



TITLE:
Zombie Loyalists

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READ BY:
Jason Huggins

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"...offers a hilarious, astute, and ultimately practical guide ..."— *Publishers Weekly*

Zombie Loyalists

by Peter Shankman

Read by Jason Huggins

Peter Shankman reveals how to create a loyal, rabid customer base.

Marketing and PR expert Peter Shankman has been working with the biggest companies in the world to create what he calls “Zombie Loyalists,” fervent fans that help companies massively increase their customer base, brand awareness, and most importantly, revenue. Imagine an army of customers who will do your public relations, marketing and advertising, without being asked, each and every time they give you their money. These are Zombie Loyalists. They are ready to buy what you sell, respond to your email offers and demand that their friends to do the same. Looking at exceptional companies like the Ritz Carlton, Commerce Bank, and Starwood Hotels, as well as smaller businesses to turn their customers into Zombie Loyalists, he shows how you can create your own customer army.

AUTHOR

Peter Shankman is the author of *Nice Companies Finish First* and the founder of Help a Reporter Out (HARO), the largest free source repository for journalists in the world. He is also the founder and CEO of The Geek Factory, Inc. His PR and social media clients have included AmEx, Sprint, the US Department of Defense, Royal Bank of Canada, Snapple, Walt Disney World, and many others.

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