

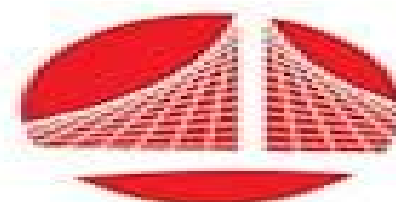
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TO

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Content To Commerce Engaging Consumers Across Paid Owned And Earned Channels

Jason Thibeault, Kirby Wadsworth



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Proceedings of the 6th International Conference on Economic Management and Green Development Xiaolong Li, Chunhui Yuan, John Kent, 2023-06-27 This proceedings book together with the conference looks forward to spark inspirations and promote collaborations International Conference on Economic Management and Green Development ICEMGD is an annual conference aiming at bringing together researchers from the fields of economics business management public administration and green development for the sharing of research methods and theoretical breakthroughs The proceedings consist of papers accepted by the 6th ICEMGD which are carefully selected and reviewed by professional reviewers from corresponding research fields and the editing committee of the conference The papers have a diverse range of topics situated at the intersecting field of economic management public administration and green development ICEMGD is working to provide a platform for international participants from fields like macro and microeconomics international economics finance agricultural economics health economics business management and marketing strategies regional development studies social governance and sustainable development The proceedings will be of interest to researchers academics professionals and policy makers in the field of economic management public administration and development studies **Winning With**

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develop a marketing strategy that will help generate sales profit and customer satisfaction

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Branded content. La nuova frontiera della comunicazione d'impresa Paolo Bonsignore, Joseph Sassoon, 2014-06-13 T00:00:00+02:00 640 10

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it s difficult for brands to decide how best to reach and engage their audiences Paid Owned Earned defines the constituents of each area of paid owned and earned media and shows how they are linked together It proposes a blueprint for how to think and navigate across this space using a framework made up of key elements such as communities and content social media optimisation seeding and viral distribution broadcast mass media social performance media and measurement

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