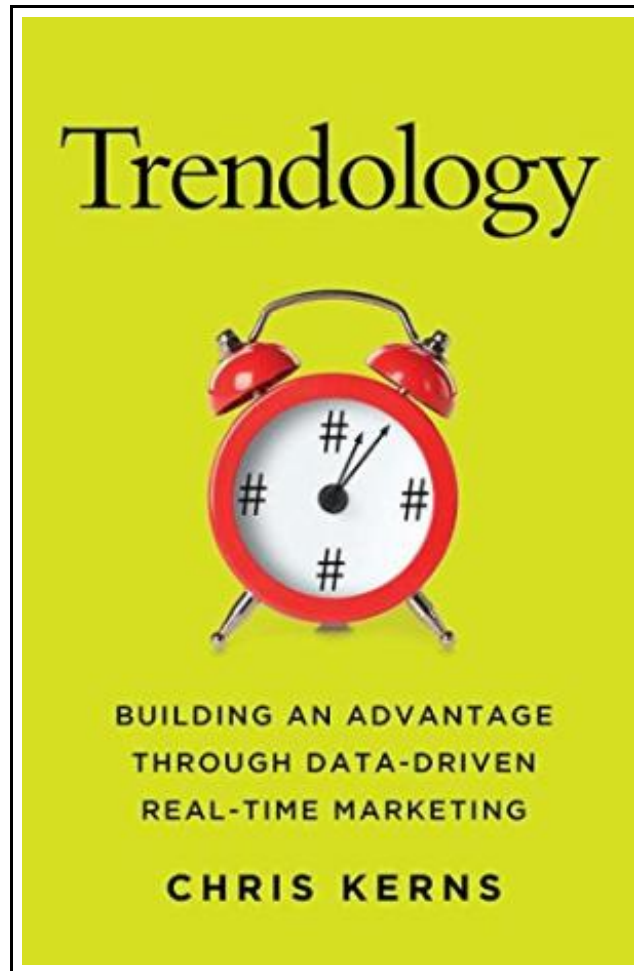


Trendology: Building an Advantage Through Data-Driven Real-Time Marketing



Filesize: 7.32 MB

Reviews

A really awesome ebook with perfect and lucid reasons. Indeed, it is engage in, still an amazing and interesting literature. I am just very easily could possibly get a satisfaction of reading a composed publication.

(Petra Kuphal)

TRENDOLOGY: BUILDING AN ADVANTAGE THROUGH DATA-DRIVEN REAL-TIME MARKETING



Palgrave Macmillan. Hardback. Book Condition: new. BRAND NEW, Trendology: Building an Advantage Through Data-Driven Real-Time Marketing, Chris Kerns, Should an airline be talking about the royal baby? What's a candy bar doing Tweeting about a soccer match? Since when does laundry detergent weigh in on TV shows? Those conversations seem crazy, right? They're mismatched, they're nonsense, and they are working. In today's ongoing battle for consumer attention, brands have been using a new strategy called real-time marketing to engage their audience on topics that are already top of mind. In Trendology, Chris Kerns uses a data-driven approach to analyze how brands are using social media to finally answer the burning question: How should brands best capitalize on trends? Kerns dives into the data from more than 100 of the top brands on Twitter (including Disney, MTV, Starbucks, Coca-Cola, BMW, J.C. Penney, Nike, Sony, IKEA, and many more) to uncover patterns of real-time marketing performance across huge global events, smaller pop culture moments, breaking news stories, and daily hashtag trends. Along with these insights, readers will also learn: - What works for brands doing real-time marketing, and what should be avoided? - How to measure the performance of your real-time social strategy - How a brand can leverage trends on an every-day basis - Best practices to build a data-driven approach and team - The future of brands and social trends, including interviews with digital thought leaders from Arby's, the Boston Celtics, the Wharton School, the PGA Tour, and many more Trendology brings insight to a topic that has, for too long, been fueled by opinion and luck. This book not only shows that real-time marketing is here to stay, but gives brands the tools and guidance to build out a smart, data-driven approach to the newest marketing trend.

 [Read Trendology: Building an Advantage Through Data-Driven Real-Time Marketing Online](#)

 [Download PDF Trendology: Building an Advantage Through Data-Driven Real-Time Marketing](#)

Other Books



Kidz Bop - A Rockin' Fill-In Story: Play Along with the Kidz Bop Stars - and Have a Totally Jammin' Time!

Adams Media. PAPERBACK. Book Condition: New. 144050573X.

[Save ePub »](#)



Ready, Set, Preschool! : Stories, Poems and Picture Games with an Educational Guide for Parents

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually...

[Save ePub »](#)

**A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)**

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic.

[Save ePub »](#)

**Twitter Marketing Workbook: How to Market Your Business on Twitter**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your

[Save ePub »](#)

**Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback**

Book Condition: Brand New. Book Condition: Brand New.

[Save ePub »](#)

**History of the Town of Sutton Massachusetts from 1704 to 1876**

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts

[Save ePub »](#)

**Write Better Stories and Essays: Topics and Techniques to Improve Writing Skills for Students in Grades 6 - 8: Common Core State Standards Aligned**

Createspace Independent Publishing Platform, United States, 2012. Paperback. Book Condition: New. 277 x 211 mm. Language: English . Brand New Book ***** Print on Demand *****.Mr. George Smith, a children s book author, has been

[Save ePub »](#)