



## **Empathetic Marketing**

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- Loyalty is being lost at an astonishing rate
- How can businesses and brands increase loyalty amongst their audiences to keep them returning to their products and services
- Welcome to a talk on Empathetic marketing; how can your event create resonance and loyalty with your audience by connecting in a new way
- What is empathetic marketing, what is its power and how can it be implemented
- Some practical tips to make your marketing empathetic and much, much more powerful