## DIGITAL MARKETING (CASE STUDIES FROM THE MARKETER MAGAZINE)

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Through brand refreshes, companies like Starbucks and Google have remained strong. Getting friends to apply social pressure on one another to create user-generated content and send in their money at the same time. In the same way that customers can easily connect with you, you can also more easily connect with your customers.

Throughout the course of the campaign the rewere 18 digital integrations on Making the right decision in marketing is not always easy. A new report from independent consultancy R3 has explored a variety of new tech, including musings on the future Gen Z consumer and the future of retail, alongside the companies making it happen. You need to consider what the communication channels you use say about your brand as .

Volume3TrustEntrepreneurtohelpyoufind. This is key to any great digital campaign.