

## <<动机营销>>

### 图书基本信息

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作者：Robert Imbriale

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## 内容概要

Motivational Marketing reveals a new and powerful way to convince people to buy—and it doesn't take a massive marketing budget. It redefines marketing in simple terms that anyone can understand and reveals simple, effective, and affordable tactics for marketing any product to anyone. Inside are strategies that work for big businesses, small businesses, and even solo entrepreneurs. Marketing isn't slogans or logos or ads. Marketing is anything you do to make it easier for people to purchase your goods and services. It's the smile on the face of your receptionist, the friendly voice that answers your phones, the messages in your e-mails, the copy on your Web site, and even the brightly lit storefront sign that grabs someone's attention. Real, effective marketing stretches across every aspect of your business. Once you understand the basics of marketing, you can start to craft marketing messages based on the five commonsense emotional motivators that almost everyone responds to. Those five motivators are fear, connection/love/sex, freebies and bargains, effortless money making, and having dreams come true. Marketing campaigns that push these emotional buttons really do work. Though different products or services might appeal to different motivators, if you find the right one, you'll drive customers to your products. Using real-life examples to show how marketers apply these motivators to get results—no matter what they're selling—Motivational Marketing will help you remove the barriers between you and your customers. Connect with them on an emotional level, and you'll win them over. Make it easier and simpler for them to buy, and you'll keep them coming back. Great marketing doesn't take a massive budget. Start here, and you'll learn how to clearly explain the value of your product and produce marketing materials that press the right buttons to make people buy. For every product and every medium, these low- and no-cost tactics will help you get your message out and put your business in the black. 作者简介： Robert Imbriale is President and CEO of Ultimate Wealth, Inc., and a marketing expert who has helped sell more than \$150 million in products over the Internet. He delivers seminars on Internet marketing around the country and frequently appears as an expert on television.

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### 书籍目录

Foreword. Dan S. Kennedy. Acknowledgments. Introduction. Chapter 1. Motivational Marketing and Why It Is Important to Your Business. Chapter 2. Motivate Your Prospects to Buy Now. Chapter 3. Taking Aim at Your Prospect ' s Emotions. Chapter 4. Emotional Motivator 1—Fear. Chapter 5. Emotional Motivator 2—Love. Chapter 6. Emotional Motivator 3—Freebies and Bargains. Chapter 7. Emotional Motivator 4—Effortless Moneymaking. Chapter 8. Emotional Motivator 5—Making Dreams Come True. Chapter 9. Creating Your First Emotional Motivator Ad. Chapter 10. Motivational Marketing: Sales Letter Strategies. Chapter 11. Motivational Marketing: Web Site Strategies. Chapter 12. Motivational Marketing: Display and Print Advertising Strategies. Chapter 13. Motivational Marketing: Radio Advertising Strategies. Chapter 14. Motivational Marketing: Television Advertising Strategies. Chapter 15. Get Out There and Motivate Your Prospects. Chapter 16. Concluding Thoughts on Motivational Marketing. Important Motivational Marketing Resources. Index.

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