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Subject: Includes: The Revenue Impact of Digital Marketing

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How-To

Build a Successful Instagram Launch

Explosive user growth. Advanced audience targeting. Expanding brand opportunities. These are just a few of the reasons your brand should advertise on Instagram. But do you know what it takes to drive success once you're there? In this new Brand Networks eBook, you'll learn an advanced Instagram advertising strategy to help you get off the ground fast and optimize your results. [Download now](#)

In this Issue

[How to Build a Successful Instagram Launch >>](#)
[Successful UGC Campaign Lookbook >>](#)
[The Revenue Impact of Digital Marketing >>](#)
[10 Key Trends to Shape Digital Marketing in 2016 >>](#)
[Content Marketing in the Digital Driver's Seat >>](#)

Successful UGC Campaign Lookbook

Thinking about implementing authentic content to generate buzz in your next marketing campaign? User generated content (UGC) is on the rise since millennials are inspired by their peers. This lookbook features more than twenty examples of how power brands like Reebok, The North Face, Skullcandy, and O'Neill harnessed content created by their fans to build successful marketing campaigns. [Learn more](#)

The Revenue Impact of Digital Marketing

Google is great at providing analytics for others. But who does Google itself turn to when it has tough analytical problems to solve? The following case study describes the work MarketShare did with Google to explore the relative impact of different marketing channels on movie box office revenues. [Read more](#)

10 Key Trends to Shape Digital Marketing in 2016

Today's buyers want the right content to fall into place at just the right time, but only 21 percent say the marketing messages they receive are "usually relevant." Check out these 10 key trends that will shape digital marketing in 2016 and learn how you can deliver the outstanding cross-channel experiences your contacts want. [Download now](#)

Content Marketing in the Digital Driver's Seat

The notion that advertising is enduring fundamental changes - both in format and budget - could not be more true. Marketers are rushing to re-evaluate their approach to reaching their audiences in a more efficient and impactful manner. This white paper explains how strategic content marketing is driving the shift of marketing budgets into digital. [Download now](#)

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