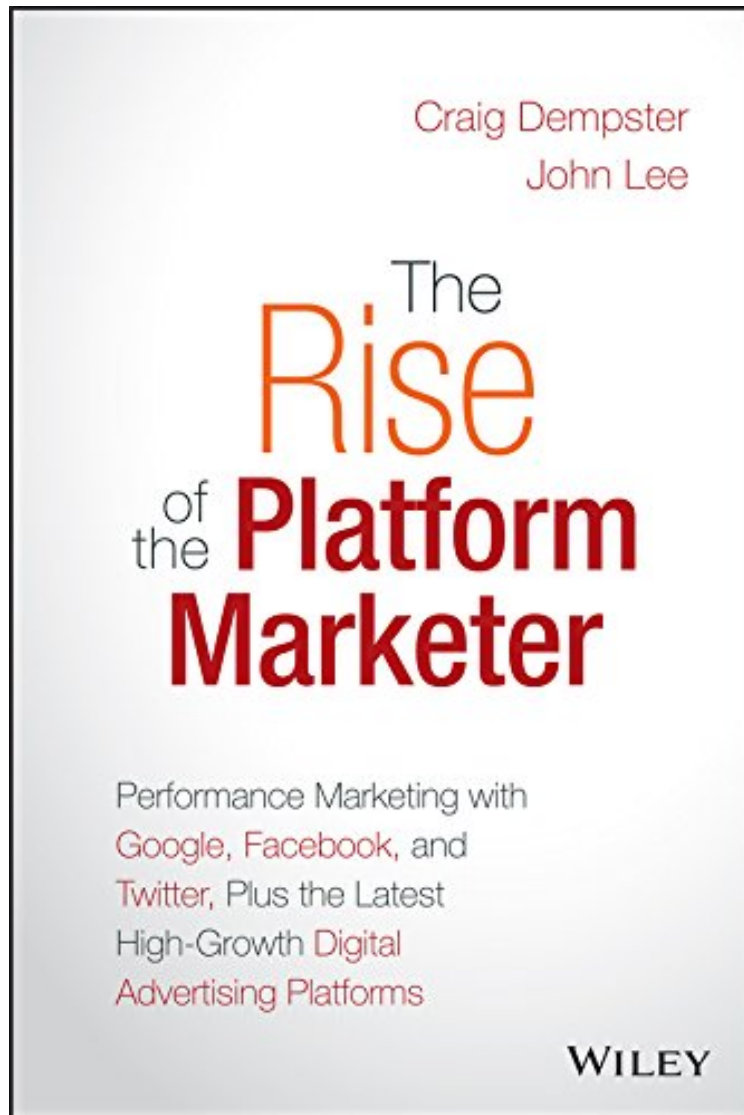


(Download pdf ebook) The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms

The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms

Craig Dempster, John Lee

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#708663 in eBooks 2015-04-09 2015-05-04File Name: B00SZ636NE | File size: 53.Mb

Craig Dempster, John Lee : The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms:

1 of 1 people found the following review helpful. This book clearly sums up the future of marketing. ...By Customer
This book clearly sums up the future of marketing. A must read for anybody looking to wrap their head around the possibilities that exist in marketing today, with the proper approach, to no longer "market" to segments, but to have conversations with individuals, across all channels.0 of 0 people found the following review helpful. Solid overview of the tech landscapeBy Jacques PavlenyiHowever, there were a lot of times I could have used more examples to illustrate or validate the concepts and assertions.1 of 2 people found the following review helpful. A Guidebook for Those in Search of a Customer Centric StrategyBy MarketMomAs marketers we all want to deliver these things the entire industry is telling us is critical to staying effective and relevant (and rightly so) - seamless customer experiences as customers move across channels, personalization and advanced targeting. I have heard the "why" many times, but until this book I never heard the "how". If you want to not only understand the possibilities of marketing, but also how to turn those possibilities into a reality, this book is for you. It dives into the technology, analytics, creative, organizational construct necessary for what I often felt like is the "unicorn" of marketing ndash; customer centricity. I have a fairly strong digital background, but have historically relied heavily on my team and vendors for analytics and technology expertise. This book gave me a deeper look at the opportunities in digital and enough education and insight to begin conversations with my team on the subject.

Develop the skills and capabilities quickly becoming essential in the new marketing paradigm The Rise of the Platform Marketer helps you leverage the "always-on" consumer to deliver more personalized engagements across media, channels, and devices. By managing these interactions at scale throughout the customer lifecycle, you can optimize the value of your customers and segments through strategic use of Connected CRM (cCRM). This book shows you how to take advantage of the massive growth and proliferation of social and other digital media, with clear strategy for developing the new capabilities, tools, metrics, and processes essential in the age of platform marketing. Coverage includes identity management, audience management, consumer privacy and compliance, media and channel optimization, measurement and attribution, experience design, and integrated technology, plus a discussion on how the company as a whole must evolve to keep pace with marketing's increasingly rapid evolution and capabilities. The expansion of digital platforms has created addressability opportunity through search, video, display, and social media, offering today's foremost opportunity for competitive advantage. This book outlines the capabilities and perspective required to reap the rewards, helping you shift your strategy to align with the demands and expectations of the modern consumer. Develop the tools, metrics, and processes necessary to engage the modern consumer Gain a deep understanding of Connected Customer Relationship Management Leverage trends in technology and analytics to create targeted messages Adjust your company's structure and operations to align with new capabilities The new era of marketing requires thorough understanding of cCRM, along with the knowledge and innovative forethought to thrive in the ever-expanding digital audience platform environment. The Rise of the Platform Marketer gives you an edge, and helps you clear a path to full implementation.