

CONTENT MARKETING



B2B CONTENT MARKETING: CREATE A B2B CONTENT MARKETING STRATEGY

Content marketing can be an effective channel for connecting B2B brands with business consumers. But creating compelling content requires a strategy that clearly sets out the brand identity, considers stakeholders, the business objectives and their measurement, plots the content calendar and editorial team responsibilities, all with the flexibility to react to events and social media.

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SOCIAL MEDIA



WARC WEBINAR: SERIOUSLY SOCIAL 2015

Peter Field will discuss his top takeaways from this in depth analysis of the world's most effective social media campaigns in 2015. Register to receive a recording of the session, since it's running at 4pm GMT.

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