

# The secret to building a long-lasting Brand is Deep emotional connections.

Discover The new book by acclaimed author, International Keynote speaker and Branding Expert, Rishabh Marathe



Maharashtra, Mumbai, Jun 1, 2021 ([Issuewire.com](http://Issuewire.com)) - Rishabh Marathe, a seasoned Marketer, bestselling author, and branding expert & coach has launched his book “Brandfluenced”.

The latest book by Rishabh Marathe on the topic of Building Deep emotional connections with audiences. The authors' journey of working on some of the most iconic brands on a Global Platform and scaling them to Million Dollar Plus Brands, had given him rich insights on how to grow brands that are more than just customer satisfaction.

It talks about driving influence that grows your brand and makes it iconic.

The book is aimed at specifically Businesses, entrepreneurs and coaches, trainers who use the metric of customer satisfaction to engage and measure brand performance. But the secret to a fully connected customer/consumer is how deeply the brand goes beyond the product experience.

The author's aim of writing this book is to introduce a model, the **StoryModel Brand Messaging Blueprint™**, which uses a story-based approach, borrowed heavily from superhero movies but underlying the fact that when you bring your customers pain as the focal point of the story and the story evolves into moving him from pain to pleasure, it becomes a long term vision for any brand or business

Rishabh says, “**Brandfluenced**” is my attempt to re-think the brand-building paradigm. Through the book, the author takes you on a journey where he gives a simple story-based approach that can be leveraged on every aspect of the consumer funnel, the ad, the lead magnet, the landing page or website, and also the email copy.

The author believes “Deep Emotional Connections can be made when you care for your customer”. So when brands show empathy and authority in their pursuit of brand growth, it leads to unprecedented growth, shares gain, and drives revenue for the business.

*Brandfluenced can be purchased at these links below*

Amazon Page: <https://www.amazon.in/dp/9390837138>

Playstore: <https://play.google.com/store/books/details?id=7nkwEAAAQBAJ>

Kindle: <https://www.amazon.com/dp/B0963Y813D>

## **About the Author**

Rishabh Marathe is a Strategic Brand & Digital Marketer, Story-based Branding expert & coach, and a lifelong learner. Rishabh is a Senior Marketer working for BIC consumer products and has studied Strategic Digital Marketing from Cambridge Judge Business School and done his MBA from Welingkar Institute of Management. He has also worked for organizations like Unilever and Marico, India where his Branding and Marketing fundamentals have been enhanced. He envisions using these fundamentals to Re-brand lives and businesses. You can connect with him at [www.brandgrowthschool.com](http://www.brandgrowthschool.com)





## Media Contact

Rishabh Marathe

connect@rishabhmarathe.com

9833412324

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