

SCOTT ROBINETTE & CLAIRE BRAND
with **VICKI LENZ**



Emotion Marketing

**THE HALLMARK WAY
OF WINNING CUSTOMERS
FOR LIFE**

foreword by **DON HALL, Jr.**
**CORPORATE VICE PRESIDENT
STRATEGY & DEVELOPMENT
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Emotion Marketing The Hallmark Way Of Winning Customers For Life

Stavros Papakonstantinidis



Emotion Marketing The Hallmark Way Of Winning Customers For Life:

Emotion Marketing: The Hallmark Way of Winning Customers for Life Scott Robinette, Claire Brand, 2001-01-20 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

Emotion Marketing Scott Robinette, 2000 **Managing for the Long Run** Danny Miller, Isabelle Le Breton-Miller, 2005 Fidelity Hallmark Michelin and Wal Mart are renowned industry powerhouses with long leadership track records Yet these celebrated companies are united by another factor not generally equated with competitive success They are all family controlled businesses While many view the hallmarks of family businesses stable strategies clan cultures and unencumbered family ownership as weaknesses Danny Miller and Isabelle Le Breton Miller argue that it is these very characteristics that create formidable competitive advantages for many such firms Managing for the Long Run draws from a worldwide study of enduring family run organizations including Cargill Timken L L Bean The New York Times and IKEA to reveal their unconventional success strategies and how these strategies can be adopted and applied in any organization Miller and Le Breton Miller show how four driving passions of family run firms command continuity community and connection give rise to a set of practices that defy modern management thinking yet ensure a company's long term competitive advantage Outlining how these practices can enhance strategic efforts from operations to brand leadership to innovation this book shows what every company must do to manage for the long run

Marketing Strategies for Competitive Advantage Dennis Adcock, 2000-05-25 Considers ways of achieving competitive advantage and ultimately how to succeed in the market place Dennis Adcock explores strategic decision making from two angles he shows how to build relationships and develop competencies that will reinforce these relationships and he also examines how to develop and own new markets At the crucial stage of the implementation of a marketing plan he gives priority to customer care and building relationships with customers Features Includes a chapter on relationship marketing and competitive advantage Examples are drawn from real situations Considers the benefits of value added partnership and the long term management of customers

The Marketing Power of Emotion John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2003 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 **The Hallmark Channel** Emily L. Newman, Emily Witsell, 2020-05-18 Originally known as a brand for greeting cards Hallmark has seen a surge in popularity since the early 2010s for its made for TV movies and television channels the Hallmark Channel and its spinoffs Hallmark Movie Channel now Hallmark Movies Mysteries and Hallmark Drama Hallmark s brand of comforting often sentimental content includes standalone movies period and contemporary television series and mystery film series that center on strong intuitive female leads By creating reliable and consistent content Hallmark offers people a calming retreat from the real world This collection of new essays strives to fill the void in academic attention surrounding Hallmark From the plethora of Christmas movies that are released each year to the successful faith based scripted programming and popular cozy mysteries that air every week there is a wealth of material to be explored Specifically this book explores the network s problematic relationship with race the dominance of Christianity and heteronormativity the significance placed on nostalgia and the hiring and re hiring of a group of women who thrived as child stars Emotional Satisfaction of Customer Contacts Hüseyin Güngör, 2007-01-01 For marketing and customer services researchers and professionals who are interested in customer contacts customer satisfaction and loyalty issues Contact centers are playing a pivotal role in customer services of the 21st century Nevertheless despite their growing importance and presence contact centers are increasingly becoming the center for customer frustration and frequently associated with negative comments in the media Therefore this research explores the Emotional Cognitive General and Transactional dimensions of customer satisfaction and loyalty process in the customer contact environment As customer contacts can be a source of negative emotions and it is desirable to increase positive emotions in the contact center environment this research focuses on the emotional aspects of customer satisfaction and on the Emotional Satisfaction of Customer Contacts ESCC in particular Taking the ESCC as a starting point this research demonstrates that frontline employees are able to observe and register customer satisfaction during service encounters and suggests that the ESCC information can be employed for recovering service failures increasing sales productivity and organizational learning for more customer satisfaction and loyalty Effective Customer Relationship Management , Emotional Artificial Intelligence and Metaverse Roger Lee, 2022-11-02 This edited book presents scientific results of the 1st ACIS International Symposium on Emotional Artificial Intelligence Metaverse EAIM which was held on August 4 6 2022 in Danang Vietnam The aim of this symposium was to bring together researchers and scientists businessmen and

entrepreneurs teachers engineers computer users and students to discuss the numerous fields of computer science and to share their experiences and exchange new ideas and information in a meaningful way All aspects theory applications and tools of emotional artificial intelligence and metaverse the practical challenges encountered along the way and the solutions adopted to solve them are all explored here in the results of the articles featured in this book The symposium organizers selected the best papers from those papers accepted for presentation at the symposium The papers were chosen based on review scores submitted by members of the program committee and underwent further rigorous rounds of review From this second round of review 15 of the symposium s most promising papers are then published in this Springer SCI book and not the symposium proceedings We impatiently await the important contributions that we know these authors will bring to the field of emotional artificial intelligence and metaverse

Critical Perspectives on the Hallmark Channel Carlen Lavigne,2024-03-05 This multinational multidisciplinary collection of essays focuses on Hallmark Channel movies and Hallmark s position in the changing North American media landscape This book covers the Countdown to Christmas offerings year round productions made for TV mysteries and romances Hallmark s use of specific filming locations and its relationship to viewer desires Chapters examine Hallmark s position in a changing sociopolitical context and the tensions the company must navigate in creating more progressive content they discuss issues of gender race sexuality and place as well as analyzing the extensive ranges and reactions of social media participants and interrogating the nature of Hallmark s popularity Suitable for scholars and students of film and tv and popular culture studies this is a multifaceted look at both Hallmark and its viewers at a particular moment of Hallmark s market dominance

Proceedings of the 2022 4th International Conference on Literature, Art and Human Development (ICLAHD 2022) Bootheina Majoul,Digvijay Pandya,Lin Wang,2023-03-14 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

Why CRM Doesn't Work Frederick Newell,2010-05-21 CRM was supposed to help businesses better understand their customers and increase efficiency Yet most companies are not getting the return they expected Is it possible to make customers happy and at the same time improve ROI Is there a practical affordable way to get customers to say what they really want In Why CRM Doesn t Work leading international marketing consultant Frederick Newell explains

why it's time to change the game to CMR Customer Management of Relationships CMR allows companies to empower customers so they'll reveal what kind of information they want, what level of service they want to receive and how to communicate with them where, when and how often. It is a bold solution for businesspeople at all levels in all industries who want to stay ahead of the curve in the development of customer loyalty. Newell shows by lesson and example why the current CRM isn't working, what needs to change and how to put the CMR philosophy to work without additional expense. The book includes case studies of good and bad relationship marketing from companies as diverse as Kraft Foods, Procter & Gamble, Budweiser, Charles Schwab, Dell, IBM, Lands End, Sports Authority, Radio Shack and Staples. With the knowledge in this book, a company can learn to build long-term relationships and bring in profits instead of relying on one-time sales. Why CRM Doesn't Work is important reading for companies of every size that are trying to satisfy and sell to today's consumer.

Globalization, Culture, and Branding C. Torelli, 2013-11-19 Drawing from novel theoretical insights in social psychology, cultural psychology and marketing, *Globalization, Culture and Branding* provides guidelines for imbuing brands with culturally symbolic meanings that can create deep psychological bonds with multi-cultural consumers. **How Customers Think**

Gerald Zaltman, 2003 Despite the time and money spent on market research, 60% to 80% of new offerings fail. **The Neuropyramid** Jaime Romano, 2013-02-28 Jaime Romano has for several decades been studying the human brain. As a neuroscientist and marketing consultant, he has amalgamated his knowledge from these fields to create a pioneering model which explains the mental processes that are triggered after we receive a stimulus through our senses until they lead to an action. An understanding of this model, called Romano's Neuropyramid, is a prerequisite for those who are starting in the neuromarketing field and essential reading for marketers and publicists. The author takes us on a journey through the various levels of the Neuropyramid: attention, sensory activation, emotion, cognition, action regulator and action, through examples, diagrams and friendly language that remind us of our own experience and invites introspection. Thus, it is possible to understand what happens at the subconscious and intuitive levels in our mind, which substantially increases our ability to predict the action outcome and therefore consumer behavior. *The Political Economy of Disney* Alexandre

Bohas, 2016-09-15 This book sheds new light on the socio-economic impact of multinational corporations. Combining Cultural Studies and International Political Economy, it provides a revealing analysis of the Walt Disney Company and, by extension, the wider Hollywood studio system. It does so by examining the cultural and economic forces powering the industry's expansion, the civilisation that Disney disseminates and the various ways that societies beyond the USA have adopted facets of the Hollywood productions to which they are exposed. Identifying both the strengths and the weaknesses of these transnational firms, it demonstrates the significance of their contribution to American power and predominance. *Explorations in Critical Studies of Advertising* James F. Hamilton, Robert Bodle, Ezequiel Korin, 2016-10-26 This volume provides a thoughtful and wide-ranging exploration of approaches to the critical study of advertising. Current and impending practices of advertising

have in many ways exceeded the grasp of traditional modes of critique due at least in part to their being formulated in very different historical conditions To begin to address this lag this edited collection explores through critical discussion and application a variety of critical approaches to advertising Authors address a variety of concrete examples in their chapters drawing on existing research while presenting new findings where relevant In order to maintain the relevance of this collection past this particular historical moment however chapters do not simply report on empirical work but develop a theoretical argument

European Journal of Tourism Research ,2020-10-01 The European Journal of Tourism Research is an open access academic journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as tourism management tourism marketing tourism sociology psychology in tourism tourism geography political sciences in tourism mathematics tourism statistics tourism anthropology culture and tourism heritage and tourism national identity and tourism information technologies in tourism and others are invited Empirical studies need to have either a European context or clearly stated implications for European tourism industry The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions The journal is indexed in Scopus and Clarivate Analytics Emerging Sources Citation Index There are no charges for publication The editorial team welcomes your submissions to the European Journal of Tourism Research

Coming to Our Senses Dierdra Reber,2016-02-02 Coming to Our Senses positions affect or feeling as our new cultural compass ordering the parameters and possibilities of what can be known From Facebook likes to Coca Cola loves from emotional intelligence in business to emotional contagion in social media affect has displaced reason as the primary catalyst of global culture Through examples of feeling in the books film music advertising cultural criticism and political discourse of the United States and Latin America Reber shows how affect encourages the public to reason on the strength of sentiment alone Well being represented by happiness and health and ill being embodied by unhappiness and disease form the two poles of our social judgment whether in affirmation or critique We must then reenvision contemporary politics as operating at the level of the feeling body so we can better understand the physiological and epistemological conditions affirming our cultural status quo and contestatory strategies for emancipation

Tell Me About Yourself Stavros Papakonstantinidis,2018-11-14 This book will help you understand how social media recruitment works and encourages you to take personal branding toward professional career development seriously What is branding and what makes people passionate about it How can people develop and maintain a unique online persona Who are the current trendsetters in personal branding What makes social recruiting so important in today s business world Why is it necessary to set up a personal brand strategy early on What are the future trends in social recruiting and personal branding The rules of recruitment and job searching have undoubtedly changed with the entry of a new breed of concept workers into the global workforce We are witnessing the emergence of a non age specific generation of

professionals who are exposed to ubiquitous digital technology and seek a more impactful job an easy going life and a safe future Social natives are looking for jobs following strategies that did not exist five years ago Artificial intelligence advanced software wearable gadgets and social media define today s fast paced professional world Social natives use blogs podcasts online bios video resumes images selfies recommendations and endorsements to demonstrate their skills publicly In comparison global organizations take advantage of big data business intelligence and people analytics as well as a plethora of social media screening tools to recruit and retain great talent This book will help you understand how social media recruitment works and encourages you to take personal branding toward professional career development seriously

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