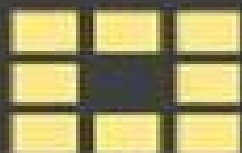


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**Data-First Marketing** Janet Driscoll Miller, Julia Lim, 2020-08-21 Supercharge your marketing strategy with data analytics In Data First Marketing How to Compete Win in the Age of Analytics distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver The key to unlocking the true value of marketing is data from actual buyer behavior to targeting info on social media platforms to marketing s own campaign metrics Data is the next big battlefield for not just marketers but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step by step process to help businesses transform into data first marketing organizations The book includes a self assessment which will help to place your organization on the Data First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation Data First Marketing How to Compete Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data first approach throughout the marketing organization Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data First Marketing Campaign Framework And CEOs or anyone in the C suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline revenue customer loyalty anything that drives business growth

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**Powering Content** Laura Busche,2017-06-12 Your new product is ready to launch and you're itching to tell potential customers all about it But how do you make your message stand out above all the noise and marketing clutter Take the guesswork out of content management with this hands on guide You'll learn how to produce and manage powerful content pieces that speak directly to customers and compel them to respond Author Laura Busche walks you through content strategies and tactics drawn from business design and psychology insights Packed with examples and exercises this book teaches you how to tell your story with engaging copy potent images and striking design all carefully orchestrated through well oiled production management Solopreneurs startups marketing managers and execs will learn 10 Essential Steps to Content Success with deep dives into Content strategy understand your audience choose and prioritize channels and find your brand's core themes voice and tone Content creation craft an engaging experience with content formats and copywriting formulas and templates Content management organize delegate and supervise tasks optimize the content production process to reuse successful patterns

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*Nursery Retailer* ,2004      Pacific Rural Press ,1891      **Brandweek** ,1992      **United Services and Empire Review** ,1921

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