

The Heart of Marketing Podcast Recognizes Big Hug LLC as First 'Go for Heart' Feature

*Detroit Remembrance Gift Company
Embodies Heartful Marketing with
Engaging Customer Connections that
Create Loyalty*

DAYTON AND SAINT PAUL, OHIO AND MINNESOTA, USA, February 22, 2016 /EINPresswire.com/ -- To commemorate the first-year anniversary of The [Heart of Marketing](#) podcast with co-hosts Jayme Soulati and John Gregory Olson, the two marketing professionals today announced the Go For Heart program featuring Katie Kiyo, founder of [Big Hug LLC](#), a Detroit-based e-commerce remembrance gift company.



Katie Kiyo of Big Hug LLC on Go for Heart

The Go For Heart program seeks heart stories that embody the five pillars of heart marketing developed by the co-hosts and creators of The Heart of Marketing podcast. These principles guide the selection of stories and content about businesses operating with a heartfelt foundation.

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The power of these two words, Big Hug, honors the person who is a gift giver and delivers an emotional connection to the person receiving the gift.

Katie Kiyo, Big Hug LLC

Big Hug is a perfect example of how a small business has developed such genuine, heartfelt connections with customers that form the inspiration for ongoing creativity and innovation.

“The power of these two words, Big Hug, honors the person who is a gift giver and delivers an emotional connection to the person receiving the gift,” said Katie Kiyo, owner of Big Hug LLC, based in Detroit. “I make my customers co-creators of

the gifts they send, and that is the reason my business is healthy and enduring.”

The interview with Katie Kiyo on the first Go For Heart special edition can be found here on the Heart of Marketing website. <http://getheartmarketing.com/give-customers-a-big-hug-and-theyll-always-remember-you/>

Soulati and Olson selected Kiyo and her business because of how she approaches customer service with genuine care and attention. Kiyo's thorough understanding of her customers' needs and the sensitivity she shows when working with people in this arena provide solid marketing examples for other businesses striving for the same customer loyalty and enduring brand strength.

To submit a heart story to be considered for the Go For Heart program of The Heart of Marketing podcast, visit the website here. <http://getheartmarketing.com/go-for-heart-program/>

About The Heart of Marketing

Created by John Gregory Olson <http://igodigital.com> and Jayme Soulati, <http://soulati.com> two seasoned digital marketing and public relations professionals, The Heart of Marketing, produced and airing weekly, explores the impact of marketing in business at a mid-tier level. Featuring examples of corporate stories and then dissecting the positives and negatives in 'the heart of the matter' during each podcast, Soulati and Olson provide tips for any marketer seeking a heart connection with customers.

The Heart of Marketing is available on iTunes, Stitcher Radio and Google Play for free subscription or download. Join the Heart Marketers' Tribe and submit story ideas for consideration for the weekly podcast and/or the Go for Heart program.

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