

Content Conundrum: How to 'Speak Human' to Set Your Company Apart in a Crowded Marketplace

Today, learning how to use conversational techniques in the course of business to touch the heart of the customer must be a top priority for modern marketers in any field. No longer is it effective to merely "shout" at consumers through the one-way megaphone of traditional advertising such as TV and radio spots, billboard and print ads. Nor, frankly, will consumers stand for it! Instead, sophisticated, modern consumers are demanding transparent, honest and authentic dialogue.



Today's consumer demands more than catchy slogans and slick ad campaigns. But, in what's evolved into an overwhelming disconnect, most companies struggle to communicate in today's crowded, confusing and expectation-laden marketplace. Most consumers hear gibberish when exposed to marketing messages no matter which medium it's delivered through.

With technology making it easier than ever for consumers to block and otherwise avoid advertising and marketing as they go about their online and offline lives, companies in almost all industries scramble for solutions. Some are turning to content marketing to help them make and maintain meaningful connections with the marketplace — to

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