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Common Mistakes with Buyer Personas

As with any new hot trend, lots of companies and marketers are trying out buyer personas but are taking short cuts just to get to the end goal. This could make your entire effort for naught.. This white paper breaks down five common buyer persona mistakes so you can sidestep the errors of trying out this new trend yourself. [Learn more](#)

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Data Is the New Normal: How to Leverage It

The key to a successful business is great people combining their knowledge with powerful assets to make a difference. Empowered businesses intentionally build data-centric cultures. They realize the value of data as an asset and transform their company by building an organizational culture around their data. This paper explores why most organizations struggle to achieve this goal and how they can hit it. [Download now](#)

Email vs. Social: Which Performs Better?

With the rise of social media, companies have to ask the question, "Is email marketing still relevant?" To find out, The Relevancy Group and MessageGears conducted a survey of more than 300 marketers of mid-market and enterprise companies to understand how top global brands are using email marketing. Read on to learn how email's existence fared among other channels. [Download now](#)

Creating a Culture of Social Engagement

57 percent of a typical purchase decision is made before a customer even talks to a supplier. That's why it is so important to have an "always-on" marketing channel that meets your customers wherever they are in the buying cycle. Surprisingly, you already have a way to boost brand awareness, promote events and form relationships. The answer: your employees. [Learn more](#)

Marketer's Guide to Facebook's 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**

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