

brandzeitgeist

Embedding Brand Relationships into the Collective Consciousness

BY CHRIS HOUCHENS

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Chris Houchens

The **zeitgeist** is an abstract concept of what's currently top-of-mind in the public's collective consciousness. The concept of **brand** is also an abstract idea to describe the relationship between consumers and a company.

In *Brand Zeitgeist*, marketing expert Chris Houchens shows how these two ideas can work together to create a winning brand strategy.

Companies can tap into the power of the zeitgeist to spread their marketing messages by bringing their brand to the forefront of customers' minds. Businesses can also use the zeitgeist to provide those customers the tools to spread their message through word-of-mouth and other viral channels.

Houchens uses real world examples to provide a practical look at the fundamentals of branding and offers a common sense guide for businesses to develop their own brand strategy.

“Trying to figure out how to connect with customers when traditional marketing has lost much of its value, and why ‘connecting’ is a whole lot more than today’s buzzword? This is the book for you.”

–Kelly Erickson

Author of *Maximum Customer Experience*

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“Houchens has put together an interesting, unique take on brand marketing. This is no dry marketing textbook, but an interesting read.”

-Editorial Review

Smart companies know the most effective marketing strategy is to build a long-term relationship with a dedicated group of customers. This is better known as branding.

What this book attempts to do is clarify how a healthy brand image is the most important marketing tool an organization can have. It explains how a long-term systemic branding philosophy can help make the other aspects of marketing easier and cheaper. It shows how a strong brand nourishes a current customer base and helps develop new customers.

The book uses the concept of the zeitgeist, the public's collective consciousness, as the framework to use to integrate a brand into a specific market.

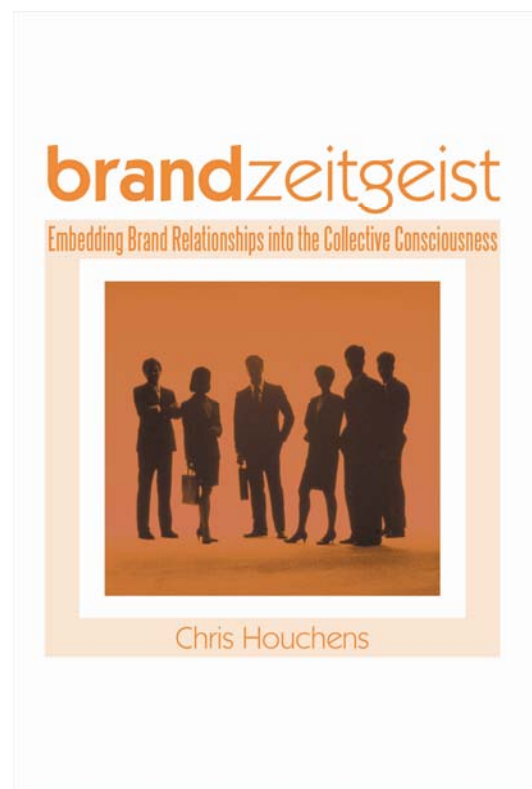
Branding is a big-picture view of business. The zeitgeist is a big picture view of what the public is thinking about. When you combine these two large-scale visions and make connections between them, you can develop penetrating marketing tactics that will be successful with any target market.

-Chris Houchens

From the preface of Brand Zeitgeist

Brand Zeitgeist answers the questions:

- How important are logos and other visual brand elements?
- How should brands evolve to stay fresh?
- How does word-of-mouth marketing spread?
- How important are advertising and customer service in a brand strategy?
- How can brands use the power of social media and online communities?
- How can branding be built-in during product development?
- How do you measure the effectiveness and ROI of branding efforts?



CHRIS HOUCHENS

has spent all of his adult life working in media and marketing including as the operations manager of a radio group, as the online director of a newspaper, and as the marketing director of a healthcare organization.



Today, Houchens is a dynamic marketing speaker traveling worldwide delivering marketing keynotes and other presentations to conferences and corporate events.

Chris' popular blog, the Shotgun Marketing Blog, offers common sense insights on marketing and has been ranked as a top marketing blog.

Houchens has been the co-author and reviewer of several marketing books and is also a contributing writer and source for numerous online and print publications.

Follow him on Twitter at @shotgunconcepts. Read his blog at shotgunconcepts.com.