

The Demand for Authenticity

In an experience-driven world, consumers crave what's authentic. Don't wait. Schedule an Authenticity Marketing™ Workshop.



The more contrived the world seems, the more we all demand what's real. As reality is qualified, altered and commercialized, consumers respond to what's engaging, personal, memorable - and above all, authentic. If customers don't view your offerings as real, you'll be branded inauthentic - fake - and risk losing sales.

What Consumers Really Want

Today's Marketing Environment	Changing Budget Priorities	The Demand for Authenticity
How to Join the Conversation	Search Engine Optimization (SEO)	Social Media Integration

Purpose of the Workshop

Defining how you can appeal to this exploding consumer mind-set, keys to identifying your business with consumer perceptions of what's personal, valuable and real, and practical management tools to help you and your business.

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