

The Unbreakable Rules of Brand Experience

by Cathey Armillas

Intro:

Do you ever wonder what it takes to create an “experience” in marketing?

When marketing becomes an experience, there is a magnetic force that makes people fall in love with your brand.

As founder of PURA Marketing, Cathey Armillas has been creating marketing campaigns for decades that initiate an experience and drive loyalty and profits for her customers.

Her marketing campaigns have yielded millions of dollars; and has landed her clients on TV shows like David Letterman, CNBC, The History Channel and more.

Cathey will teach you the simple strategies from her award-winning book, ***“The Unbreakable Rules of Marketing”*** so you can walk away with an understanding how to create an experience to get outrageous results.