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You may list a range of symptoms however you must finish this question with a one or two sentence, marketing related, problem statement. 2. Analyse the environment for the case study and analyse the ...

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Why killing your content marketing makes the most sense

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The strategy-analytics revolution

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Digital Marketing in 2021: A Holistic Strategy You've Never Heard Before

More and more opportunities on the web come from market marking, not for advertisers, but for real goods and services paid for with real money.

Market-Making on the Internet

Instagram Reels strategy is the key to gaining traction in what is quickly becoming a crowded and competitive space on the social media platform.

Instagram Reels Strategy // Tips for Marketers

The pandemic has just pushed edtech mainstream, but language-learning startup Duolingo had already spent the past decade figuring out how to build a successful edtech app. In our latest installment of ...

Extra Crunch roundup: How Duolingo became an edtech leader

When the pandemic struck, many email marketers found themselves with challenges, for obvious reasons. With so many people ditching ...

3 Reasons Your Email Marketing Campaign Isn't Working

Stand Out With a Fresh Approach to Pet-Focused or Veterinary Marketing What is life event marketing in a general sense? It's messaging that touches consumers during any kind of life event that's ...

3 Strategies to Enhance Your Veterinary Marketing for Modern Consumers

Read Article By Rucha Pandit, Principal Consultant, USA, ATCS Over the past decade, pharma companies have experimented with social media to drive customer engagement and build a

positive brand image.

Beyond social listening: A framework for actionable marketing insights in pharma

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At the time it was nice to see a podcasting solution available that catered to the needs of B2B companies who wanted to build podcasts as part of their content marketing strategy. A year and a half on ...

Casting an eye over the future of content marketing - Casted CEO Lindsey Tjepkema on the role of audio and video

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