



# Digital Marketing

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## Lead Nurturing Trends++

Now more than ever, an effective lead nurturing strategy requires precisely targeted messaging delivered across multiple marketing channels and devices. This reports shows how companies are overcoming these challenging new obstacles to lead nurturing success.

<https://databox.com/lead-nurturing-strategy>

## Marketing Data Management++

Prospect and customer data drives just about everything in marketing today, including ROI. This report shows how organizations manage marketing data to achieve success.

<https://www.marketingevolution.com/knowledge-center/overcoming-the-marketing-data-management-challenge>

## Data-Driven Marketing Strategy++

Without a clear and concise data-driven marketing strategy, a company lacks the ability to effectively acquire, organize, analyze and translate customer information into actionable insights. This report shows how an effective data-driven marketing strategy for achieving those objectives looks like.

<http://research.ascend2.com/2017-data-driven-marketing-strategy/>

## 2017 Digital Marketing Plans++

Creating an effective digital marketing plan relies on adapting to constant change through continuous improvement. This report outlines what strategies and tactics will drive digital marketing success in the year ahead.

<https://blog.alex.com/what-to-include-in-2017-marketing-strategy/>





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## Path to Purchase++

How US digital shoppers and buyers are stacking up this year. How services-oriented industries are tailoring ad spend to consumer How mobile is impacting the banking, healthcare and travel verticals.

<https://on.emarketer.com/Roundup-20170914-Path-to-Purchase-Download.html?ecid=AD1008>

## Digital Transformation++

Why a digital transformation is necessary to combat competitors, keep pace with technologies and evolve with shifting consumer expectations. Why marketers may find themselves responsible for leading the charge. What the common drivers and challenges of digital transformation programs are, and what metrics are used to gauge success.

<https://on.emarketer.com/Report-20170824-Digital-Transformation.html?ecid=AD1008>

## The Customer Experience- The Journey Toward Customer Centricity Continues++

How marketers are improving the customer experience on traditional and digital channels. The digital tools and technologies retailers are using to make in-store shopping more personalized and relevant. What consumers are looking for from brands. How a better understanding of the customer journey can help marketers deliver real-time, customized brand experiences.

<https://on.emarketer.com/Report-20170817-Customer-Experience.html?ecid=AD1008>

## Small Businesses Have Big Marketing Technology Ambitions\*\*

Article: Small businesses' investments finding that the right level of technology supports their digital marketing efforts.

<https://www.emarketer.com/Article/Small-Businesses-Have-Big-Marketing-Technology-Ambitions/1016426>





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## Marketing Channels Used by Small Business-Owners- Managers\*\*

Chart of how small businesses use various media channels: Research from G2@ Crowd Views-September 2017.

<https://www.emarketer.com/chart/211856/marketing-channels-used-by-us-small-business-ownersmanagers-march-2017-of-respondents>

## Small Business Shift Marketing Spend to Digital\*\*

Chart: Changes in digital vs. traditional media spending. Source: Thrive Analytics-January 2017.

<https://www.emarketer.com/Article/Small-Businesses-Shift-Marketing-Spend-Digital/1015357>

## Change in Digital Versus Traditional Media Spending by Small Business\*\*

Chart showing change in media spending from traditional to digital.

<https://www.emarketer.com/chart/204794/change-digital-vs-traditional-media-spending-according-us-smbs-jan-2017-of-respondents>

## Content Types Small Business to Use in 2017\*\*

Chart showing types of content that small businesses plan to use.

<https://www.emarketer.com/chart/208970/content-types-that-smb-marketers-worldwide-plan-use-more-jan-2017-of-respondents>





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## Why SMBs Should Opt for Best-of-Breed Marketing Technology\*\*

Article on what small businesses should consider in selecting technology to support their internet presence.

<https://www.emarketer.com/Article/Why-SMBs-Should-Opt-Best-of-Breed-Marketing-Technology/1016310>

## Marketing Channels Used by Small Business Owners/Managers\*\*

Chart on how small business are using various media channels — traditional and digital.

<https://www.emarketer.com/chart/211856/marketing-channels-used-by-us-small-business-ownersmanagers-march-2017-of-respondents>

## The Digital Marketer's Guide to Resource and Budget Allocation Across Channels

The number of devices has surpassed the number of people globally. This means that there are more connected digital devices than ever before. This changing landscape and drastic shift toward digital marketing creates a challenge that marketers need to meet head-on.

<https://www.marketo.com/resources/>

## US Time Spent with Mobile++

If you feel like people around you are spending more time glued to a mobile device, this comprehensive report provides details on how much time adults are spending on their phones, and what information they are accessing.

<https://www.emarketer.com/Report/US-Time-Spent-with-Mobile-Deep-Dive-Mobile-App-Web-Time/2001835>





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## US Mobile Time Spent and Activities StatPack 2017\*\*

An even more comprehensive report on how adults are spending more time with their smartphones, as other media time decreases. It also details what kind of devices they use, and activities, including shopping trends, on each device.

<https://www.emarketer.com/Report/US-Mobile-StatPack-2017-Atlas-of-eMarketer-Forecasts-Keep-Your-Fingertips-All-Year-Long/2002052>

## The Retailer's Mobile Marketing Playbook++

The latest retail mobile marketing best practices, and new examples from brands doing it right. Consumers no longer engage with one channel. This guide provides a breakdown on how to use omni-channel for success. It tells how marketing campaigns should be broken down by channel to drive conversions.

<https://uplandsoftware.com/localytics/resources/ebook/the-retailers-mobile-marketing-playbook/>

## The Mobile Marketing Starter Kit++

This kit covers all the essentials: mobile messaging, onboarding, locations services, and more. How to clarify 3 types of mobile messages, how to increase user engagement, how to use location-based marketing, and identify metrics/measurements of your campaign.

<http://www.mymobworld.com/resources/Mobile%20Marketing%20Starter%20Kit.pdf>

## Digital Marketing 101\*\*

A destination for all things digital marketing. This site covers everything from email marketing to marketing automation, customer engagement and more. This site provides up-to-date information, strategies, best practices and tips.

<https://www.bluecorona.com/blog/digital-marketing-101/>





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## Mobile Marketing Guide++

A comprehensive guide to mobile that includes strategy; SMS facts; when to send; what to send; types of SMS campaigns; growing your list; tips; and regulations.

<https://digitalmarketinginstitute.com/en-us/blog/the-beginners-guide-to-mobile-marketing-strategy>



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