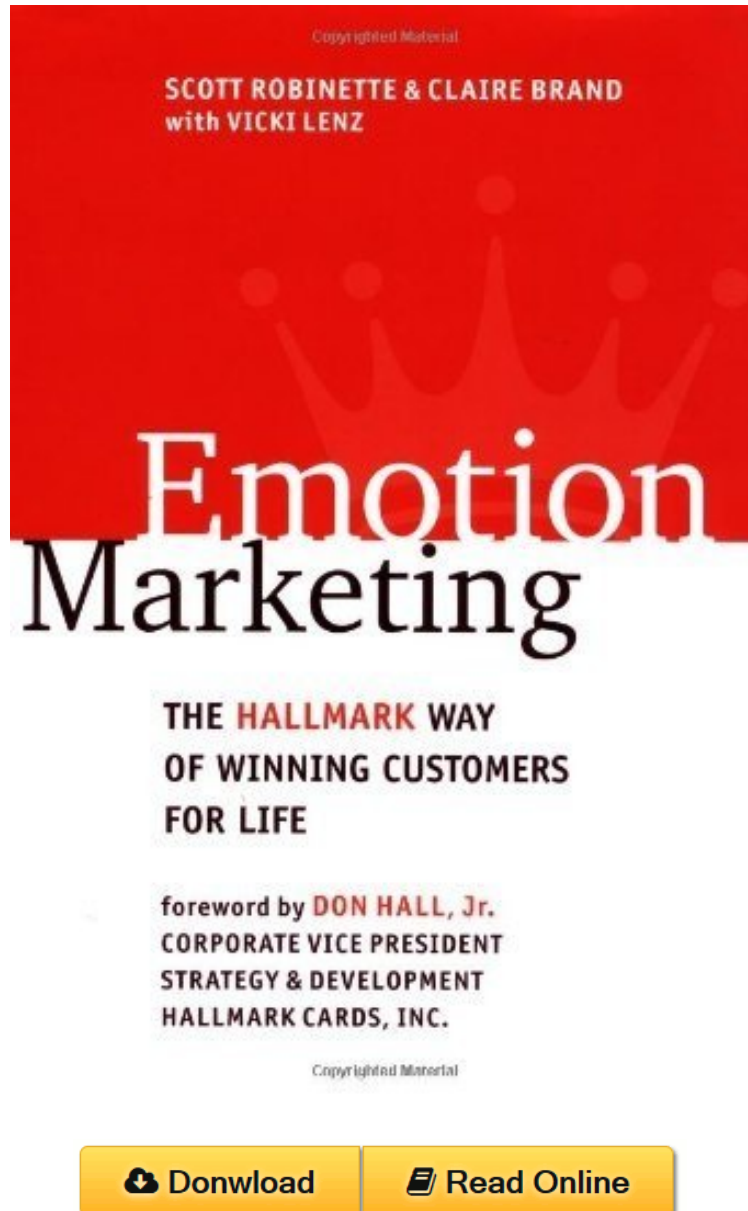


[Library ebook] Emotion Marketing: The Hallmark Way of Winning Customers for Life

Emotion Marketing: The Hallmark Way of Winning Customers for Life

Scott Robinette, Claire Brand
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Scott Robinette, Claire Brand : Emotion Marketing: The Hallmark Way of Winning Customers for Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised Emotion Marketing: The Hallmark Way of Winning Customers for Life:

0 of 1 people found the following review helpful. Two StarsBy Pamhaven't read it all yet but what I read help understand more.3 of 4 people found the following review helpful. More insight in Emotion MarketingBy Yeung Shuk Kan, FionaI get lots of insight about emotion marketing from this book.In fact, the term of "Emotion marketing" is new to me, after I read this book, I found that many products or commercials are already used this concept to sell the

product, such as Hallmark and McDonald's. Hallmark emphasizes care and love in its brand, it wants to show to the customer that Hallmark cares what they need and it tries to educate or demonstrate to the customer the importance of sharing love, but not only hard-sell their products. On the other hand, McDonald's shows the happy and fun feeling to the customers. It tries to show that McDonald's is not only a fast food shop but also a place for children to have fun which brings happy to every customer. I think emotion marketing will be more and more popular in the world. The traditional hard-sell product advertising method is not suitable for customers nowadays. Since product differentiation becomes less and less and customers are more knowledgeable, the selling method only emphasizes functions will not be persuasive enough and increase customer's purchase intention. But emotion marketing is mainly selling the feeling and emotion that can be associated with the brands or products and as we know that human being is kind of emotion oriented when buying products. Also, emotion marketing is very helpful in building customer loyalty since customers will be loyal to the brand which have same belief or they enjoy the emotion which the company created for them. 0 of 1 people found the following review helpful. A comprehensive guide to Emotion Marketing By Bertha Ho Pui Ying This is a very comprehensive guide to Emotion Marketing for any business. The book has mentioned many examples of successful emotion marketing strategies used by Hallmark and other companies like Harley-Davidson. However, what they have already done does not mean sure-win plans. The book explained a model for Emotion Marketing Value StarSM. Based on this model, any business can work out its own tailor-made success formula. Then, the book also taught us how to put Emotion Marketing to work at different areas of business, like on the Internet. Emotion Marketing is actually about how to attract and retain customers that will be loyal to a brand for a lifetime. Therefore, the key is how a business manages its customer relationships. This is a very good book because it goes beyond telling us WHAT to do, but HOW we should PLAN what to do.

To its millions of loyal customers world-wide, the Hallmark brand stands for more than just greeting cards; it embodies the elusive item every company hopes to capture—the customer's heart. Hallmark has found that one of the keys to attaining superior customer loyalty is through emotion. Now for the first time, Hallmark reveals its groundbreaking strategy: Emotion Marketing. This strategy can help any company create an emotional bond with customers for a competitive advantage in the marketplace. Emotion Marketing will reveal: How emotion works to cement customer loyalty; The 3 Emotional Elements: Equity, Experience, and Energy Scott Robinette (Kansas City, MO) is General Manager of Hallmark Business Expressions. Claire Brand (Kansas City, MO) is Customer Marketing Manager at Hallmark. Vicki Lenz (Atlanta, GA) is a writer, consultant, and speaker on business, leadership, and marketing.

From the Back Cover "Hallmark opens a door to a strategy that all businesspersons know is critical but are unwilling to admit publicly.... This book provides solid direction on how to tap the power of emotion to gain competitive advantage." J. Michael McIntyre, Sr. Vice President, Hunter Business Group, LLC One of the oldest and most beloved brands in the world, Hallmark wrote the book on customer loyalty. To its millions of fiercely loyal customers, world-wide, the Hallmark brand stands for much more than greeting cards; it stands for the feelings of a lifetime, a continuity with the past, and a hope for the future. In Emotion Marketing, Hallmark insiders reveal, for the first time, the original Emotional Marketing strategies behind their company's enduring success. Customer loyalty remains as slippery as ever for most companies despite vast sums spent on ambitious loyalty programs, relationship management schemes, and one-to-one marketing initiatives. Desperate for an answer to the loyalty conundrum, many leading firms have turned to Hallmark. More than any other company, Hallmark has come to symbolize the ability to capture and hold that most elusive item of all—the customer's heart. Now find out what they know in Emotion Marketing, the groundbreaking book that reveals the customer loyalty secrets of one of the world's most beloved and most emulated brands. Written by leaders of the Hallmark Loyalty Marketing Group, Emotion Marketing provides business readers with their first in-depth analysis of Hallmark's ability to forge lasting emotional bonds with a huge and devoted customer base that spans generations. More importantly, it describes original Emotion Marketing principles and techniques that you can put to work in your company. You'll learn about the power of caring and how it provides the missing link between customer satisfaction and customer loyalty. You'll learn about the ValueStar^(sm), a powerful tool that helps businesses deliver the right emotional message, at the right time, to the right customers. You'll also learn how to cultivate an enterprise-wide commitment to pursuing a sustainable connection that makes customers feel so valued they will go out of their way to be loyal. And you'll get the same expert advice and guidance received by the dozens of Hallmark client companies who have achieved nothing less than miraculous results by making Emotional Marketing a major part of their strategic arsenal. Read Emotion Marketing and learn from the experts at a company with one of the world's most enduring brands the secret to capturing customers' hearts and building, lifelong brand loyalty. "This book is all about the winning of loyal customers and the resulting profits." Edward Spiegel, Associate Professor of Direct Marketing, Northwestern University Advance Praise for Emotion Marketing "This marvelous book brings reasoning, practical observation and systemic thinking to the subject. Then we all can both

know and feel motivated to use the knowledge."shy;shy;Dr. Stephen R. Covey, best-selling author of *The 7 Habits of Highly Effective People* "Over 90 years the folks at Hallmark have learned that emotion matters and can provide a competitive advantage. Their definitive study of the customer loyalty field showed the power of emotion not being leveraged by companies. This important book makes a convincing case that we must change our thinking from CRM to CEM. Customer Emotion Marketing is the next wave, and this book leads the way."shy;shy;Frederick Newell, Author, *loyalty.com: Customer Relationship Management in the New Era of Internet Marketing* "Here's a story with mystery, sensuality and magic, a story that replaces e for electronic with e for emotion, a story that inspires us all to forget about building brands and instead to focus on developing emotional connections."shy;shy;Kevin Roberts, CEO Worldwide, Saatchi and Saatchi PLC "Few in marketing truly understand the meaning of emotion and its implications for marketing. The authors of this insightful book are clearly among these few. I highly recommend this book."shy;shy;Gerald Zaltman, Harvard Business School "Who better than Hallmark understands the value of emotional connections? *Emotion Marketing* is an easy-to-read, connect-the-dots guide to creating enduring relationships with your customers."shy;shy;Robert Spector, speaker and author, *Lessons From the Nordstrom Way: How Companies Are Emulating the #1 Customer Service Company* "When you care enough to market like a pro, you'll read *Emotion Marketing* and learn how Hallmark did it brilliantly and you can too! Enjoy, I did!"shy;shy;Mark Victor Hansen, Co-creator, #1 New York Times Best-selling series *Chicken Soup for the Soul*;About the AuthorScott Robinette is President of the Hallmark Loyalty Marketing Group, a division of Hallmark Cards, Inc. dedicated to helping businesses build profitable customer relationships through relevant emotion-based communications. For more information, visit www.emotion-marketing.com