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Subject: Includes: Loyalty Programs Are Common (and Crucial)

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## Content Marketer's Pipeline Dream

Virtual environments are the ultimate content marketing tool for today's forward-thinking marketer. Check out this webinar on **Thursday, June 16th at 10:30 AM (Central)** to learn how to capture your content in one single environment, enabling infinite touch points with prospects and a number of different ways to measure their engagement. [Register now](#)

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## 6 Strategies that Lead to a Social Media Success

Despite the fact that social is now embedded in the communication and engagement landscape, it continues to represent a challenge for organizations and for its lead communicators. As a whole, marketers consider their social skills only slightly above average at best. This white paper shares key tips that will fuel a successful social media strategy. [Download now](#)

## Loyalty Programs Are Common (and Crucial)

The consumer packaged goods industry offers consumers limitless options. It's a constantly expanding, evolving and innovating marketplace. This article takes a closer look at how consumers shop for CPG products, the impact of mobile phones during a shopping trip and how loyalty influences a consumer's path to purchase and understanding how CPG brands need to shift their go-to-market approach. [Download now](#)

## Identify & Build out Your Buyer Personas

There's a lot changing in digital marketing today but today's disruption is tomorrow's opportunity. In 2015 there was an increased employment of behavioral marketing, a heightened focus on the customer journey and promising new cognitive and predictive technologies opening up tantalizing possibilities for how marketing might improve the customer experience. Stay ahead of the curve with the following tips for success in 2016. [Download now](#)

## Increase Personalization & Real-Time Marketing

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](#)**

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