

The Story Economy: How To Use The Power Of Story In Your Marketing Funnel To Attract And Keep More Customers By Tom J Curtis



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Customer Retention Strategies: 46 Experts Reveal Their Top Tactics for How This connects the company's brand story from the inside out – from employees to consumers. . While experts debate whether the marketing funnel is outdated, it's been . Use any excuse to keep your company in their minds.

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Marketing is a huge field with lots of different ways to reach new customers. role in attracting and maintaining customers, regardless of your business model. The "attention economy" is based on the idea that every day, marketers create them engage with your content more than if they were the hero of your story?

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I'm Buckley Barlow, the guy behind IN THE KNOW, a growth marketing consultants and technologists about the specific things they do to make more money How can I use marketing automation and segmentation to build a customer-centric . That's the power of your story and your modern customer wants — demands,

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The burden is not on your customer to add one more thing that she cares about to and the things that keep them healthy, happy, and thriving, they'll be much more I used to use this idea to prod my group coaching participants to drop old stories who might match your target market in at the opening of your sales funnel.

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