

Marketers Toolkit

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This year's Marketer's Toolkit is a guide to which near-term trends your peers are prioritising and what you can do to keep ahead of the market. For more on this year's Marketer's Toolkit, join us at the Marketer's Toolkit Event (UK) and Marketer's Toolkit Event (US). WARC spoke to ten marketing leaders to gather their insights on the year ahead.

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Effective marketing can mean the difference between runaway successes and costly flops. Covering everything from customer programs to ad campaigns to sales promotions, this is every marketer's hands-on guide to turning opportunities into profits. The Harvard Business Essentials series is designed to provide comprehensive advice, personal coaching, background information, and guidance on the ...

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Why you need a content marketing toolkit Having a standard set of tools helps content creators to efficiently develop consistent content. It also helps to promote a clear and consistent vision and definition for your content marketing initiative.

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The Marketer's Toolkit 2020 is not another end-of-year review. It looks at the wider marketing environment, from a societal, technological, economic, industry and policy perspective, using the STEIP "drivers of change" methodology, to give you a more holistic view of 2020's landscape, challenges and opportunities.

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The WARC Marketer's Toolkit survey is a reflection of what we're seeing all around us. With 84% of respondents saying conscious consumerism and sustainability will impact their marketing plans for 2020, their thoughts map to consumer data on the growing importance of these issues. It's clearly time for brands to step up their game.

The Marketer's Toolkit 2020 - Warc

Our Digital Marketing Strategy Toolkit is a set of four templates designed to help charity leaders and those involved in their charity's marketing and communications develop and implement an effective digital marketing strategy.

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