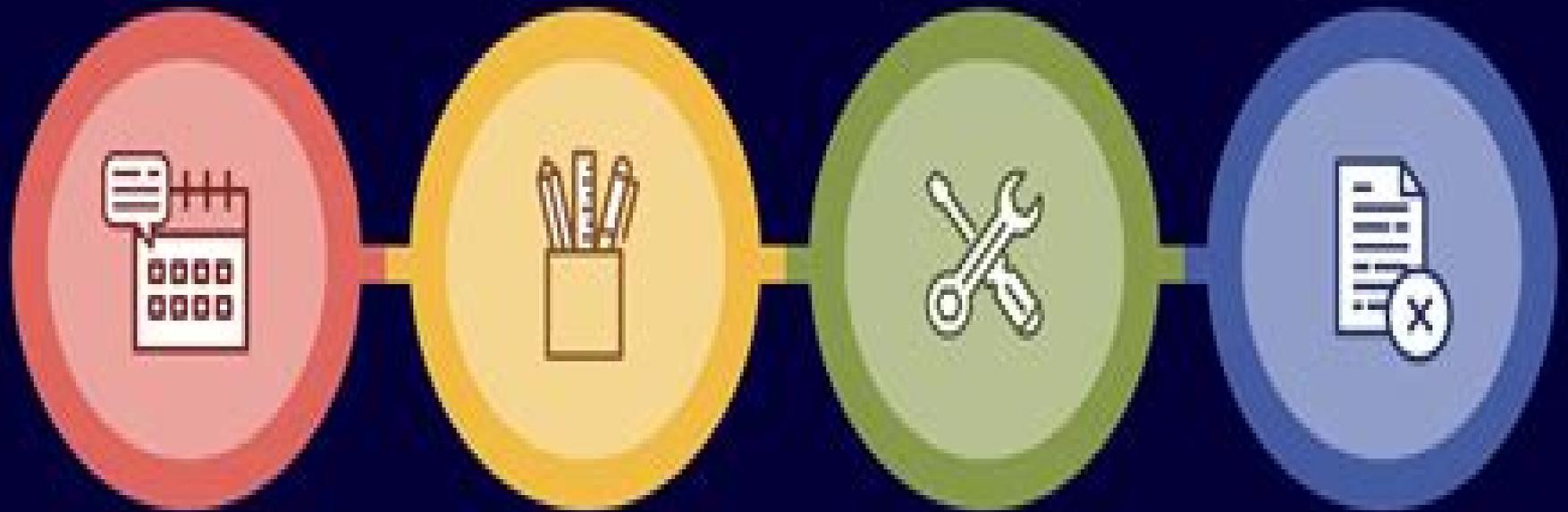


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effective marketing strategy It s a must read for any small business owner trying to grow their company Cases on the Resurgence of Emerging Businesses Saluja, Shefali, Kulshrestha, Dhires, Sharma, Sandhir, 2023-06-23 The global economy of the 21st century is characterized by increased complexities interconnectedness velocity transparency and power diffusion Successful businesses create distinct business strategies for operating in emerging countries from those they employ at home and frequently produce new ways to put those strategies into practice Over the past ten years developing nations have opened up their markets and experienced fast growth but businesses still find it difficult to gather accurate data about consumers Cases on the Resurgence of Emerging Businesses establishes the application of the various multidisciplinary ways to conduct business and creates applied case studies to define the recent trends in emerging businesses It strengthens the research on boosting the economy with a specific focus on case studies to establish a link between different stakeholders with the help of business concerns and strategies Covering topics such as cryptocurrency fortune investments and investor behavior this casebook is an excellent resource for business leaders and managers entrepreneurs government officials economists students and educators of higher education researchers and academicians Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less Joe Pulizzi, 2013-09-27 Reach more customers than ever with TARGETED CONTENT Epic Content Marketing helps you develop strategies that seize the competitive edge by creating messages and stories tailored for instant widespread distribution on social media Google and the mainstream press It provides a step by step plan for developing powerful content that resonates with customers and describes best practices for social media sharing and search engine discoverability Joe Pulizzi is a content marketing strategist speaker and founder of the Content Marketing Institute which runs the largest physical content marketing event in North America Content Marketing World **Content Marketing in the 21st century** Lisa Wiechert, 2017-04-03 Seminar paper from the year 2016 in the subject Business economics Offline Marketing and Online Marketing grade 10 Academy for the Medical Technical Laboratory Service of the State Steiermark Graz language English abstract This essay will analyse Coca Colas Marketing campaign no Labels focusing on the importance of Content Marketing in connection with current events In addition it will answer the question if it is possible for other companies to follow given example **Get Content Get Customers: Turn Prospects into Buyers with Content Marketing** Joe Pulizzi, Newt Barrett, 2009-05-02 Connect to customers with compelling content The rules of marketing have changed Instead of loud claims of product superiority what customers really want is valuable content that will improve their lives Get Content Get Customers explains how to develop compelling content and seamlessly deliver it to customers without interrupting their lives It s the new way of marketing and it s the only way to build a loyal engaged customer base Pulizzi and Barrett have taken integrated marketing communications to the next level Every marketer large or small can use this text to build better ongoing customer relationships Don Schultz Professor Emeritus in Service Integrated Marketing Communication Northwestern University Deftly navigating the worlds of

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Validating the social media strategies of adidas and Nike on Facebook and Instagram Anna Lena Bischoff, 2017-03-03 Seminar paper from the year 2017 in the subject Business economics Offline Marketing and Online Marketing grade 1.7 Linneaus University School of Business and Economics course E Business Management language English abstract Social media SM strategies have gained major importance for the retailers in the last decade The effective use of SM channels for marketing purposes leads to valuable information and insights about markets However many managers still fail to understand the importance of the possibilities of SM usage for strengthening brand perception This

might be due to the lack of commonly agreed SM success factors in academic research The purpose of this paper is to discuss SM success factors and to evaluate how the two world leading sports brands NIKE and adidas follow the application of the discussed success factors Based on a literature review the authors summarized the most commonly discussed SM success factors Data collection was conducted in a consecutive two step approach first extracting relevant data from the annual reports and then withdrawing data from the companies SM channels through text mining The data was then analysed according to the success factors summarized from academic literature Also NIKE s and adidas accomplishments in achieving their goals set in the annual reports on SM were examined adidas achieves a higher success rate than NIKE in laying out their SM strategy Both adidas and NIKE cannot entirely live up to their ambitions underperforming on SM in practice

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