

THE VIEW

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Hi there,

The coronavirus pandemic has forced marketers to pause and re-evaluate their target markets to plan effective response strategies. As customers redefine priorities and reassess budgets, marketers need to go back to the basics to understand how to reach the right people, with the right message at the right time. We're committed to help you navigate this high-pressure environment by offering strategic insights and best practices.



Three ways marketing will change post COVID-19

Many businesses have closed down or had to significantly tighten their budgets just to remain afloat. The way companies market their products and services will also need to change post-COVID-19. Here's how.

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How to increase technology product usage through customer behavior analytics

As more tech companies seek to increase market share by introducing innovative software products, tracking and analyzing product usage behavior has become critical for an enduring competitive advantage. We've outlined the key steps involved in performing customer behavior analytics with a focus on increasing product usage.

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Achieving better results from ABM content with market intelligence

Effective content is the cornerstone of successful Account-Based Marketing (ABM). Here's how integrating market intelligence into your content strategy will help you get the most out of your ABM efforts.

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IT spending shifts to security and communication tools post-COVID19: BCG

According to a BCG survey, categories that support remote working, including security and compliance and communication and collaboration tools, are seeing upticks in investment.

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Effective reputation crisis management through social listening

Black swan events can disrupt operations and dampen your customer experience. In such scenarios, social listening can be incredibly helpful in responding to customer feedback in a more timely and effective way.

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