Personality Marketing: Targeting, Creativity and Performance Basics for Traditional, Owned, and Social Media Plus Video Sites and Personal Contacts (Paperback)

By Michael W May

Supertext, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This primer covers marketing elements and media strategies, plus communication and performance techniques. These can be used with traditional and social media, websites, videos, and personal selling. The book is a foundational text and reference for businesspeople, broadcasters, webcasters, agencies and other content creators on the fundamentals of writing copy, producing ads, and preparing for any contacts that are designed to entertain, teach or persuade others. It addresses the use of traditional media, the web, and mobile devices as promotional vehicles and also covers the principles of good video and audio for content marketing, training, and advertising. The book begins with the elements of the marketing mix from conception to consumption. It then explores how creative communication can help with competition against those with larger budgets, by planning and then transferring the right ideas, images and feelings to targeted individuals. The text looks at general human motivations plus consumer behavior, and outlines creative techniques including the use of visualization, wit and humor. The book concludes with vocal techniques, the subtext, and characterization methods for performing as personalities and...

Reviews

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This ebook is definitely not effortless to get started on reading through but very fun to read through. it was actually writtern very perfectly and valuable. I discovered this ebook from my dad and i suggested this book to understand.

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