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here are some key principles to keep in mind 1 know your audience understanding your target audience is crucial for effective marketing thorough market research helps identify their needs preferences and pain points this knowledge enables the creation of messages that resonate and drive engagement 2

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1 do your homework sounds like a no brainer right who the heck would launch a marketing campaign without taking a close look at the category the target and the brand well don t get me started fortunately renegade clients know better

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the key to content marketing is to cut through the noise you do that by educating customers in ways that help them make better buying decisions so sell yourself sell your expertise sell your experience sell your point of view but don t sell your products content marketing s unseen benefits ah your point of view

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here s a few tips to help your marketing messages cut through the clutter be real by sharing your brand story values consumers are more wary of marketing messages these days and are also more trained to ignore messages that don t feel authentic or real

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publicdomainpictures george hodan businesses that digitally market their products and services have a plethora of potential customers just a click or a swipe away but the news isn't all good there are a couple of huge barriers in the way of success firstly competition for attention is tough

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the rapidly changing face of marketing the expectations of consumers are rising and the demand for engaging content across channels in every type of format in real time is high we all want a sublime starbucks like experience with a brand in effect we are witnessing a data and content explosion

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