

# 4E Marketing



## EXPERIENCE

การสร้างประสบการณ์ที่ดี

ไม่ใช่แค่คุณภาพสินค้าหรือบริการที่ดีแค่ผู้บริโภคต้องได้รับประสบการณ์ที่ดีในทุกมิติทั้งตั้งแต่การเลือกซื้อไปจนถึงหลังการซื้อ



## EXCHANG

การสร้างความคุ้มค่าให้ลูกค้ายอมจ่าย

สร้างการรับรู้ในด้านความคุ้มค่าของสินค้าหรือบริการให้กับผู้บริโภคได้รับรู้เพื่อให้เขาพึงพอใจในการจ่ายราคานี้



## EVERYWHERE

การเข้าถึงที่ง่ายบนออนไลน์

เน้นความสะดวกสบายของลูกค้าที่สามารถเข้าถึงแบรนด์ได้ทุกช่องทางง่ายต่อการซื้อและได้รับสินค้า



## EVANGELISM

การสร้างความสัมพันธ์

สร้างความสัมพันธ์ที่ดีกับลูกค้าเก่าและปัจจุบันเพื่อให้เกิดการรักษาคู่ต่อแบรนด์และสนับสนุนแบรนด์

# Custom Published Essentials Of Marketing 4e Davenport University

**RC Schank**



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**The Rubber Age** ,1969-07

**Hoard's Dairyman** ,1904

**American Book Publishing Record Cumulative, 1950-1977: Subject index** R.R. Bowker Company. Department of Bibliography,1978

*New York State Commerce Review* ,1952

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schedules deposits on the first of the month if the first of the month is a holiday your check will be deposited a day early so

for example the january 1st payment should have been deposited on the 31st of december

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web jan 16 2023 however there are exceptions depending on when you started claiming which we get into below meanwhile

those who are claiming supplemental security income ssi get theirs on the first of every month however ssi claimants got their first cola payments for 2023 on december 30 2022 because of the holiday schedule

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web may 25 2023 the 2023 cola adjustment raised the total average benefit to 1 827 per month for individual retirees and to 2 972 per month for couples the average disability benefit payment increased to

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