Editorial: What we want readers to remember from this HMM reading experience

We all know that communication (the broker of the marketing relationship) is the foundation of the progress. But it is not always so easy to “communicate” through the last content of a Holistic Marketing Management (HMM) Journal in a year ready to close, by prioritizing the most important things we want to share and to inspire, to challenge readers or may be to transform or even disrupt some undesirable trends, including right impacting on digitally-enabled journal content consumers, so as to keep the journal brand on the readers’ mind, while keeping the desire to read it alive. On the other hand, if I am well remembering, it was frequently argued that nothing equals a friendly direct conversation (always considered to be a powerful tool for the desired change).

Trying to put myself in our readers’ place, I viewed the HMM Journal as a gift during the current holidays, and suddenly came into my mind two opinions:

- One published at the beginning of December this year by MarketingProfs (Ivan Serrano - Having a Giveaway? Ask Yourself These Questions First, December 3, 2014, available at: www.marketingprofs.com/opinions/print/2014/26610/having-a-giveaway-ask-yourself-these-questions-first). According to this first opinion, it is important (paraphrasing, of course) to make everything count: the elements of the “giveaway”, what we want readers to remember from this HMM reading experience, the target demographic, collaborating with others, and so on;
- The second one published a week after by CustomerThink (Bettina Nyffenegger - Should We Focus on Service Quality or Emotions? How to Build Customer-Brand Relationships to Increase Marketing Performance, Dec 10, 2014, available at: http://customerthink.com/should-we-focus-on-service-quality-or-emotions-how-to-build-customer-brand-relationships-to-increase-marketing-performance/). According to this second opinion (also paraphrasing, of course), we have to decide if we will focus on improved services and functional features or on a more emotional content to develop strong reader-brand relationships. But in order to make the right decision, we must involve into a research project on HMM brand relationship quality, a HMM reader-based indicator of the strength and depth of the person-brand relationship, by starting from two questions: Should emotions or quality-related, more functional aspects have more weight in the HMM brand’s marketing campaign? How do they affect HMM marketing performance (such as HMM reader’s willingness to participate, word-of-mouth, consideration set and so on)?

What do you think? Please do not hesitate to tell us if you have some suggestions in this respect. And looking forward to your comments, please allow us to convey to you:

Best Wishes for the New Year 2015!

Meilleures Vœux de Bonheur, de Santé et de Prospérité pour 2015!

Gesundheit, Glück und Erfolg für das kommende Jahr 2015!

Theodor Valentin Purcărea
Editor - in - Chief