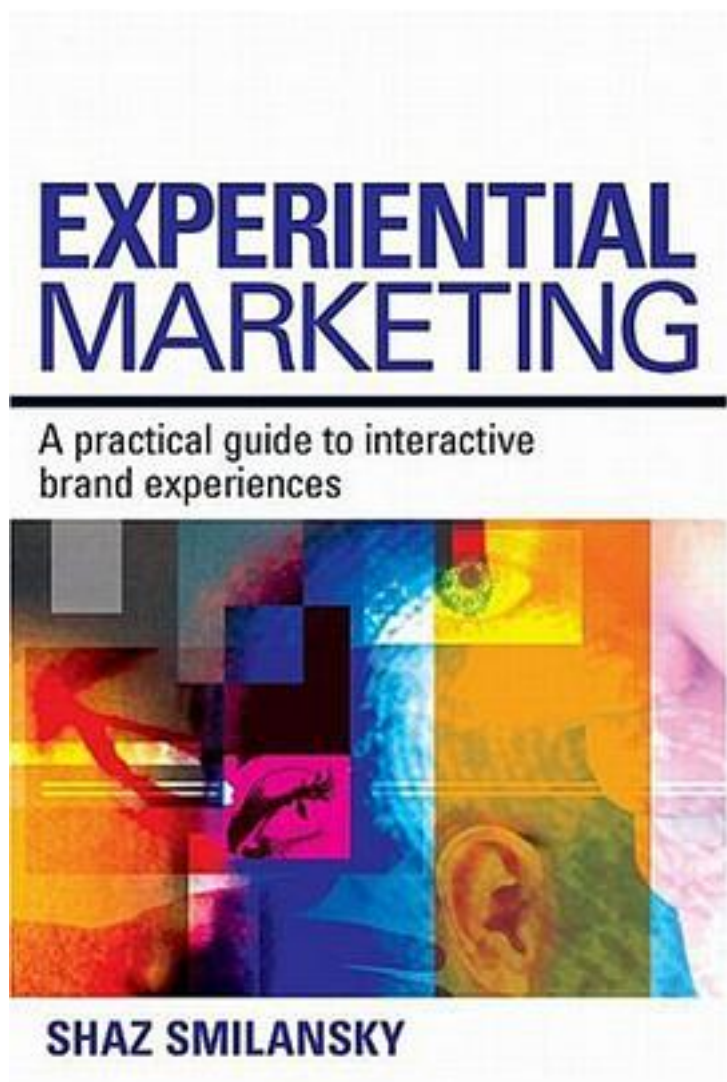


Experiential Marketing



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出版者:Kogan Page Ltd

出版时间:2009.02

装帧:Hardback, Dimensions 234 x 156 MM

isbn:9780749452759

Experiential marketing is an interactive two-way marketing communications tool, which aims to bring brands to life and communicate complex brand messages through interactive sensory experiences that should excite and engage the customer.

Experiential marketing is now seen as one of the best ways of developing brand awareness in a crowded market space. This book shows you how to maximise your brand voice by engaging your customers in a two-way communication process that will bring your brand to life and add value to your target audience.

Practical and focused, Experiential Marketing reveals how, by using an integrated methodology, you can develop and maintain brand relevance. Starting from a central live brand experience, the book shows how you can amplify your experiential message through channels such as PR, digital and broadcasting to ensure that your customers will engage with - and recall - your brand.

Author Shaz Smilansky offers practical advice and guidance to help you every step of the way with your experiential marketing campaigns. She shows how to set objectives, target markets, bring your message to life, and measure the results. More, she reveals how to maximise brand experience by careful selection of venue and activity, and how to evaluate and gauge the effectiveness of the whole experiential marketing process.

Combining practical insight and experience with practitioner interviews and international case studies, Experiential Marketing will provide a robust platform for you to develop and measure your own brand experience plans.

作者介绍:

Shaz Smilansky is director and founder of experiential marketing agency, Blazinstar Marketing. Blazinstar has been running for six years, providing high-end, face-to-face campaigns for clients such as Nestlé, O2, Calvin Klein, MasterCard, Nectar Card, and many more.

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