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The digitalisation of events has created new flows of data which can be used to deepen engagement and drive future growth if used beyond the traditional marketing funnel. As we emerge from lockdown and

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evaluate the new landscape, many things have changed including the way we think.

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there has been plenty written about

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level by helping you discover how
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The marketing funnel is a tool that helps you visualize the customer journey, or the path a prospect takes as they become familiar with your

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company, from introduction to 10x conversion (and hopefully beyond).

Your marketing funnel should include the following 5 stages: awareness, consideration, conversion, loyalty, and advocacy.

How to Build Marketing Funnels with

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the online space. While there has been plenty written about online marketing and funnel building from this perspective, Beyond The Marketing Funnel takes it to...

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As such, the marketing funnel must be reimagined. You ' re no longer pushing people through a narrow pipeline. Rather, each phase of the funnel must be nurtured in the context of the audience, your marketing channels, and your goals. Arguably, this is where the

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complementary use of a customer journey comes into play... The customer journey (map)

Marketing Funnel vs Customer Journey | What's The Difference?
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Over the past few years, the best online marketing results have come from adapting the tried-and-true strategies of direct response sales to the online space. While there has been plenty written about online

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marketing and funnel building from this perspective, Beyond The Marketing Funnel takes it to the next level by helping you discover how you can implement a comprehensive marketing automation system for your entire business. The difference between earning money with

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Individual promotions that typically govern the direct response sales approach and a running a full-fledged business is entirely in the structure and the details. Beyond The Marketing Funnel bridges that gap. You'll learn the fundamental components of a proper individual

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product marketing funnel in this book, but more importantly, you'll discover the best way to string those funnels together to form a cohesive business.

Don't chase business—bring new customers to you! Outdated sales

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tactics have you chasing leads and fishing for new business. In today's competitive world, nobody has time for that! Inbound Marketing For Dummies is a one-stop-shop for everything you need to know about inbound marketing techniques that attract the attention of your target

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audience. Whether you have a small or large business, this approachable text offers insight into creating, executing, promoting, and measuring inbound marketing tactics through easy-to-follow instructions on setting up and implementing a new strategic approach. With the information in

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this book, you can increase brand awareness, enhance brand loyalty, engage with target audience members, and attract new buyers all by leveraging your website, social media, blog, and other resources that are, most likely, already at your fingertips. A breath of fresh air

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Brought on by the Digital Age, 10x

inbound marketing is a holistic, data-driven marketing approach that calls upon digital-based resources, such as your website, social media platforms, blogging, search engine optimization, etc., to establish your company as an authority in its industry—and to help

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customers find you, instead of require your sales team to chase after each and every customer. Build a reliable inbound marketing team Develop deeper relationships with your customers Convert inbound traffic into revenue Combine inbound and outbound marketing strategies to

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Optimize your business' resources

Inbound Marketing For Dummies is an essential guide for anyone looking to leverage tried and true inbound marketing strategies within their business.

Digital Marketing Fundamentals is

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the first comprehensive digital marketing textbook to cover the entire marketing process. The academic theory behind Digital Marketing, as well as techniques and media, is discussed. Digital Marketing Fundamentals is easy to read and contains many international

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examples and cases. The Dutch version of this book (Basisboek Online Marketing) has become a standard issue in The Netherlands. In this book, all relevant aspects of digital marketing are addressed: strategic aspects, the use of the Internet for market research, product

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development and realisation, branding, customer acquisition, customer loyalty and order processing. The book also discusses effective websites and apps, digital analytics and planning, and management. The application of social media and mobile

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request access to the book's online resources, please click here: <http://www.digitalmarketing.noordhoff.nl> For FAQs: <https://www.basisboek-online-marketing.nl/faq-lecturers.html>

“ Communicates very complicated ideas in a very simple manner ” (Jay

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Conrad Levinson, author of Guerrilla Marketing). Who says marketing has to take weeks or months—or even hours—to plan and execute? All you need is sixty minutes, an open mind, and One Hour Marketing. If you've been running your business on empty because marketing seemed too

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Alexander Dierks conceptualizes and applies a more nuanced model of the brand purchase funnel. The re-

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conceptualization builds on a holistic, theory-based, and practically applicable set of 10 propositions, which capture dynamics of consumers ' contemporary search and decision behavior and allow for a more differentiated assessment of brand performance across the buying

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cycle. The model's value add is investigated based on two survey-based studies from the automotive and the electricity industry. Using logistic regression analysis, the author uncovers insightful differences in the determinants of consumers' purchase decisions depending on the

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stage of consideration set formation.

The findings support the employment of the more nuanced funnel in brand management.

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In a 'video first' world, video is one of the most effective tools marketers can use to raise brand awareness, engage consumers, drive website traffic and increase sales. Video Marketing takes a step-by-step and in-depth look at planning and creating great video campaigns, as well as

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activating, testing and measuring their success. Featuring case studies from global household names such as adidas, Kleenex, and Red Bull, it explores which video types and platforms brands should use, using multi-video campaigns, live videos and webinars, as well as creating and

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editing video campaigns on a budget using DSLRs and smartphones.

Updated with the latest developments, this second edition of Video Marketing contains new chapters on understanding your audience and buying media space on ad networks and social media, as well

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as further content on personal and personalized content and avoiding potential pitfalls such as frauds, fake views and updates. Accompanying online resources consist of video links for campaigns discussed in the book and a downloadable strategy planner for readers to complete and put into

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How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products, services, and long-term profits and growth. The road to social media

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marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and innovation, driven by social technology, are “ what ’ s next. ”

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Written by the author of the bestselling *Digital Mouse Trap To 10x Your Business*:
An Hour a Day in collaboration with Jake McKee, *Social Media Marketing: The Next Generation of Business Engagement* takes marketers, product managers, small business owners, senior executives and

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organizational leaders trap to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety tools, how to ensure higher levels of customer engagement, and how to build on the lessons learned and information

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gleaned from first-generation social media marketing efforts and to carry this across your organization.

How to implement social technology in business, spur collaborative innovation and drive winning programs to improve products,

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services, and long-term profits and growth. The road to social media marketing is now well paved: A July 2009 Anderson Analytics study found 60% of the Internet population uses social networks and social media sites such as Facebook, MySpace, and Twitter. Collaboration and

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innovation, driven by social technology, are “ what ’ s next. ”

Written by the author of the bestselling Social Media Marketing: An Hour a Day in collaboration with Jake McKee, Social Media Marketing: The Next Generation of Business Engagement takes marketers,

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product managers, small business owners, senior executives and organizational leaders on to the next step in social technology and its application in business. In particular, this book explains how to successfully implement a variety tools, how to ensure higher levels of customer

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engagement, and how to build on the lessons learned and information gleaned from first-generation social media marketing efforts and to carry this across your organization. This book: Details how to develop, implement, monitor and measure successful social media activities, and

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how to successfully act on feedback from the social web Discusses conversation-monitoring tools and platforms to accelerate the business innovation cycle along with the metrics required to prove the success of social technology adoption Connects the social dots more deeply

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across the entire organization, moving beyond marketing and into product development, customer service and customer-driven innovation, and the benefits of encouraging employee collaboration. Social media has become a central component of marketing:

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managers and owners, HR professionals and anyone else looking to better understand how to use social technologies and platforms to build loyalty in customers, employees, partners and suppliers to drive long term growth and profits.

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