

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

To: Veldran, KatherineKatherineVeldran@gov.sc.gov

Date: 7/1/2016 8:15:00 AM

Subject: Includes: Data as Competitive Advantage

[Unsubscribe](#) | [Unsubscribe All](#)

## Marketing Bulletin

### IN THIS ISSUE

[15 Ways to Market to Customer Preferences](#)

[EMV Implementation](#)

[Data as Competitive Advantage](#)

[Measuring Matters: Evaluating Your Email Campaigns](#)

[How to Create a Lead Nurturing Strategy](#)

### 15 Ways to Market to Customer Preferences

Today, customers control the buying journey. They decide where to research, how to buy and when to purchase – and they have higher expectations. This paper tells you how to better connect relevant data, personalize engagement and move to a more customer-centric approach that will help you meet – and exceed – these expectations.

[Download now](#)

### EMV Implementation

Do you know where you stand in the marketplace with EMV- also known as smart card or chip card - implementation? Monitoring your organization's perception among your customer base can put you ahead of the curve. This paper contains thousands of aggregated and analyzed social media posts from key forums, blogs and social networks on the topic of EMV implementation.

[Download now](#)

## Data as Competitive Advantage

The explosion of information over the last decade has empowered organizations to become data-driven. What was once the exclusive domain of the number crunchers has now become the norm. But if big data has gone mainstream, how can businesses today carve out meaningful competitive differentiation through the use of information?

[Download now](#)

## Measuring Matters: Evaluating Your Email Campaigns

Marketers used to define success by metrics such as open and click-through rates and the size of an email subscriber list. If revenue grew, it was a success. Today's commerce marketers have the ability to measure and benchmark a wider range of results. This paper provides what metrics to measure, what benchmarks to measure them against and how to evaluate your email marketing efforts to improve those numbers.

[Download now](#)

### FEATURED DOWNLOAD

## How to Create a Lead Nurturing Strategy

Setting up a lead nurture program is not a goal in and of itself. Instead, lead nurturing is a vehicle for your business to get to your overall goals. The key to designing an effective lead nurture program is taking stock of your current lead management processes. Learn what to look for and how to create a better lead nurturing strategy.

[Download now](#)

[unsubscribe Marketing Bulletin](#) | [unsubscribe all](#) | [privacy policy](#) | [terms & conditions](#)

Please note by accessing advertiser content in this email your details may be passed onto the advertiser for fulfillment of 'the offer'. The subscriber also permits the advertiser to follow up the fulfillment of the offer by email, phone or letter.

emedia Communications LLC  
200 N LaSalle St., Suite 2450  
Chicago, IL 60601. USA  
Toll free: 866-879-5757  
e-mail: [inquiries@emedia.com](mailto:inquiries@emedia.com)