

From: Social Media Bulletin <social_media@eb.amediausa.com>

To: Veldran, KatherineKatherineVeldran@gov.sc.gov

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Subject: Includes: Definitive Guide to Mobile Marketing

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What Smartphones Don't Simplify

Smartphones have simplified things for shoppers. To gain a better understanding of how smartphones are impacting people's decisions, SessionM surveyed their network of members about how they use smartphones while shopping at retail and their preferences.

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In this Issue

[What Smartphones Don't Simplify >>](#)

[Attribution Tips from a Savvy CMO >>](#)

[Definitive Guide to Mobile Marketing >>](#)

[5 Ways Demand Gen Marketers Are Losing >>](#)

[Creating a Culture of Social Engagement >>](#)

[Top Ways to Turn Data into Value >>](#)

Attribution Tips from a Savvy CMO

Retargeting has been a breakout tactic since marketing made the shift from traditional trial and error programs to real-time programmatic campaigns. With retargeting, marketers could directly target the most promising individual consumers, outperforming search, email and other display campaigns. Learn the valuable applications of retargeting for programmatic marketers in this eBook. [Download now](#)

Definitive Guide to Mobile Marketing

As a marketing channel that commands plenty of dedicated attention, it's vital that marketers understand how to effectively market on mobile. Mobile is quite possibly the most personal channel that exists—it rests in someone's pocket, sits next to their bed and gets checked consistently throughout the day. This makes marketing on mobile incredibly important. Check out this guide to learn more. [Download now](#)

5 Ways Demand Gen Marketers Are Losing

Marketers today are under great pressure to generate more, higher quality leads. Predictive marketing has helped this process but demand acceleration is what allows you to use your existing channels to land bigger deals in shorter sales cycles. This eBook covers how to accelerate leads to become customers and what will aid you in your marketing endeavors. [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](#)

Top Ways to Turn Data into Value

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.

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emedia Communications LLC
200 N LaSalle St., Suite 2450
Chicago, IL 60601. USA
e-mail: inquiries@emedia.com