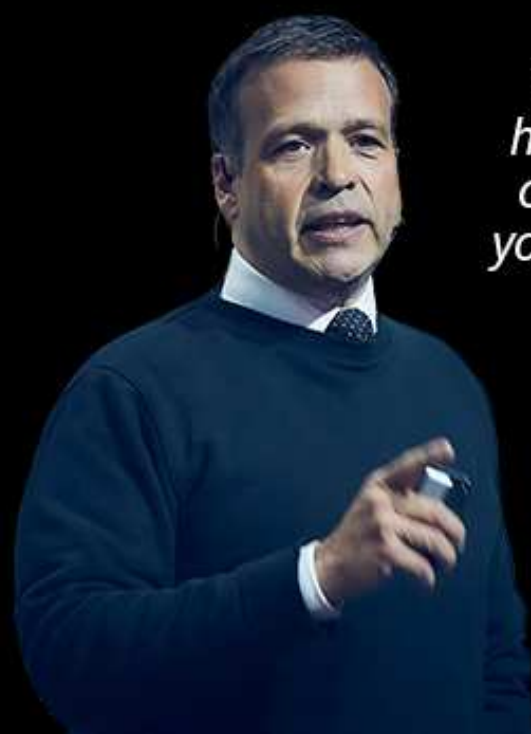


LEADER'S DIGEST



*“A great **brand** is clear. If you have not identified and clearly communicated what problem you solve, you will be forgotten.”*

Donald Miller

IDEA OF THE MONTH

The idea of this month focuses on customer retention.

*“**Retention** is becoming more important than conversions. Winning customers has become a lot easier, but keeping them is the hard part. Retention should now be the focus of every marketer”,* says Des Traynor, the co-founder of Intercom.

So what's happening? According to Des:

- All businesses are becoming subscription businesses
- Retention is the key metric for marketers
- Retention comes from making customers successful
- Successful customers come from great onboarding

To learn more about the idea of subscription model business and customer retention, watch Des Traynor's full keynote *‘The new role of marketing in a subscription first world’* from Nordic Business Forum Stockholm 2019 [here](#).

WATCH THE KEYNOTE

HOW TO GET YOUR IDEAS SPREAD

“We want to be in sync with our tribe. So whose job is it to tell everybody how to be in sync? Yours. It's your job to connect people who want to be connected, to invent a culture on purpose, to challenge people to go to the next level, to communicate and commit and be clear about how you do it. That is the job of the future.”

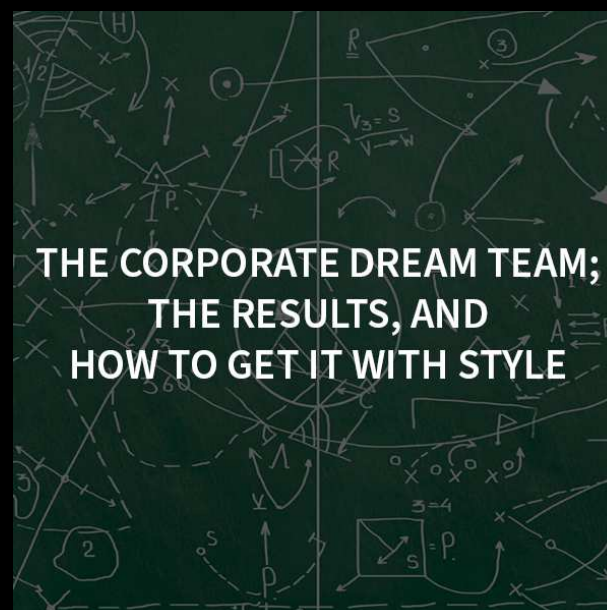
The words **Seth Godin** shared at Nordic Business Forum in 2016 are still valid today. Watch the full keynote [here](#).



WATCH THE KEYNOTE

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