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The retail landscape is changing. Shoppers are choosier, products are more specialized, and in order to get customers to stick around for the long-term, ...

‘ It ’ s been a dream come true for our customers ’ : Princess Polly makes the case for unified marketing Evaluate the marketing research conducted by Portland Drake Beverages in this case. Using your knowledge of the research process, discuss the research approach (es) undertaken, how they contributed to ...

MKT202 Marketing Research Essentials

She will lead the planning function of the entire Publicis Groupe Hong Kong and report to Tom Kao, CEO

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of Publicis Groupe Hong Kong.

Publicis Groupe HK appoints Katheryn Lui as chief strategy officer
Anne-Charlotte Mayolle, Marketing Manager at Terres & Eaux ... Terres & Eaux needed a messaging solution, backed-up with an always-on team that could empower it to deliver personalized, ...

CASE STUDY: How Terres & Eaux is using data to deliver truly personalized messaging
In conjunction with this year ' s WARC Awards for Asian Strategy, this series aims to showcase perspectives from young strategists across Asia, highlighting their take on strategy as a marketing ...

Monitoring Malaysia ' s young strategists
As marketers, how do we assure customers that our products and business practices support a sustainable future?

Go Green: Five Tips For Successfully Marketing Earth-Friendly Products
AVer Information Inc. USA, the award-winning provider of education technology and video collaboration solutions, announced today that The Globee® Awar ...

AVer VC520 Pro2 Wins Globee® in the 13th Annual 2021 Golden Bridge Business and Innovation Awards
In the fast-changing pharmacy landscape of Ecuador, DIFARE has partnered with DemandTec to deliver science-based pricing to pharmaceutical customers, positioning DIFARE competitively while achieving ...

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DIFARE Crafts Shopper-Focused Prices with DemandTec Price Science

A million years ago, marketing was the same for everyone. Whether you were ready to buy or not, TV commercials would interrupt your favorite shows. Newspaper and magazine ads would pepper the articles ...

The 13 Best TOFU, MOFU, and BOFU Content Examples in the Content Marketing Funnel That Drive Leads

The world's largest professional community, LinkedIn (News - Alert), is celebrating the success of its seven week-long integrated TV-led ad campaign 'Plant'. The ad charts Vik's hunt for a new job ...

LinkedIn and System1's Partnership Bears Fruit in the Successful 'plant' Campaign Focusing on Career Growth

The nation's leader in accountable care receives the Silver GLOBE Winner for ' Best Healthcare Technology Solution' KANSAS CITY, Mo. (PRWEB) Caravan ...

Caravan Health Named Winner for Best Healthcare Technology Solution in Golden Bridge Awards

Blog content is a great way for B2B companies to increase their web traffic. Demonstrating your industry expertise through regular, focused blogging not only boosts your credibility but also shows ...

Seven smart strategies to enhance your B2B blog posts and boost your web traffic

This situation means that services organizations need to evolve their offerings to help customers increase adoption. That evolution needs to not only anticipate what customers should do next based on ...

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Benefits of Expanding SaaS Adoption with Subscription Services

A second graduate student team competed in SportsPro Media 's Hackathon and received the Most Socially Sustainable Concept award.

MSA students place second in National Sports Forum 's Case Cup Competition

Sustainable Produce Summit (SPS) will equip the fresh produce industry with the knowledge and ability to sustain our industry 's – and the world 's – future. The online event is presented by The Packer ...

2021 Sustainable Produce Summit to Feature In-Depth Content and Marketing Awards

LBA Ware™, a leading provider of incentive compensation management (ICM) and business intelligence (BI) software solutions for the mortgage industry, ...

LBA Ware Director of Marketing Kelley Mangel Honored as 2021 HousingWire Marketing Leader

among others who power the marketing technology industry. The 76 companies selected were evaluated on the strength and breadth of their offerings, documented case studies, and client references. BDEX ...

BDEX Named to AdExchanger 2021 Programmatic Power Players List

Conference presenters include a Pats HR leader, who will share the team's secrets to success off the field. At the HR Technology Conference, we have always enjoyed featuring stories and case studies ...

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