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The Designers Guide
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The main argument
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marketing is an essential tool for any graphic designer. Bowen uses a guide format to further persuade designers of the necessities of specific marketing practices. One practice that she advocates for is the importance of cross-selling.

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was considerably
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platforms, designers
are now tasked with

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Story. When people spend money, they're thinking with both their rational and emotional brains. The most effective marketing frameworks appeal to both. Storytelling is one of the most powerful tools that your company can wield to build customer connections.

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Design content in a way that is useful for your followers You would think that tailoring the content to your audience would be a no-brainer. But given that social media is designed for publishing your words and your pictures, it can be tempting to make it about you: consider the criticisms around selfies and projecting a curated life.

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Make sure you create a
video marketing
strategy first.

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In Marketing
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the “Marketing Mix” as
the set of controllable
variables a firm can
use to influence buyer
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management is the art

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Simon is a coffee lover,
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Aaron Agius Aaron, the
CEO of worldwide
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Online, is an
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Creating an e-commerce email marketing series can be tough. Emails are hugely important to any e-commerce business, and – if done right – they can result in increased growth and revenue. But you'll want to follow some key steps to craft an email stream that engages readers and communicates your brand's voice and value. This guide will

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