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THE 5 KEY ELEMENTS NEEDED IN YOUR DIGITAL MARKETING MIX

FEBRUARY 3, 2016 BY KEVIN LAYTON

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Business owners, from all the way up to large corporations, face the challenge of staying on top of what needs to do to succeed in a combination of digital and traditional marketing channels. It's a challenge because the market is constantly changing and evolving. There are a ton of great resources out there, but finding what works for real is what you need to focus on a variety of marketing channels in order to be successful (the omni-channel strategy), and you're going to need to reach out your audience several times (multi-touchpoint). You can't expect that one interaction with your potential customers will result in a sale.

I've listed the five main marketing channels that should be in your digital marketing mix, no matter your company size. Every one relies heavily on the power of data – knowing your audience and using data to market effectively to them. It's important to have a

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