steven Van Belleghem spells out clearly the new rules of engagement for marketers and a road map for success. The Conversation Manager should be read by everyone who believes that what consumers say about their business is the true driver behind either failure or success. It will change the way you do business."

ED KELLER
CEO the Keller Fay Group, Author
"The Influentials", Former President of
the Word of Mouth Marketing Association

"The Conversation Manager is a breath of fresh air. Van Belleghem focuses his attentions not only on the brands we know and love, but also on the surprising success stories – the small but perfectly formed companies punching above their weight by means of a smart digital strategy. The Conversation Manager successfully reinforces the most important lesson for the modern marketer – to keep your eyes and ears open."

JESSICA GREENWOOD
Deputy Editor of Contagious Magazine

"The Conversation Manager illustrates in a clear and inspiring way the dynamics, interests and challenges a brand faces to succeed in activating a daily dialogue with customers via a wide mix of media. The book describes just how to build experiences together with a loyal customer base and to keep investing in valuable conversation topics for the future. This is a real handle for structural change in the way we communicate with our customers!"

ADRIAAN DEN HEIJER
VP Marketing &
Brand KLM Royal Dutch Airlines

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The Conversation Manager

In recent years, the internet has developed from a static into a social platform. This development has had a major impact on the manner in which consumers seek information, communicate and indicate their purchasing intentions. Sadly, however, most advertisers have failed to keep pace with these developments.

Traditional advertising is no longer effective. Advertising agencies and their customers need to think long and hard about changing the manner in which they work. The gap between today's consumer and traditional advertisers is getting wider every day.

This new age does not necessarily mean the end of the advertising market – but it does mean the end of the advertiser!

This book offers a solution to meet this new challenge: a change pathway that will allow the advertiser to be transformed into the Conversation Manager. The Conversation Manager has a fresh vision about the best way for brands to approach and to collaborate successfully with the contemporary consumer. Conversing with the consumer is a central element in this strategy. Learning to listen to and talk with consumers are necessary skills if you want to change yourself into a Conversation Manager. Using clear concepts and striking examples, the book describes how a 20th century advertiser can become a 21st century Conversation Manager.

But this is much more than just a theoretical framework. The book also offers useful practical tools which will allow you to start your change process within 48 hours! There are concrete tips about the best way to adjust your company's strategy towards conversation management and dozens of online tools that can help you in your new job – as a fully-fledged Conversation Manager.

The Conversation Manager
STEVEN VAN BELLEGHEM

LANNOO CAMPUS

The Conversation Manager

STEVEN VAN BELLEGHEM

the power of the modern consumer

the end of the traditional advertiser

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