

From: Marketing Bulletin <marketing@eb.emediausa.com>

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Subject: Includes: Making Your Tweets Stand Out

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## How Smartphones Impact the Travel Industry

Travelers face a limitless number of decisions in the trip planning process. To get a better understanding of how mobile is impacting travelers' decision-making, SessionM surveyed their members and heard from over 10,000 consumers about their airline and hotel preferences in a two-part survey. [Download now](#)

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## How to Use Facebook's Dynamic Carousel Ads

According to at least 1,000 marketers, retargeting has become an indispensable tool for advertising on Facebook. Retargeting allows you to reach audiences across the web, mobile web, mobile apps and social with personalized display advertising. This underutilized method has even outperformed search, email and other display campaigns. Read this guide to see the impressive results of combining retargeting and Facebook. [Download now](#)

## Making Your Tweets Stand Out

Reporters aren't on social media to check out memes and food pics; they're hunting for story ideas. 51 percent of reporters can't accomplish their jobs without social tools. But that doesn't mean they welcome social pitches though they are warming up to the practice. How can you boost the odds your social media pitches will drive success? These 11 tips will help. [Download now](#)

## How Well Do You Know Your Customers?

How well do you know your customers? Not as much as you'd like? Developing buyer personas can increase this understanding. In addition to helping drive stronger engagement with customers and prospects, buyer personas also help improve the bottom line. Marketers who use personas and map content to the buyer's journey enjoy 73 percent higher conversions. Create a buyer persona in 10 steps. [Download now](#)

## The Modern Marketer's Online Meeting Primer

With the overwhelming amount of content bombarding everyone daily, marketers need a way to break through the clutter. This best practices guide looks at three meeting formats that smash through the noise and can help your business find more and better quality leads. Formats include webinars, product demonstrations and video conferences. **Download now**

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