NoOr

QUICK CHECKLIST

Lovemarks: Kevin Roberts on making a brand loved, not just respected, applied to social media in Muscat

https://noorsocial.com/en/journal/lovemarks-roberts-brand-love-muscat/

Quick checklist

- [ ] Respect is the entry ticket; love is what makes customers choose you without comparing prices.
- [ ] Map your brand on two axes, love and respect, and plan content for the one that is weaker.
- [ ] Mystery: tell real stories, connect past, present and future, and leave room for curiosity.
- [ ] Sensuality: design content for the senses, sound, texture and close-ups, not just information.
- [ ] Intimacy: show commitment, empathy and passion through real people and real responses.

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