

The Best Digital Marketing Campaigns in the World II: Mastering the Art of Customer Engagement



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Reviews

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(Lynn Lindgren)

THE BEST DIGITAL MARKETING CAMPAIGNS IN THE WORLD II: MASTERING THE ART OF CUSTOMER ENGAGEMENT



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Kogan Page Ltd. Paperback. Condition: new. BRAND NEW, The Best Digital Marketing Campaigns in the World II: Mastering the Art of Customer Engagement, Damian Ryan, Calvin Jones, In the second collection of The Best Digital Marketing Campaigns in the World, bestselling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history. Full of behind-the-scenes insights into campaign strategy, implementation and results, it explores how businesses and agencies large and small have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns from brands such as Activia; Red Bull; Heinz; Harley Davidson; O2; Peugeot; Nike; Samsung; and UEFA and agencies including Tribal DDB; Scholz and Volkmer; Red Bee; Bell Pottinger Wired; We Are Social; and Symbio Digital, this is an inspirational showcase of digital creativity and a must-read for everyone working in marketing and advertising.



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