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Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement PDF



by Daniel Rowles : **Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement**

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PDF-b0a21 | In a fast changing environment where social media has a heavy impact on marketing and branding efforts, Digital Branding provides guidance on creating, implementing and measuring digital campaign strategies. Daniel Rowles presents a step-by-step, practical framework for brand planning, channel selection and measuring the effectiveness of brand campaigns. Exploring topics like content marketing, s... *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement*

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