

VISTAGE

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My Vistage

We're in the middle of a communication revolution, and it affects every facet of society — the way we shop, the way we work, how we educate our children and interact with each other. How do businesses put effective marketing strategies together in this new marketing landscape? What new principles exist? How do you win customers in a digital age?

According to digital marketing expert Grant Leboff, the foundation of success is to provide a different kind of value than traditional marketing messages that are increasingly being rejected. This Vistage module introduces the concepts of digital marketing, and is designed to help you create an effective context for your business messaging in today's brave new marketing world.

Recommended Resources

[Principles of Social Media](#)

The simple, basic truth is this: Social media is a vital channel for your business because it's increasingly where the conversations are taking place.

[Embracing the "Experience Economy"](#)

Today's consumers are more engaged than ever before. They're active, not passive, and they have a strong tendency to interact with each other while consuming media. How do you catch their attention and win them over?

[Customer Engagement Marketing](#)

Are you creating value around your product, to ensure that customers have a means (and a desire) to engage with your organization not just when they're buying, but before and after they've done so?

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