



Marketing Public Relations

A Marketer's Approach to
Public Relations and Social Media

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professionals helps customers recognize when they have a **consumption story** and helps them share their product experiences. Before this enabling technology, companies relied on referral programs, promotional products (giveaways with them on it), publicity stunts, and customer testimonials in their advertising. Customers tell their own stories to their friends. Companies still use these “low-tech” tactics today, often in combination with their high-tech cousins.

Our favorite part of the whole book...

Fiskars®, the folks who make the scissors with the orange handles, have capitalized on the phenomenon of consumption stories with the creation of a virtual community of “Fiskateers.” Fiskars realized that one of its identified market segments—scrapbook enthusiasts—are passionate about their hobby and need good scissors and other Fiskars products to do what they do. Fiskars also noticed that their brand lacked passion. The company decided to actively engage scrapbookers with efforts to associate the passion for the hobby with a passion for the brand.³⁰ From this notion, the Fiskateers were born. Four real scrapbooking enthusiasts, who happen to be compensated by Fiskars, lead this group. They moderate the conversation and share information about their favorite pastime and Fiskars’ products. The community has not only led to increased sales, but also to assistance in product development and customer service. It represents a win-win situation for the firm and for some of its best customers.

Exhibit 3.4 Fiskars® connects with its customers by encouraging them to share their experiences at the “Fiskateers” Web site.

