

C A N D O R

 AiMediaGroup

Springing Into New Relationships

Those of you who know me well, know that I am an avid Wall Street Journal reader. Since my finance class in college, every day, I have read the paper. And, since old habits die hard, I still carry the physical paper with me on the train. I recently noticed something sort of incredible in this day and age. When a story continues from the front page to another, the italics read “Please see STOCKs page B2.” P.S. Please listen via the link provided below to our CEO’s guest appearance on the podcast ‘A Shark’s Perspective’.

Please.

I actually smiled a little and thought, what a great customer-focused small detail that, while likely not necessary, really makes me feel great. Please.

As we enter the third month of 2018, a few things occur to me; it is getting easier to remember that it is 2018; we are springing forward into new relationships with new clients and that no matter how fast we are moving through the year, we should always be polite. Really take care of your clients, employees and new relationships; nurture them with thoughtful details and watch your business grow. It may sound a little Pollyannaish of me, but if since July 8, 1889, the largest newspaper in the United States by circulation can politely guide us through the news, we can probably all do the same in our businesses.

Cheers,



Stephanie Anderson | Chief Marketing & Strategy Officer

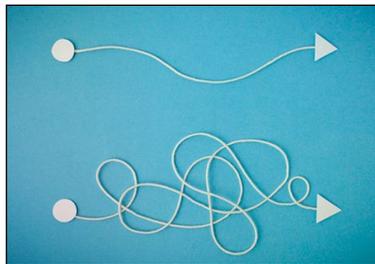
Why You Should Fix What’s Working



There’s always risk in the unknown. But today, marketers can’t afford to wait for something to break before they fix it. The old way of thinking — “Everything is fine, why would I change it?” — is obsolete. The best marketers now say, “Everything is working. What should I change?”

Today, that likely involves changing your marketing technology, which is evolving—along with potential partners, strategies and tactics—almost as quickly as buyers’ behavior. The more devices people have, the more devices you need to include. The more those devices connect, the more you need to follow those connections. Read [Here](#)

Yes, Your Marketing Tech Really Matters



Companies that offer their own in-house technology like to use this fact as a selling point. But does it matter to the client?

In digital marketing, it most definitely does. A marketing partner that offers its own technology can strip away layers of complexity from the process. It can do this by centralizing relevant information, analyzing it and optimizing spending decisions much faster than cookie-cutter systems can.

Read [Here](#)

Location Intelligence Offers Retailers a Fighting Chance Against Amazon



Ecommerce has kept retailers on their toes, and the list of failing retailers grows longer each year. Toys “R” Us, The Limited and RadioShack are among the old guard shuttering stores amid bankruptcies. But some 92 percent of purchases are still made offline (according to U.S. Census Bureau 2017 stats). Brick-and-mortar retailers who are able to effectively map and measure the customer journey and gain actionable insights to create a unique experience for their consumers will have the upper hand in bridging the gap between online and offline shopping. Read [Here](#)

Why Old-School Brands Like Gap Need to Learn New Tricks to Survive in the Digital Age



For brands, digital transformation usually centers on optimizing the customer experience. Smart organizations are creating cross-functional, colocated teams (or pods) that can generate ideas, test and launch them in less time than it takes most organizations to set up an initial planning meeting, says Heller.

“You can have a pod that comes up with an idea on Monday, executes it on Wednesday, and has enough data by the following Monday to make a call and roll out a new experience,” Heller says. Read [Here](#)

Around the Industry

Adidas, Glossier Take Mobile Marketing to New Heights with Personalization, Shoppable Video. Read [Here](#)

Mobile Devices Snag 60% of All Video Views Worldwide. Read [Here](#)

Infographic: What Marketers Need to Know About Changing Customer Service Expectations. Read [Here](#)

The Great Connected TV Debate: Subscription- vs Ad-Supported Models. Read [Here](#)

