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Every day, through multiple mediums, we see advertisements. It's estimated that we're exposed to between 6,000 and 10,000 ads ...

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Consider building content marketing software, white labeling to other agencies, taking on outsourcing projects, or paying for leads.

~~An Investor's Guide To The Content Marketing Industry~~

PPC (pay-per-click) advertising seems simple on the surface. However, after years of creating PPC campaigns, I can tell you this isn't the case. While you can sit down and create a PPC ad in a few ...

~~Ensure Your PPC Campaign Is Successful With These Tips~~

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This is why an effective video marketing strategy is essential for brands to help maximize their video ads. Brands need to have an effective video marketing strategy and storytelling ideas for social ...

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To do so, marketers must have an idea of consumers' sentiments in real-time (or close to it) in order to be successful and create meaningful campaigns ... into a marketing strategy As businesses ...

~~How To Align A Marketing Strategy With Customers' Shifting Perspectives~~

AI is a powerful technology that can help you create relevant marketing campaigns that bring results ... The Definitive Guide to Working Less and Making More. Marketing Smarts, Marketing Strategy, ...

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marketing, and CX campaigns. In our latest eBook, "In a World Without Third-Party Cookies, a First-Party Data Strategy Takes the Cake," we offer 4 key steps that help guide you towards a new ...

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~~Put a first party data strategy to work for your customer experience~~

A digital marketing strategy is a plan of action that helps you achieve marketing goals through online channels. Some examples of online channels include: Social media Websites Email campaigns Any ...

~~7 Digital Marketing Strategies to Take Your Web Hosting Business to the Next Level~~

Translation may not satisfy customer needs in various markets. Learn what transcreation is and how it supports marketing to Spanish speakers.

~~How Spanish Transcreation Drives Marketing Success in Global Markets~~

A Supreme Court decision marked the end of the line for the top-tier political message for the Democrats for the last decade. What next?

~~Obamacare Is Saved — Now the Democrats Need a New Campaign Issue~~

Looking to level up your digital marketing strategy with account-based marketing (ABM)? The most important goal in launching your first ABM campaign is to show that alignment between your ...

~~Account-Based Marketing 101: Avoid These First Campaign Mistakes~~

In conjunction with this year's WARC Awards for Asian Strategy, this

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series aims to showcase perspectives from young strategists across Asia, highlighting their take on strategy as a marketing ...

## ~~Monitoring Malaysia's young strategists~~

Leveraging data to inform direct marketing campaigns (both direct mail and digital) is more important than ever, and savvy marketers are using advanced analytics to target audience segments right down ...

## ~~Why Leveraging Data is Key to Driving Direct Marketing ROI~~

Anthony Hitchings, Digital Advertising Operations Director at (FT), explains why the demise of third-party cookies is 'business as normal' for the publisher.

## ~~Understanding the FT's approach to data collection and ad targeting~~

Tanya Gazdik , July 6, 2021 ; Marriott is launching a massive global effort for its Bonvoy brand, including an activation on Pinterest. A personalized experience at two Soho st ...

## ~~Marriott Debuts Biggest Global Campaign To Date~~

CARE USA coordinated across 19 country teams to join Facebook workshops to learn how to create culturally-appropriate and relevant campaigns to encourage vaccine adoption. While simultaneously ...

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~~Facebook — CARE Launches Pro Vaccine Ad Campaign on Facebook~~

Ad companies that have worked to adapt to Apple's iOS 14 privacy updates will see their progress slashed with iOS 15 changes.

~~Apple's newest privacy changes mean more rework for the ad industry~~

Kirsty kicked off Ignite London with an enlightening session about Sage's TikTok campaign, which became the first B2B brand to run a campaign using the popular platform. How did this bold choice play ...

~~Ignite London 2021: Key learnings and takeaways, and where to go to watch on demand~~

Fassnacht discusses the city's vaccination campaign on the latest edition of ... The episode comes from the duo's appearance this week at the Ad Age Next: Multicultural Marketing conference.

~~Why Chicago hired a small ad agency to lead its vaccination campaign~~

These ten campaigns ... stop the marketing juggernaut, as Fourth Estate doubled down on social media, online ads, influencer targeting and many more digital elements of the strategy.

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