



Digital Relevance: Developing Marketing Content and Strategies that Drive Results

Ardath Albee

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Relevance and context must be understood to serve as the foundation for dynamic marketing in real-time environments. With sales cycles for complex sales often extending into years, maintaining relevance over the longer term requires strategic planning that's continually refreshed to account for market shifts and other developments. What's relevant today may not even catch attention next week or next month. This is true for customer retention and the development of company advocates across the entire customer lifecycle, as well.

Becoming strategic is a mindset that takes the big picture into account based on the impact marketing programs can make to business objectives. Radical relevance requires that marketers look beyond the campaign approach of one-off, unrelated interactions with buyers to a continuum approach that builds a story—positioning their companies as the perfect experts their buyers need.

Digital Relevance first elaborates on the mindset and strategic considerations that must accompany a successful transition to real-time marketing that will result in radical relevance. Throughout the book, each chapter focuses on the development of a skillset or tool that marketers will need to make this important transition.

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