

The Effects Of Emotional Marketing On Consumer Product

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Emotional Marketing: Creating Ads That Connect and Convert
Emotional Marketing Influence of Emotional Marketing on Brand Loyalty Among Females in the Field of Cosmetics
Emotional Marketing -- A Strategic Way of Brand Recall and Extension
The Business of Emotions in Modern History
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Ultimate Guide to Emotional Marketing for Beginners
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An investigation into the role of emotional branding in the cola market with particular reference to Coca-Cola
Emotional Intelligence And Marketing
Driving Customer Appeal Through the Use of Emotional Branding
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Emotional Intelligence And Marketing Driving Customer Appeal Through the Use of Emotional Branding *John O'Shaughnessy Scott Robinette Ajah Excel Ivo Stefano Tareq Nael Hashem Debjani Banerjee Mandy L. Cooper Simone Esposito Nick Droom Hrushikesh Mallick Bootheina Majoul Mr. Vineet Kumar Chauhan Marc Gobe Jennifer Sonntag Mayfair Digital Agency Arjun Chaudhuri Miriam Mennen Catherine Prentice Garg, Ruchi*

how does one choose between a brand name and a generic named product why does one choose an item with a slightly lower price than the other the answer is emotion the marketing power of emotion provides a complete original and anecdote rich account of the marketing power of emotion this book is written by two of the leading practitioners in the field and is complete with thorough references and real life examples to follow emotions whether it is realized or not is one of the central factors in our buying behavior emotions energizes the motivation to buy and certain persuasive techniques are more effective than others are when marketers are trying to resonate emotionally with consumers this book covers all the essential topics including the scope of emotion in marketing and how in response to these emotions customers make product appraisals finally this volume covers branding and how emotions play a role in how consumers become loyal to brands publisher s description

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 e s 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

great marketing isn t just about selling a product it s about creating a connection emotional marketing creating ads that connect and convert reveals the secret to capturing hearts driving engagement and building brand loyalty through the power of emotion this guide dives deep into the psychology of consumer behavior teaching you how to craft compelling ads that go beyond features and benefits to resonate with your audience on a deeper level whether you re an entrepreneur marketer or creative professional this book equips you with the tools to create campaigns that inspire action and spark genuine connections inside you ll learn how to understand the emotional triggers that drive consumer decisions use storytelling to evoke empathy and strengthen your brand message design visuals copy and

calls to action that tug at heartstrings tap into universal emotions like joy fear nostalgia and hope to boost conversions analyze and refine your campaigns to ensure maximum emotional impact featuring real world case studies from iconic brands and step by step strategies emotional marketing is your roadmap to creating ads that don t just capture attention they capture hearts if you re ready to transform your marketing from ordinary to extraordinary and convert connections into customers this book will show you how to make your brand unforgettable start creating ads that truly matter and convert like never before

you ll learn step by step how to influence perception and behavior of your customers use it to make more sales use it to make more conversions welcome to a huge resource on emotional marketing you can use emotion to achieve different goals cultivate a perception for branding influence behavior for purchases maximize an experience for consumption learn the the secrets of these psychological strategies you will learn in this book among other things how emotions influence our decisions when should you use emotional appeals what are the types of emotions which emotions you have to target how to influence your customers to make a conversion and many more about emotional marketing strategies for whom this book is nothing people who don t want to influence their customers people who don t want to make more sales with emotional marketing how can you read this book with the free kindle app you can read this ebook even without kindle reader on your pc smartphone or tablet as paperback with over 60 pages color print of course 100 money back guarantee if you are dissatisfied with the book you can return it to amazon within 7 days and get back the full purchase price your risk is zero good marketing makes the company look smart great marketing makes the customer feel smart joe chernov

people can forget what someone said or did but they very rarely forget the emotions which were raised in them or how someone made them feel from that point the role of emotional marketing here appears as means of communicating with consumers or users and developing meaningful relationships with them allowing for the development of satisfaction and loyalty among them therefore organizations may feel a bit worried about whether their brand and its emotional impact on customers current study sought to examine the influence of emotional marketing em on brand loyalty though the mediating role of customer satisfaction through employing the quantitative approach a questionnaire was distributed on 239 customer gained from malls commercial complexes and retail stores in jordan results of study indicated that emotional marketing focuses on the role of emotions in upgrading the business directly to the customer s situation impressions and aspirations which translates into customer loyalty to the brand for a long time which is attributed to their satisfaction both emotionally and rationally of the brand and the service they get as end users study recommended examining the influence of emotional marketing on brand equity and how emotions based marketing can be useful for the brand equity

in the era of post modern marketing the market is getting bombarded with products of numerous features every marketer wants to find a place in the customer's heart gone are the days when the tangible aspect of product attribute could influence the mind of the customer the marketer find it difficult to position differentiate their product based on attributes emotion stimulates the mind faster than the rational thoughts our behavior is more easily driven by emotion rational thought leads customers to be interested but it is emotion that sells rational marketing focuses on product attributes while emotional marketing goes to do that in a more sentimental manner the strategy focuses not to share the wallet with just a purchase but goes to buy a share of the heart making the impact long lasting in general it was observed that brand recall scores were very high with the consumer's level of involvement being more when advertising for extensions the distinctiveness of the new product needs to be well enough positive emotional appeals generate interest in the advertisements and manage to improve brand recall scores best but negative emotion also evokes excitement for product category and induces to make purchase decision

the business of emotions in modern history shows how businesses from individual entrepreneurs to family firms and massive corporations have relied on leveraged generated and been shaped by emotions for centuries with a broad temporal and global coverage ranging from the early modern era to the present day in africa asia europe and north america the essays in this volume highlight the rich potential for studying emotions and business in tandem in exploring how emotions and emotional situations affect business and in turn how businesses affect the emotional lives of individuals and communities this book allows us to recognise the emotional structures behind business decisions and relationships and how to question them from emotional labour in family firms to affective corporate paternalism and the role of specific emotions such as trust fear anxiety love and nostalgia in creating economic connections this book opens a rich new avenue of research for both the history of emotions and business history

this book is an investigation on the effectiveness of emotional marketing through the use of social media from the perspective of the brand within the wellness and spa sector in relation to their influence on consumer behaviour in doing so the author evaluated the efficacy of the canadian groupe nordik scommunication strategy analysing comments of four emotional advertisement videos posted on the facebook accounts of the company the analysis has shown that emotional marketing using social media can influence consumer behaviour since the four videos revealed themselves as an efficient and successful marketing strategy consumers expressed both their appreciation toward the ads the brand and the places finally findings have shown and highlighted the value of interaction on social media in order to create meaningful relationships with customers

want to turn casual customers into lifelong fans with the power of emotions ultimate guide to emotional marketing for beginners a step by step approach to building emotional brand loyalty and mastering customer engagement for new marketers by nick droom a business developer and tech expert passionate about helping brands grow through modern strategies offers a clear path to creating marketing that resonates drawing from his expertise observations and experience this guide teaches you how to craft compelling stories evoke trust and joy and engage your audience across platforms you ll learn simple techniques to build loyalty personalize content and measure success even with a small budget great for new marketers this book shows how to connect authentically turning your brand into one customers love and share start building a brand that inspires grab your copy today and transform your marketing

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this is an open access book the 4th international conference on literature art and human development iclahd 2022 was successfully held on october 28th 30th 2022 in xi an china virtual conference iclahd 2022 brought together academics and experts in the field of literature art and human development research to a common forum promoting research and developmental activities in related fields as well as scientific information interchange between researchers developers and engineers working all around the world we were honored to have assoc prof chew fong peng from university of malaya malaysia to serve as our conference chair the conference covered keynote speeches oral presentations and online q a discussion attracting over 300 individuals firstly keynote speakers were each allocated 30 45

minutes to hold their speeches then in the oral presentations the excellent papers selected were presented by their authors in sequence

emotional branding is the best selling revolutionary business book that has created a movement in branding circles by shifting the focus from products to people the 10 commandments of emotional branding have become a new benchmark for marketing and creative professionals emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people the emergence of social media consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy in this updated edition marc gobé covers how social media helped elect barack obama to the white house how the idea behind twitter is transforming our civilization and why new generations are re inventing business commerce and management as we know it by leveraging the power of the web in studying the role of women as shoppers in chief and defining the need to look at the marketplace by recognizing differences in origins cultures and choices emotional branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications as the first marketing book ever to study the role of the lgbtq community as powerful influencers for many brands emotional branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy a whole segment in the book looks at the role of the senses in branding and design the opportunity that exists in understanding how we feel about a brand determines how much we want to buy by exploring the 5 senses emotional branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers emotional branding explores how effective consumer interaction needs to be about senses and feelings emotions and sentiments not unlike the greek culture that used philosophy poetry music and the art of discussion and debate to stimulate the imagination the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity through poetry the greeks invented mathematics the basis of science sculpture and drama unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands critics hailed emotional branding as a breakthrough and a fresh approach to building brands design in this book is considered a new media the web a place where people will share information and communicate architecture a part of the brand building process and people as the most powerful element of any branding strategy most importantly it emphasizes the need to transcend the traditional language of marketing from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation allworth press an imprint of skyhorse publishing publishes a broad range of books on the visual and performing arts with emphasis on the business of art our titles cover subjects such as graphic design theater branding fine art photography interior design writing acting film how to start careers business and legal forms business practices and more while we don t aspire to publish a new york times bestseller or a national bestseller we are deeply committed to quality books that help

creative professionals succeed and thrive we often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers

master s thesis from the year 2012 in the subject business economics offline marketing and online marketing grade 67 south bank university london business course international business language english abstract satisfying customers is no longer sufficient for being successful in today s business environment a number of studies suggest that more and more marketers aim to create emotional bonds between their brands and their consumers in order to enhance brand loyalty and the organisation s profitability emotional brand attachment plays an important role in marketing particularly in the cosmetics industry thus the overall aim of this research is to investigate how emotional brand attachment affects brand loyalty in the skin care market in the uk and in germany with a special focus on nivea and dove furthermore the study focuses on a number of other research objectives such as to find out what communications and branding strategies dove and nivea use and compare them in order to find out which brand is more successful in establishing brand loyalty and why other objectives are to evaluate whether addressing the consumer s actual or ideal self is more effective to investigate what other factors impact brand loyalty and to what extent they moderate the effects of emotional brand attachment and to see if the impact of emotional brand attachment on brand loyalty differs in the german and the uk market in order to examine these research questions a number of hypotheses have been stated the study is based both on primary and secondary research using qualitative research methods the secondary research involves the analysis of written documents and other sources of secondary data with the purpose to get an overview on the research topic and to investigate those research objectives that cannot solely be covered by the primary research for the primary research two focus groups were conducted one in the uk and one in germany the results of the groups were used to test the hypotheses and to draw conclusions from these findings in order to answer the research questions and to give recommendations for further academic research in this area and to help marketing managers to develop communications and branding strategies that boost brand loyalty the study has come to the result that both brands effectively use emotional branding strategies to create brand loyalty and that emotions such as happiness security safety reassurance and trust are essential for creating brand loyalty in the skin care market it was also found out that addressing the consumer s actual self rather than the ideal self is more important for building emotional bonds and loyalty

the power of emotional marketing creating connection and loyalty is a captivating ebook that delves into the profound impact of emotional marketing strategies on forging strong connections with consumers and fostering unwavering brand loyalty authored by author name a marketing guru with a deep understanding of consumer psychology this book unravels the art of tapping into emotions to create

memorable brand experiences through compelling insights and real world examples readers gain valuable knowledge on how to craft authentic and relatable brand narratives that resonate with audiences on a deep emotional level from evoking empathy to instilling trust the ebook offers practical techniques for marketers to effectively harness emotions in their campaigns thereby increasing customer retention and advocacy whether you re a seasoned marketer or a business owner aiming to elevate your brand s impact the power of emotional marketing is an essential guide that will empower you to forge lasting connections with your target audience and thrive in the competitive market

emotion and reason in consumer behavior provides new insights into the effects that emotion and rational thought have on marketing outcomes it uses sound academic research at a level students and professionals can understand

bachelor thesis from the year 2005 in the subject communications public relations advertising marketing social media grade 70 a new college durham course ba hons management business and administration language english abstract the business area of marketing has become increasingly important over the last few decades turning marketing activities into a critical success factor emotional benefits in marketing have received more and more attention and discussion because they work beyond the awareness of the customer and influence their buying behaviour in an article from the canadian marketing association glenn livingston 2004 says that most of the people do not want to believe that they are or can be emotionally influenced by brands they do not want to admit to using brands as a method of partially supporting their self esteem but this is what makes the emotional benefit motivation such an important technique in marketing it is the case that emotional benefits are so elusive and hidden that it makes them incredibly powerful and persuasive companies like coca cola gillette or victoria s secret understand the art of accessing with intelligence and sensitivity the true power behind human emotions they form their brands in a way that they become a face and a character in order to reach the overall aim the identification of customers with the brand today s most successful brands have built relationships with consumers by engaging them in a personal dialogue that responds to their needs in fact many brands make the mistake of trying to force the emotional benefit by telling the customer directly as soon as this thought is then put into language and made conscious a person s adult mind will make rational decisions and realize that this product does not make them a different person as coca cola is the number one on the interbrand s annual ranking of 100 of the world s most valuable brands the researcher will take this brand as an example and applies the findings on how consumers are emotionally attached by this brand and how it was able to find its way into consumers psyche the basic knowledge of marketing and the nature of emotional branding as a specific marketing tool is provided in chapter two through the use of an extensive literature review which examines the key theoretical perspectives influencing this study

this book discusses how businesses and marketers can deploy emotional intelligence as a marketing tool to co produce service for enhancing customer experience and to co create value for key stakeholders in the digitalised and service dominant logic era whilst many competing emotional intelligence models are discussed in the literature the current book will focus on the ability model this model comprises 2 areas experiential and strategic emotional intelligence and four ability scopes perceive emotions use emotions understand emotions and manage emotions the marketing domains that are deemed relevant and included in this book are services marketing relationship marketing and digital marketing the relevant marketing models from these domains will be identified to be integrated with emotional intelligent strategies emotional intelligence makes both employees and customers happy committed and loyal emotional intelligence makes businesses competitive and sustainable

the value of advertising has always been an effective way to increase consumerism among customers through the use of emotional branding companies and organizations can now target new and old patrons while building a strong relationship with them at the same time to ensure future sales driving customer appeal through the use of emotional branding is a critical scholarly resource that examines the responses consumers have to differing advertising strategies and how these reactions impact sales featuring relevant topics such as multisensory experiences customer experience management brand hate and product innovation this publication is ideal for ceos business managers academicians students and researchers that are interested in discovering more effective and efficient methods for driving business

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