

Strategic Marketing Problems Solutions

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Strategic Marketing Problems Solutions

As we emerge from the pandemic crisis into a whole new business paradigm, brands are more in need of the insights experienced strategists bring to the table than ever. However, even before COVID, ...

A Crisis in Strategic Thinking

Jonathan Bell, the founder of WANT branding and a good friend I've partnered with on many projects over the past couple of decades, has a great saying: "Branding is about two things: 1) getting ...

When Recruitment Is The Problem, Internal Branding Is The Solution

The number of vendors offering marketing tech is exploding, but too many companies take a "bottom-up" approach to purchasing it: Rather than starting with the objective of solving a problem, they ...

Don't Buy the Wrong Marketing Tech

The desperate search for identity solutions that can smooth marketing organizations' transitions to a cookieless world is reaching a fever pitch.

Identity solution fatigue is setting in: How to keep moving

When marketing to the midmarket, take your outbound strategy a step further ... if your product is a workflow solution, you should market workflow as a problem. Your SEO, your paid ads, your ...

Three Tips For Nailing Your Midmarket Marketing Strategy

If creativity is the goal, creating a multi-generational environment can help fuel better solutions ... Jasman Ahmad, strategy director, Accord Marketing Marketing's problem with ageism is ...

How do you solve a problem like... ageism in the marketing business?

The future trends you were using to guide your digital marketing strategy previously may now be outdated. Learn what new trends matter today.

10 Top Digital Marketing Trends to Watch Through 2021

Fewer than 40% of companies that invest in AI see gains from it, usually because of one or more of these errors: (1) They don't ask the right question, and end up directing AI to solve the wrong ...

Why You Aren't Getting More from Your Marketing AI

Casey Research has launched a new marketing campaign for Strategic Investor featuring a '5G Master Key.' By subscribing to Strategic Investor today, you can discover the name and ticker symbol of a ...

5G Master Key: Dave Forest Casey Research Strategic Investor

One such area is the use of intent data. I'm frequently on calls with B2B marketing practitioners and consultants who want to discuss intent data best practices. I highly encourage such discussions.

Intent Data and the Gap Between Sales and Marketing

Now is the time - not 2022 - to revisit your measurement framework, KPIs and benchmarks, because only organizations that move with immediacy will have the best understanding of performance continuity ...

Digital Marketing Measurement Demands a New 'Plan A'

How you propose a marketing strategy influences whether ... of how the strategy will solve your company's problems. For example, if your solution is to improve customer service and promote your ...

Proposal for a Marketing Strategy

As brick-and-mortar retail transforms to fit an increasingly online world, it can be a struggle for the average ecommerce ...

7 Ecommerce Video Marketing Tips to Help You Sell More

And it's no wonder: Marketing changes at lightning speed. Marketers must determine not only whether the new strategies and platforms springing up regularly are a strategic fit for ... Do you see the ...

If Marketing Is As Critical As Sales Is to the B2B Pipeline, Why Don't We Formalize Training for Marketing Teams?

The current use of plastics is not sustainable due to the tremendous amount of discarded plastic waste accumulating as debris in landfills, oceans and other natural habitats across the world. Mechanical ...

Can Chemical Recycling Technology Solve the Plastic Pollution Problem?

Seventy-four percent of pharmaceutical marketing executives say changes in third-party cookie management will be impactful on their media plans.

Seventy-Four Percent of Pharmaceutical Marketing Executives Say Changes in Third-Party Cookie Management Will Be Impactful or Very Impactful on Their Media Plans

Strategic Solution Partners was featured on In Depth Series with Laurence Fishburne, which shares the perspectives ...

Strategic Solution Partners Featured as a Thought Leader on In Depth Series with Laurence Fishburne

C3 AI (NYSE:AI), the Enterprise AI application software company, and NCS, a leading technology services provider and member of the Singtel Group, today announced a strategic partnership focused on ...

C3 AI and NCS Form Strategic Partnership to Deliver Enterprise AI Applications Across Asia-Pacific

If you're a politician peddling big new government programs for which there is little need but hefty price tags, you need a clever marketing strategy ... temporary problems should never be ...

A Federal Paid Leave Program Would Be a Permanent Solution to a Temporary Problem

TORONTO--(BUSINESS WIRE)--Drop Technologies Inc. (Drop), the leading personalized rewards platform, announced today its new strategic ... marketing channel. This partnership brings a new solution ...