



Name

Date

CONTENT MODULE SUMMARY SHEET

The 4i's by John Gardner

INTRODUCTION

John Gardner is president and CEO of Luckie & Company, a data-first marketing agency that drives results for top brands in healthcare, travel, consumer packaged goods and financial services. For many years, John has been at the center of the marketing revolution created by the impact of technology and data.

John is an expert at helping companies get closer to their customers and building connections between people, businesses, and communities. He is a highly regarded speaker, and happy to share his thoughts about marketing trends, change management and leadership development.

In this content session Iron Forums Board Chairman and Executive Creative Director at Luckie, Rob Marbury, interviews John Gardner about a new paradigm in marketing: The 4i's.

SCRIPTURE

Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of others.

— *Philippians 2:3-4*

Oversee your workers and be a role model to them, so they will behave and work as your example has shown. Do not lead for dishonest gain or to promote your status over the people you are leading.

— *Peter 5:1-3*

CONTENT

This is just an outline. Be sure to add your thoughts and listen to the Holy Spirit to see what He may be speaking to you about this topic.

Transition from the 4 P's to the 4i's™ in Marketing

- The traditional 4P's (Product, Price, Place, Promotion) were focused on controlling demand.
- Now, the marketing landscape has shifted toward the 4is: Intelligence, Individualization, Inspiration, and Integration, acknowledging that consumers are in control.
- Companies must either create demand or intercept it as consumers make decisions independently.

INTELLIGENCE: Collecting Information to Enhance Marketing

- Intelligence refers to the use of data to make informed marketing decisions.
- Many companies may think they lack data, but every business has information, whether it's from email addresses, point of sale systems, social media, or website analytics.
- The key to intelligence is *asking the right questions* about the consumer and leveraging the data we have to meet them where they are spending their time.

INDIVIDUALIZATION: Personalizing the Customer Journey

- Individualization involves creating personalized experiences for customers based on their data.
- Talk to them in a personal way — using the language they use, and in the channels they are paying attention to.
- Understanding when, where, and how to communicate with customers is essential.
- This creates a stronger relationship and increases customer loyalty and spending.

INSPIRATION: Storytelling and Emotional Connection

- Inspiration in marketing is about creating an *emotional connection* through storytelling.
- People buy based on emotion and later justify their purchase with logic.
- Brands that inspire customers not only build loyalty but can also influence customer advocacy.
- Every customer you have should become a brand advocate and tell others about you.

INTEGRATION: Creating a Consistent Experience

- Integration is the most challenging aspect, ensuring that every customer touchpoint offers a consistent experience.
- Successful integration requires alignment between in-store, online, and all other customer interactions.

Servant Leadership in Business and Marketing

- Brands that succeed are those that serve their customers' needs and interests, drawing a parallel to biblical servant leadership. Ultimately the 4i's can help businesses become better partners for their customers.

DISCUSSION QUESTIONS

1. How does the shift from the 4P's to the 4I's affect the way businesses can approach marketing in today's data-driven world?
2. What type of customer data do you already have that could improve intelligence and customer insights?
3. How can your company's story help create stronger emotional connections with your customers? Why is this important for long-term success?
4. How does the concept of servant leadership align with modern business practices, especially in customer-centric industries?