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To Create CONTENT

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Strategies~~

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Digital Storytelling: How
to create compelling
online branded content

Brand Storytelling: A

Docu-Series | Vol. 1 |

Stories vs Interruptions 3

Principles To Master

Storytelling 6 Steps to

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Personal Brand in 2020

(On AND OFF Social

Media) What is Content

Marketing? Are your

False Lashes FDA

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Approved? Jackie Aina
Launches at Sephora, and
MORE! | What's Up in
Makeup Content

Marketing Strategy in 7
Minutes The ART OF
STORYTELLING for
vlogs \u0026 filmmaking

Seth Godin—The
Practice How to Attract
Customers - 5 Marketing
Strategies to Dominate
Social media

Content Creation

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Strategies: How To
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What does a book
publicist do? Seth Godin
-Everything You
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~~KNOW~~ | ~~CGIV~~
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~~News~~ & ~~Valuation~~
~~Seth Godin on~~

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~~marketing, storytelling,
attention, and the future
of work~~ The magical
science of storytelling |

David JP Phillips |

TEDxStockholm Brand
Journalism for Dummies

- What EXACTLY is

Brand Journalism?

~~Telling Stories with Data
in 3 Steps (Quick Study)~~

How to Find Real Estate
Leads using Social Media
Ads Brand Journalism

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Storytelling E Marketing

By deploying the "no marketing" marketing approach, Bottega

Veneta is deciding to not disappear from social networks but rather use them differently.

Luxury Brands And
Social Media: When Less
Is More

The power of a brand
and the role of marketing

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has never been more critical as consumer expectations are at their highest, according to chief marketing officer at McDonalds Chris Brown.

Macca ' s marketing focused on satisfying expectations

What is storytelling in marketing ... (e.g. how to pack for alpine

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climbing). Customer stories keep your audience engaged with and excited by your business. It ' s your chance to bring your brand ...

How to Use Storytelling in Business to Build Captivated Audiences
In the pre-social media era, corporate storytelling ... we call this brand

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journalism. This hot new sector of content marketing starts with transforming the news release into other formats, including ...

Brand journalism: PR's latest tactic

The massive, pandemic-driven surge in e-commerce sales resulted in an increased number of packages crossing the

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thresholds of people's homes. These packages are prime real estate for brand messaging, ...

Nuove 4 E-Commerce Packaging Trends Helping Brands Win on Customer Experience

Now, many content teams across marketing, media, and communications are routinely publishing

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impressive reading experiences. A key driver of this change is the rise of digital storytelling.

With...

15 examples of impressive digital stories
David Buttle, The FT 's global director for policy and commercial marketing, spoke to Nina Hadjikhani, Patagonia ' s e-

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commerce director,
EMEA, about the
company ' s approach to
brand purpose... “ It ' s
...

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Brand Award celebrates
Patagonia in a year
devoted to sustainability
Zippo Manufacturing
Company, globally
recognized producer of
the iconic Zippo

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Windproof Lighter on
Tuesday announced its
plans for ...

Iconic Lighter Brand

Zippo makes way for
expansion in India

Mackage brought in the
new executive to drive
growth initiatives across
the channels of
distribution and widen
the brand ' s range of
product offerings.

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Journalism

Mackage Picks a New
CEO

Tin Man collected the
' Marketing agency of
the year ' crown at The
Drum Marketing Awards
2021. Here, Tin Man
team share the secrets of
their ...

At work with Tin Man,
the marketing agency of
the year which listens to

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its heart

LimeStory, the world's first AI-powered storytelling content and engagement engine, announced today it has partnered with MCMK, a B2B marketing agency that provides a ...

LimeStory Debuts AI
Storytelling Engine to
North American
Education Industry with

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Help of MCMK

WeChat groups, run by foreign and Chinese firms alike, have become crucial marketing tools for reaching new consumers and building brand loyalty in a post-pandemic China.

China retail sales get 3 trillion yuan boost as personalised marketing grows via 'private

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traffic ' in chat groups
Leaping towards
completing a decade,
#ARM Worldwide is a
digital consultancy
company working with a
host of national and
global organisations
across sectors.

armCommerce emerges
for E-commerce Industry
Domination
On the one hand,

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skateboarder Nyjah
Huston is the
quintessential
counterculture sports star
with a story even the best
marketing team could
not make up: He spent
different parts of his
childhood cut ...

Skateboarder Nyjah
Huston brings unique
brand to Olympics
As the pandemic has

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reduced opportunities to meet and share knowledge with senior peers, Journalism.co.uk launches a virtual mentoring programme that will pair experienced industry professionals with ...

Journalism.co.uk launches a mentorship scheme to support innovation in UK local

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and regional newsrooms
ET BrandEquity privacy
and cookie policy has
been updated to align
with the new data
regulations in European
Union. Please review and
accept these changes
below to continue using
the website.

Amazonization of
marketing: The age of
skin in the game

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Screaming fans won't be the only thing missing from this year's Olympic Games in Tokyo. Behind the scenes, there won't be much schmoozing for corporate sponsors either, thanks to the pandemic.

Olympic sport of
schmoozing eludes
corporate sponsors
And then there ' s e ... is

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the brand created, what's the brand philosophy, how it is making my life better. This level of storytelling needs to stay consistent and integrated into all marketing ...

Chinese DTC Brands
Going Global: Perfect
Diary ' s Expansion Plus
Acquisition Strategy
Indian online fashion
brand Tjori said on

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Monday it has signed an equity deal of Rs 16 crore with the media giant Hindustan Times. The deal signed goes beyond equity investments while also providing ...

Hindustan Times invests Rs 16 crore in lifestyle brand Tjori

The Times also won in the Best Brand Partnership – B2B

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category when they
teamed up with Verizon
for The 5G Journalism
Lab, dedicated to
delivering immersive
storytelling with 5G. The
Times ...

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