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Guide

As 2021 draws to a close, we ' ll soon see compilations of the best (and worst) marketing campaigns of the year, which will likely include Geico ' s Scoop There It Is ice cream, Nerf ' s chief TikTok ...

The 20 Best & Worst Marketing Campaigns of 2021 (The Small Business Version!)

Holiday shopping can be stressful for shoppers - make it easier for them by incorporating reviews in your holiday campaigns and marketing efforts
93% of shoppers read reviews before they make a ...

How Reviews Can Level Up Your Holiday Gifting Strategy This Year

While "niching down" is key for mastering one area, you still need a

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solid understanding of these digital marketing fundamentals to lead in marketing.

10 Digital Marketing Fundamentals Every SEO Pro Should Know

This guide discusses the challenges facing digital commerce today and the key role that a first-party data strategy plays in overcoming them ...

Why running digital commerce campaigns without a CDP is running blindly

Looking back over the last two years, how much has changed in your marketing strategies and your marketing team? Chances are it ' s a lot. That is one reason we continue to publish the Inbound Accelerat ...

ICYMI: The 10+ Most-Read 2021 Posts

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[From Our Inbound Marketing Blog](#)

Meta is revamping the objective selection experience when brands create new campaigns in Ads Manager to an outcome-based model, enabling them to choose their desired result, at which point the ...

[Meta Shifting Campaign Creation in Ads Manager to Outcome-Driven Ad Experiences](#)

The 2022 marketing plan approved earlier this week by the Hot Springs Advertising and Promotion Commission continues a strategy developed during the pandemic that relies mostly on digital advertising, ...

[WATCH: Digital weighs heavily on 2022 marketing campaign](#)

Hajrija Dergic, Senior Lecturer in Marketing blogs about how we can

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Learn from Superman and Lois Lane in building an influencer marketing strategy. To be an influencer 'is anyone who has an effect on ...

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It ' s never been easier to run an online campaign. There are so many platforms and tools out there that making the content itself has never been easier, nor more affordable. After all, you can make ...

Marketing Done Right: 4 Types of Promotional Videos Utilised by the Top Companies

Aah!...Guerilla marketing. The term that makes every CEO in the United States ' ears perk up whenever they hear it ...

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Guerilla Marketing Tactics That Will Generate Publicity For Your Startup

Data science coupled with AI or machine learning has been a buzzword for quite some time now and it ' s everywhere!

7 Ways To Leverage Data Science And AI To Upgrade Your Marketing Efforts

The goals of healthcare marketers are as unique as their organizations. Some are looking to drive patient acquisition, while others are seeking physician awareness or general brand building.

Healthcare marketers can use these 3 pillars to reach a local B2B audience

Healthcare marketers add streaming audio to their media mix to connect with consumers and drive 2022

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3 Healthcare Marketing Tips for 2022

Launching into international markets is often a priority for ambitious fashion brands. Here are some tips to help your business expand overseas, including a focus on a localisation strategy, and the ...

Guide to Growth: Is it important for businesses to have a purpose?

With the right tools and strategies in place, marketers can easily move across the perceived HIPAA barrier to collect data while meeting privacy requirements.

Tips For Measuring HIPAA-Compliant Medical Marketing ROI

Advertisers are looking for ways to reach the tens of millions of Gen Z

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and Millennial esports fanatics.

Marketing Communication Plans

Meet the top 31 execs defining the
future of advertising in video games

and esports

The Digiday Awards celebrate excellence in advertising and marketing over the last year with a full slate of winning brands, publishers and platforms.

Bumble, Dove and Pepsi are winners
of the 2021 Digiday Awards

Travis Jones has joined Strategies 360 as the vice president of government relations in the Idaho office. With over two decades of political strategy expertise, blended with a deep understanding of ...

Travis Jones joins Strategies 360

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