



# **The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms**

*Craig Dempster, John Lee*

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**Develop the skills and capabilities quickly becoming essential in the new marketing paradigm**

*The Rise of the Platform Marketer* helps you leverage the "always-on" consumer to deliver more personalized engagements across media, channels, and devices. By managing these interactions at scale throughout the customer lifecycle, you can optimize the value of your customers and segments through strategic use of Connected CRM (cCRM). This book shows you how to take advantage of the massive growth and proliferation of social and other digital media, with clear strategy for developing the new capabilities, tools, metrics, and processes essential in the age of platform marketing. Coverage includes identity management, audience management, consumer privacy and compliance, media and channel optimization, measurement and attribution, experience design, and integrated technology, plus a discussion on how the company as a whole must evolve to keep pace with marketing's increasingly rapid evolution and capabilities.

The expansion of digital platforms has created addressability opportunity through search, video, display, and social media, offering today's foremost opportunity for competitive advantage. This book outlines the capabilities and perspective required to reap the rewards, helping you shift your strategy to align with the demands and expectations of the modern consumer.

- Develop the tools, metrics, and processes necessary to engage the modern consumer
- Gain a deep understanding of Connected Customer Relationship Management
- Leverage trends in technology and analytics to create targeted messages
- Adjust your company's structure and operations to align with new capabilities

The new era of marketing requires thorough understanding of cCRM, along with the knowledge and innovative forethought to thrive in the ever-expanding digital audience platform environment. *The Rise of the Platform Marketer* gives you an edge, and helps you clear a path to full implementation.

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