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Autore	Middleton Daina
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Nota di contenuto	Marketing in the Participation Age: A Guide to Motivating People to Join, Share, Take Part, Connect, and Engage; Copyright; Contents; Foreword; Acknowledgments; Introduction: The Participation Age; 1: Marketing in the Age of Participation; Participant Marketing Summary; 2: The Catalyst: The Consumer-to-Participant Transformation; Participant Marketing Summary; 3: Tools for the Past 60 Years; Share of Voice and Purchase Funnel; Above the Line; Participant Marketing Summary; Original Marketing Definitions; Participant Marketing Questions; 4: Time for a Participation Revolution Achieving a Goal with Competence: In the Palm of Every HandAutonomy and the Pyramids; Relatedness: The Social Network Explosion Connects People; Participant Marketing Summary; 5: Participation Way for the Participation Age; Participant Marketing Summary; 6: D + E + C = P2: Discover; 1. Discover ""Findability""; 2. Discover Relevant Content; 3. Discover Recognition; Participant Marketing Summary: Activating the Discover Principle; 7: D + E + C = P2: Empower; 1. Begin with an Active Understanding of the Participants; 2. Decide on the Desired Participant Action

3. Recognize the Importance of Measurement and ROI
Participant Marketing Summary; 8: D + E + C = P2: Connect; 1. A Brand Is a Participant; 2. Participant-to-Participant Connections Are Equally Important; Participant Marketing Summary; 9: D + E + C = P2: Participation; Performance Marketing Summary; 10: D + E + C = P2: Performance; Performance Marketing Summary; 11: Planning: Bringing the Participation Way to Life; Insight; Activate; Elevate; Participant Marketing Summary; 12: Measuring Participation Performance; The Evolution of the Marketing Revolutionist; Participant Marketing Summary
13: The Future Marketer: The Nurturist
Participant Marketing Summary; References; Index

Sommario/riassunto

Turn intrinsic human desires into your most powerful marketing tool. Marketing in the Participation Age shows you how to rethink marketing. Transform consumers into active participants for your brand by capturing their interest, empowering them to contribute, and developing meaningful relationships that keep them involved. Learn how to create a marketing environment that fulfills your customers' desire to seek challenges and discover new things-and watch their participation yield greater revenues for your business. ""Marketing is constantly evolving. Companies can't compete by
