

BOOK REVIEW

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ABOUT THE BOOK

Scott Robinette, Claire Brand & Vicki Lenz (2000). *Emotion Marketing: The Hallmark Way of Winning Customers for Life*. McGraw- Hill publications. ISBN-10:0071364145, ISBN-13:978-0071364140. 247 pages, price – 21.49 \$

BACKGROUND ABOUT THE BOOKS AND ITS AUTHORS

Scott Robinette was President of Hallmark loyalty marketing group and has dedicated his loyal services by creating customer relationship through emotion-based communication. He is presently a Chief operating officer at Jury Sync. Claire Brand was General Manager at Hallmark and rendered his services by developing customer's database and loyalty initiatives. Vicki Lenz is Writer, Consultant and speaker on Marketing, Leadership and Business. The joint authors of *Emotion Marketing: The hallmark way to winning customers for life*, enlighten the crucial role of emotions in marketing. The book focused upon emotions, one of core key elements in marketing strategy to build strong transactional connection between the parties. They highly recount on loyalty maintained, Building of Customer

Relationship and proper emotional communication made by hallmark to win its customers for life. The authors considered Hallmark and other companies' cases for presenting the various different emotion marketing strategies to be implemented or adopted for gaining the long run customers.

SUMMARY OF THE BOOK

Emotion Marketing: The Hallmark Way of Winning Customers for Life is a strategic book on creating and sustaining customers based on emotions. The book is broadly classified under three major heads consisting of eleven sections. A brief outline of each sections is discussed below.

PART – I: WHY EMOTION MARKETING WORKS:

1. The Business Case for Emotion Marketing

This section focused on, how emotions added to present marketing strategy triggers customers to make emotional purchase. It says that emotion marketing is a bridge between customer's satisfaction and loyalty. It even tells how emotional appeal through advertisement evokes customers to believe over companies. Which makes them go beyond their way to buy product. It even described in detail about customer loyalty is directly related to sale and retaining existing customers help to generate new customers. The later end of the section tell that companies should demonstrate that they care for their customers being satisfied by being customer centric and ended emotional marketing helps to touch emotions at proper time and place by conveying proper emotional content.

2. The Value Star (Sm) – A Model for Emotional Marketing

This section tells on survey conducted by hallmark research department on thousands of customers to determine the customer value. This result found five point of value star to be equity, experience, energy, product and money. It further expresses in detail about the emotional (equity, energy and experience) and rational side (product and money) of value

star and its importance. The section ended with depicting how emotional side weight high than rational as it stimulates 3000 times faster than regular. As, head dictates basic needs, prudence, features, reflections etc. where heart dictates unconscious feeling, passion, relations and its higher needs.

PART- II: WHAT EMOTIONAL MARKETING IS ALL ABOUT:

3. Emotional E: Equity

In this section it tells about trust is the basic emotion in business. The first E of emotion side is Equity (Identity and image) which depends on how companies showcase themselves versus how customers observes it. In detail it says how strongest companies directly targets the sources which meet basic emotional need of customers and further emphasized on how companies can be developed or expanded as emotional equity is already created in the market.

4. Emotional E: Experience

In the beginning of section, it focused on how the exchange of information's, stimuli and emotions between customers and companies are called experiences. Which falls under three broad categories described in detail are transactional exchange, informational exchange and emotional exchange. The end of this section depicts experience is product environment, loyalty communication, customers service and social exchange. It even discussed on how companies are rewarded with loyalties when it meets customer experiences.

5. Emotional E: Energy

In this particular section it expresses about customer's value companies only when the companies value customers and how companies reveal that they appreciate the desires and priority by being helpful hand in managing their time and energy. It even discloses how energy makes things more accessible, easier, worthwhile and personalized and the end

of section says how in the technological world customers time management became easier.

6. Product and Money: The Rational side of Value Star

In this section the rational side of value star tells about how product and money are key variable to make trade with customers because without rational side emotional side cannot be exposed. Later in the section it reveals how rational components can be enhanced by improving products features, quality, design, availability and most important of modern time to add uniqueness. At the end tells on how using proper pricing method in business, advertising discounts etc. improves money factor.

PART -III: HOW TO PUT EMOTION MARKETING TO WORK

7. Building Customer Relationship that last

It addressed broadly on how knowing its customers and their requirements enhance the brand and create value proposition. It even tells about how customer behavior or segmentation by transactive is first step of emotional marketing. It discussed the behavior fluctuating customer's life cycle and ended the section with how mutual benefits of customers & sellers, commitments, authenticity and communications required to build long term relationship.

8. Emotion in Marketing Communication

The section tells on how emotional connection created to make transaction and customer relationship strong. It even expresses on how emotional marketing communication target right audience by providing offers, creative solutions. The elements like relevance timing, sender/receiver relationship, frequency and perceived value to be emotion-driven communication strategy. It ended with how emotional value of relationship building rate scorecard can be measured by attributes like relevance, clarity, consistency, mutual benefits and creative concepts.

9. Emotion Marketing on Internet

In this section it tells how with E-tailing capturing the traditional market. Loyalty over web plays important role as building relationship over online is much difficult when compared to traditional. It even described how companies should know why a customer is visiting and what appropriate contents are to be highlighted for their browsing site. It ended with how internet over a thing is two-way interactive tool where customer testimonials & rating, chatrooms, product recommendation, ask to expert content helps to draw customer preferences.

10. The Other E: Employee

The authors studied in detail how absent of emotion marketing techniques on internal customer (employee). They are the human asset of companies benefits like creative, liberal and competitive environment which inspires employee to be loyal and return to work every morning. They even described on how emotional equity begins with corporate ideology, experience through flexibility, energy means work place perks and the rational side of star with the pay and job.

11. Emotion Marketing – An Action Plan

In this section authors explains in detail about four stages of emotion marketing from Assessment to strategy, implication and evaluation consisting of feedback loop from back to beginning. In the end it describes about the challenged faced in emotion marketing.

EVALUATION OF THE BOOK

Emotion Marketing: Additional element in exiting era of marketing can create huge influence on market. The objective of wining customers for life needs strong customer relationship and to gain these customers at least one variable of emotional side of value star along with the rational side help to create customer's attachment by meeting the basic emotional need and makes customers to go out of their way to buy the product. Emotional

appeal attracts the individual and elasticities perceived value of the brand which gain customers loyalty.

This is the marvelous books which has reasoning, systematic thinking of subject and most important is practical approach created with major hallmark and other case studies. It is almost a decade for hallmark to be in market by considering customer's emotions depicts various emotional marketing strategies in the book. This will support the companies who are still trying to gain and sustain it customers, Advertising agencies to build connection between companies and customers.

CONCLUSION

Customer focused mantra of giving customers what they desire is the mantra of successful companies. Globe with latest technology doesn't move with production concept of buy what is produce. Customers have many options available and can easily switch the rational side of star. Therefore, companies need to be care full when handling the emotional side as equity which combines trust over the brand and identity created amongst customers to feel emotionally connected, Emotional experience over the brand and customer's energy (time and efforts). Emotional marketing communication on targeted customers is a bullseye as it has hit at proper time. Emotion marketing on internet is a great tool to spread appeal in short span of time but it should be kept in mind that customer's relation is on long run bases. This book has bundle of information on how emotion marketing strategy can sustain customer for life and how to touch the emotions of customers which helps companies to retain its customer from switching.