


Building Customer-brand Relationships

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Customer-brand Relationships:

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Almost every advertising, promotion, or marketing communications textbook is based on an inside-out approach, focusing on what the marketer wants to communicate to customers and prospects. This text takes a different view - that the marketer and the customer build the ongoing brand value together. Rather than the marketer trying to 'sell', the role of the marketer is to help customer buy. To do that, a customer view is vital and customer insight is essential. Customer insights allow the marketer to understand which audiences are important for a product, what delivery forms are appropriate, and what type of content is beneficial. "Building Customer-Brand Relationships" is themed around the four key elements marketing communicators use in developing programs - audiences, brands, delivery, and content - but provides an innovative approach to marketing communications in the 'push-pull' marketplace that combines traditional outbound communications (advertising, sales promotion, direct marketing, and PR) with the inbound or 'pull' media of Internet, mobile communications, social networks, and more. Its 'customer-centric' media planning approach covers media decision before dealing with creative development, and emphasizes measurement and accountability. The text's concepts have been used successfully around the world, and can be adapted and adjusted to any type of product or service.