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To have better communication with management, work to gather and translate site data, implement call tracking software, report on successful content, and provide reports on marketing results. Don ' t be afraid to show where problems are most likely occurring, and build a strategy to solve those problems.

~~How to Fix 5 Major Marketing Problems and Other Common ...~~

Strategic Marketing Problems: Cases and Comments Roger A. Kerin. 3.9 out of 5 stars 46. Hardcover. \$22.74. Only 1 left in stock - order soon. Marketing Warfare Al Ries. 4.1 out of 5 stars 106. Paperback. \$13.73. Consumer Behavior: Buying, Having, and Being Michael R. Solomon.

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- marketing strategy
- analysing the business environment
- the customer in the market place
- targeting and positioning
- marketing mix strategy

Using case studies, case histories and thought-provoking questions, Strategic Marketing. An Introduction is a valuable resource for all those involved in this important area.

~~Strategic Marketing: An Introduction~~

Solution: Before you start executing on your content marketing strategy, create a “ rules ” document that both content team members and your legal and compliance teams agree to. Keep in mind that legal/compliance departments are paid to overreact to any potential liabilities that may result from content, so the way to put them at ease is to clearly define, in advance, what your content/social team will and will not do with the company ’ s publicly available content.

~~5 Major Content Marketing Problems (with 5 Helpful Solutions)~~

Strategic Marketing Problems: Cases and Comments, 13th Edition  
Roger A. Kerin. 3.7 out of 5 stars 64. Hardcover. \$319.97. Only 1 left in stock - order soon. Marketing Strategy: Based on First Principles and Data Analytics Robert Palmatier. 4.4 out of 5 stars 48. Paperback. \$62.31.

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In today ' s post, I ' ll be looking at 11 of these content marketing challenges and what they mean to your content strategy, whether you're creating B2C or B2B content, as well as sharing some tips for overcoming them. Content Marketing Challenge #1: Insufficient Resources. Producing content is easy. Producing good content is much harder.

## ~~11 Big Content Marketing Challenges (and How to Overcome ...~~

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decision-making skills in marketing. Decision-making in marketing is first and foremost, a skill. And since all skills are learned through practice, *Strategic Marketing Problems: Cases and Comments* balances the concepts and tools used for solving marketing problems with numerous case studies that challenge students to apply what they 've learned.

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