

1. Record Nr.	UNINA9910456307603321
Autore	Joseph Jim <1963->
Titolo	The experience effect [[electronic resource]] : engage your customers with a consistent and memorable brand experience // Jim Joseph
Pubbl/distr/stampa	New York, : AMACOM, c2010
ISBN	1-282-56868-X 9786612568688 0-8144-1555-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (241 p.)
Disciplina	658.8/27
Soggetti	Branding (Marketing) Brand loyalty Customer relations Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword: Thoughts from Two Icons; Foreword: "Just Stick It Between Your Legs"; Acknowledgments; Introduction: Marketing Is a Spectator Sport: Observing, Learning, and Then Applying; Prologue: The Experience Effect in Action: Two Personal Examples; 1 Buzzwords Need Not Apply: Defining the Experience Effect; 2 Best Pasta in Town: Positioning the Experience Effect; 3 Brand Soundtrack: Making the Right Decisions for the Brand; 4 Not by Numbers Alone: Understanding the Brand's Target Audience; 5 Kiss a Few Babies: Constructing a Consumer Profile 6 Get Emotional: Connecting with Customers on Multiple Levels 7 Reach Out and Touch: Mapping Effective and Engaging Touchpoints; 8 Squishees from Kwik-E-Mart: Activating Touchpoints; 9 Avoiding the Cookie Cutter: Creating Unique Touchpoints; 10 Meet Martha, Louis, and Some Elves: Finding Inspiration; 11 Madonna and Tide: Learning from Celebrities; 12 Everyone Else Bring Data: Researching the Experience Effect; 13 A Flash of Color: Owning the Experience Effect; 14 Mind the Gap: Assessing What's Missing on the Brand; 15 A Room with a View: Keeping the Team on Track

Afterword: Click-Through: Making It RealIndex; About the Author

Sommario/riassunto

Customers don't just buy products. They buy an experience. Here's how to create one through your marketing.