

Panel Discussion | [Content Marketing] Building Up User Habits in Different Platforms to Connect your Brand Content to Customers

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What is content marketing for you and your organisation?

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1. How should the customer's journey be optimized? How should quality content be assessed to keep customers interested and returning?

How frequently should fresh content be produced?

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2. Our company produces brand material to keep our consumer base by offering them interesting and useful information.

But how should we assess a multichannel or omnichannel customer experience when considering the entire customer journey? And how can one develop an evolving experience?

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3. Through the day we heard speakers talk on target right customers, good marketing, channels for communication and 360-degree communication.

Could you briefly present a case study on summarising all these but using content marketing - Case Study applicable to B2C & B2B

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Key Takeaways

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Q&A



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