

The Ytical Marketer How To Transform Your Marketing Organization

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The Ytical Marketer How To

Direct-to-consumer (DTC) brands such as Allbirds, Casper, Peloton, and Warby Parker have creatively found a weakness in the marketing citadel of incumbent brands. By using data gleaned from daily ...

How Direct-to-Consumer Brands Can Continue to Grow

Their analysis showed that giving the CMO leeway in certain areas did indeed determine the degree to which a company's global expansion plans were successful. Three forms of managerial discretion in ...

How to Help Your CMO Boost Global Growth

With more and more people using search engines like Google to find the answers to their questions and discover new products and services, content marketing has become an important means for brands and ...

How to Build a Successful Content Marketing Campaign from Scratch

Sweetwater offers several marketing tips for studios that can help you attract new clientele and strengthen working relationships with existing clients.

Boost Your Business: Marketing Tips Every Studio Needs

If I want to see how many offices you have, I can look at your website. Top GCs share their insights on what a successful pitch looks like.

Seven Ways to Improve Your Panel Pitch, From the GCs Themselves

As email usage continues to grow globally, email marketing - and in particular newsletters - remains popular. We speak to experts on how to maximise their impact.

Marketing newsletter experts offer tips on improving open rates

So, you've got some marketing campaigns in place, results are coming in and things seem to be moving along nicely. But how much time did you spend systematizing those campaigns to laser focus them on ...

How to Laser Focus Your Marketing Priorities & Never Miss Revenue Targets

How brands interact with customers today is vastly different than how they did in early 2020. In a short time, consumers moved from buying from brick-and-mortar stores to digital commerce, often ...

The Data-Enabled Digital Marketer: New Tools to Keep Pace with Customers

Selling on social media is a fast-growing trend, with 84% of retailers who sell online saying they already sell on social media or plan to in 2021. Social-first selling is giving local retailers the ...

How to train store associates to sell on social media

Discover 3 innovative ways to improve your recruitment marketing for companies that don't fit the traditional mold in this EMBARC recap.

3 innovative ways to improve your recruitment marketingan EMBARC recap [Video]

If you want to get more organic traffic, you need to pay heed to the top trends listed below. User focus An expert SEO leader once said, what's great for the user, is great for SEO. What's terrific ...

Pro Marketer Reveals the Best Ways To Gain Organic Traffic in 2022

Queenie Tan has been looking after her finances since the age of 19, when she dropped out of university to find a job after saddling herself with \$13,000 of debt.

Marketing manager, 25, reveals how she invests \$2,000 a MONTH

Kr Holdings Inc. ("36Kr" or the "Company") (NASDAQ: KRRR), a prominent brand and pioneering platform dedicated to serving New Economy participants in China, today announced that the Company has ...

36Kr Announces Short-Form Video Marketing Collaboration with Intel

Influencer marketing is nothing new, though for decades it was known as endorsements. The difference between the endorsements of ...

Why Influencer Marketing Works and How to Use It in Your 2022 Ecommerce Marketing Campaigns

Investing time into SEO strategies no matter how basic or advanced gives a web presence to your brand that is within your control.

3 Reasons to Pay Attention to SEO Marketing for Your Brand

John Cimperman emphasized the need for ancillary development around a new stadium, which the team hopes to build in Orchard Park, and the opportunity to build on the Bills as ...

How to build a new stadium that works? A sports marketing exec has answers

AppsFlyer's latest research shows consumers generated 55 percent more revenue in ecommerce apps in 2021 compared to March to July of 2020.

AppsFlyer: The State Of Ecommerce App Marketing 2021

Logiq, Inc. (NEO: LGIQ) (OTCQX: LGIQ), a global provider of award-winning e-commerce and fintech solutions, has expanded its Logiq Digital Marketing (LDM) platform to include Semcasting's advanced ...

Logiq Partners with Semcasting to Bridge Offline Consumer Activity into Real-Time Digital Marketing

PRNewswire-PRWeb/ -- (GMG), the industry's leading digital marketing and public relations agency for high-growth technology companies, today announced Amy Wick has joined ...

Gabriel Marketing Group Announces Strategic Addition of Amy Wick as Senior Vice President of Operations

Cumberland Connect doubles adoption rate of EDGE suites offerings and uses Calix Marketing Cloud and Mailchimp to improve email open rates by 70%.