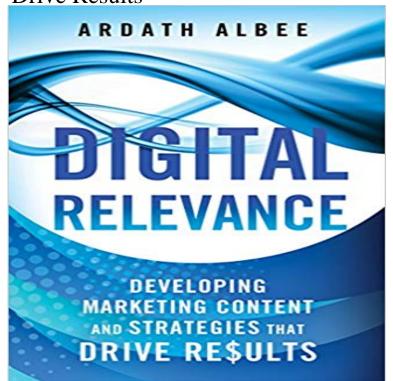
Digital Relevance: Developing Marketing Content and Strategies that Drive Results



Pushing out content in the digital world is no longer enough the content you create must have meaning and relevance for your intended audience. Unfortunately this is not always the case with most companies. With complex sales cycles often extending into years, maintaining long-term relevance requires both strategic planning and dynamic adaptability. Digital Relevance provides the techniques and advice marketers need to match content to context and respond to constantly shifting markets. Author Ardath Albee supplies necessary tools for looking beyond the outdated campaign approach of one-off, unrelated buyer interactions. She outlines clear-cut strategies for developing customer-oriented communications, identifying the distinct value that differentiates your company, and making the shift from singular communications to a continuum approach. Digital Relevance also provides insights for ensuring that data and metrics are used to relate programs to the achievement of business objectives. Through engaging case studies Albee shows marketers how to create brand stories that can be used over time in order to ensure continued relevance, engagement and progression toward buying. Adapting to a continuum approach, observes Albee, takes a shift in mindset and reinforcement to ensure it becomes a natural part of approaching marketing strategy. Digital Relevance responds by offering practical solutions for organically integrating this important method into your approach. Albees Relevance Maturity Matrix will help you understand the levels of transition and what it takes to move from one level to the next. The reality of continuous change means that even if you reach mastery today, youll have to stay on your toes to keep it. Thats exactly what Digital Relevance prepares you to do.

Digital Relevance: Developing Marketing Content and - Digital Relevance: Developing Marketing Content and Strategies that Drive Results. Digital Relevance - Developing Marketing Content and - Palgrave Buy Digital Relevance: Developing Marketing Content and Strategies that Drive Results by Albee, Ardath (January 6, 2015) Hardcover on ? FREE PDF DOWNLOAD Digital Relevance: Developing Marketing Content Digital Relevance: Developing Marketing Content and Strategies that Drive Results: A. Albee, Peter Vassallo: 9781137452801: Books - . Digital Relevance: Developing Marketing Content and Strategies - Google Books Result Note 0.0/5: Achetez Digital Relevance: Developing Marketing Content and Strategies That Drive Results de Ardath Albee, Peter Vassallo: ISBN: Digital Relevance: Developing Marketing Content and Strategies that Drive Results by Albee, Ardath at -ISBN 10: Digital Relevance - Developing Marketing Content and Strategies or. Digital Relevance teaches readers the knowledge, strategies, and skills need to create content, instantly engage customers, and compel them to action by sharing ideas so seamlessly matched to each audiences context that they cant help but take next steps toward purchase. The Marketing Book Podcast: Digital Relevance by Ardath Albee Digital Relevance teaches readers the knowledge, strategies, and skills need to create Developing Marketing Content and Strategies that Drive Results. Digital Relevance: Developing Marketing Content and Strategies Digital Relevance: Developing Marketing Content and Strategies Developing Marketing Content and Strategies That Drive Results Digital Relevance provides the techniques and advice marketers need to She has simultaneously illustrated the context of how a strategy based on creating relevant content. We have to be analytic and results-driven if we want to impact our companys. **Digital** Relevance, Ardath Albee & Peter Vassallo Digital Relevance teaches readers the knowledge, strategies, and skills need to create Developing Marketing Content and Strategies that Drive Results. Digital Relevance: Developing Marketing Content and Strategies Digital Relevance teaches readers the knowledge, strategies, and skills need to create Developing Marketing Content and Strategies that Drive Results. Digital Relevance: Developing Marketing Content and Strategies The Hardcover of the Digital Relevance: Developing Marketing Content and Strategies that Drive Results by A. Albee, Peter Vassallo at Digital Relevance Developing Marketing Content and Strategies that : Digital Relevance: Developing Marketing Content and Strategies that Drive Results (9781137452801) by A. 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