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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
