

Does It Work?: 10 Principles for Delivering True Business Value in Digital Marketing



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10 Principles for Delivering True Business Value in Digital Marketing
SHANE ATCHISON | JASON BURBY
Foreword by Sir Martin Sorrell, CEO, WPP

By Shane Atchison, Jason Burby

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You can collect all the consumer data in the world, but it's not worth much if you aren't using it to move your business forward.

Today, marketers and advertisers can do so much more than launch campaigns and hope for the best. Thanks to data, they can finally know what works and doesn't, and use that information to become more effective in the future.

That's where this groundbreaking marketing guide comes into play.

From POSSIBLE, one of the world's most successful digital marketing agencies, *Does Your Marketing Work?* reveals 10 easy-to-understand principles for building a highly creative organization that thrives on data. You'll learn how to set business goals, inspire great ideas, find the right people, measure what matters, and act on insight. The book explains how to evaluate everything from simple projects to long-term brand vitality--all the while keeping the field wide open for brilliant creative work.

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