



Empowering **BRAND** Loyalty

AN E WORKBOOK

Empowering Brand Loyalty

An E-WORKBOOK

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Introduction

In the past decade I have seen a drastic shift in the way companies are approaching their customers through marketing campaigns. Marketing is the approach, theory, and tools used to sell a product or service to the general public. In the past marketing was approached from a need basis. This approach identified customer need and marketed to that need. The consumer was seen as someone to convince and win over by making creating a sense of scarcity. The underlying message of campaigns designed around this approach was, “you don’t have enough and the only way to get it is by purchasing our product or service.”

Fast-forward to today, and we see a completely different approach to marketing. Customers are demanding more from their brands. Customers are demanding transparency, conversation, collaboration, social and environmental concern, etc. With these new demands marketing has been forced to shift its approach from needs based to relationship based.

Empowering is giving the power or authority to your current and potential customers. By approaching marketing from a standpoint of giving rather than taking you create a conversation. The quickest way to empower brand loyalty is to educate those that come in contact with your brand and give them the opportunity to decide for themselves if they like your brand or not.

As members of the promotional marketing industry it is

our job to understand the evolution of marketing and assist our clients in identifying the appropriate solutions to accomplish their objectives. Throughout this e-workbook you will be given the tools and processes necessary to take create a relationship centric marketing campaign, which ultimately empowers brand loyalty for your clients and yourself.

About Matt Kaspari

Matt Kaspari, started Denver-based Kaspo Incorporated in 2003. As the President and CEO of Kaspo, Matt built his company on the foundation of empowering brand loyalty rather than selling SWAG*. “I love SWAG and when compared to other marketing methods, SWAG has one of the highest returns on investment if done properly.” However, after his first few years in the business he realized that selling SWAG had the capacity to do much more than just market to potential customers. Matt began to see a bigger picture, and that bigger picture was its ability to empower brand loyalty. While most marketing functions strive to create brand loyalty by pushing marketing messages, Matt realized that it was more effective to pull customers in and empower them to be loyal to your brand.”

The rules are simple at Kaspo, lead by example, have fun and live with integrity.

**Caught off Guard by my use of the word SWAG? It is part of my commitment to [_Danny Braunstein¹](http://promokitchen.com/the-s-word-by-danny-braunstein) to reclaim and embrace the word SWAG.*

¹<http://promokitchen.com/the-s-word-by-danny-braunstein>