

1 of 4

Resource Connection



Featured Sponsors



See more >>

Most Popular

1	9 Facebook hacks that will blow your mind

- The most meaningless (and hilarious) job titles on LinkedIn
 - How fraud is disrupting the ad industry

5 marketing tools you're using too much

5 predictions for the future of social media

potential damage. Here are the tactics that saved their reputations.

Why mobile advertising is still lagging behind desktop

By Christof Wittig Mobile

Although mobile adoption is pervasive, its advertising is at " advertising is still weak. Before the platform can truly take over, here are the changes that need to occur.

3 reasons signed-in users are replacing cookies

- The unstoppable power of strong women in branded video
- How to use gamification for increased social engagement
- Viral Video Watch: The "Breaking Bad" boys do pawn, a Russian traffic accident, and a lawyer spoof
- 3 "I'm ready to buy" signals marketers must recognize

Featured Video



3 reasons signed-in users are replacing cookies



Viral Video Watch: The "Breaking Bad" boys do pawn, a Russian traffic accident, and a lawyer spoof



How Heineken defines the new consumer



3 simple ways marketers could screw up beacons

Summit Coverage



Why retailers are struggling to reach online audiences How to craft innovation from new technologies 4 predictions for the future of shopping

Fans of Breaking Bad are delighted by the news about the Better Call Saul spinoff, featuring Walter Whites less-than-ethical..

Why Building Your Brand Is All **About Sharing Your Values** By Dave Hawley

As a brand manager, it is your responsibility to make people of different demographics. geographical locations, and socioeconomic...

New Instagram Business Tools By Tom Edwards

Instagram recently announced they are taking major steps to enable brands by providing greater insight into the performance of ...

Report: CPG Snack Foods - Social Media Analysis By Doug Schumacher

Snack Foods have some of the largest social media communities of any product or service category. Our sample of 8 brands --...

The Coming Age of Content Relations By Zach Weiner

The marketing industry sits on the ledge of a deep precipice at the moment. Over the past decade we have been handed the keys to ...

5 of the Most Effective PR Campaigns of 2014 By Tom Shapiro

PR has the power to extend your reach, engage members of your target audience and create strong connections to your brand. To that...

Why Innovation Isn't Always Positive

By Chris Arens

I'm sure most of you have heard that there are two sides to every story, or that for every positive there is a negative. For some...

The loss of loyalty and the birth of premium content experiences By Richie Hyden

The explosive growth in digital video consumption is no surprise, as brands are allocating more of their budget and adapting...

The Value of Sales Experience in Marketing By Benjamin Taylor

Some of the most effective marketing strategies look a lot more like sales than anything else. In its essence, lead generation on...

Canada Anti-Spam Law (CASL): Why Text Message Marketing is Much Safer than E-Mail Marketing By Bob Bentz

Marketing in Canada sure changed on Canada Day (July 1, 2014) this year. Thats when the new Canada Anti-Spam Law (CASL) went into...

Why proximity marketing is valuable for retail The new way to retail

Photos from the iMedia Commerce Summit

The new table stakes for shopper marketing

How many miles have you walked in your customers' shoes?



VIEW PHOTOS »

Previous Events

iMedia Entertainment Summit, June 2014, California iMedia Agency Summit, May 2014, Texas iMedia Canada Summit, April 2014, Quebec iMedia Content Summit, March 2014, California <u>VIEW ALL COVERAGE</u> »

Using Social Media Queues to Manage Your Marketing Posts By Anna Johansson

If you manage social media posts for your company, then you're probably familiar with the sometimes overwhelming needs to stay in...

March of the Big Agency Dinosaurs: Adapt or Die By Bob Sanders

As the advertising industry becomes more segmented and specialized, the multinational full service agencies will face increased...

SEE MORE BLOG POSTS »

Articles you might have missed:



6 people on LinkedIn you should follow



How fraud is disrupting the ad industry



5 marketing tools you're using too much



5 popular cloud technologies that once failed



Agencies under attack: How the middle man must evolve

Editor's Picks

iMedia Connection: Interactive Marketing News, Features, Podcasts and...

Social Media

- 6 people on LinkedIn you should follow
- How to use gamification for increased social
- engagement
- The latest shift in social media

Websites

- How to take responsive design even further Best practices for your e-commerce shopping
- cart · Web development tips that drive brand
- engagement

Video

- The unstoppable power of strong women in branded video
- How to fight fraud and ensure video viewability
- Viral Video Watch: Growing pains, dog faints from excitement, and Wal-Mart ice cream doesn't melt

Direct Marketing

iMedia Summit

Request Invite

Awards

iMedia Summit Homepage

iMedia Summit Coverage

2011 Agency Awards 2012 Agency Awards

2013 Agency Awards

- The dangers of being blinded by the trendy QR code
- Why the email inbox is the new DVR
- 4 new reasons to redesign your website

Local

- 5 location-based tools for non-local brands
- . Why consumers can't find you online
- The opportunity retail marketers are missing

Video Featured Videos

Blog iMedia Connection Blog

Apps

Email

email

Targeting

Creative

combat ad fraud

Integrated Marketing

recognize

. Why the iAd was a failure

can do for marketing

Is the iAd platform right for your brand?

- Retail Daydream: Next-gen haggling and what it

- 3 "I'm ready to buy" signals marketers must

• 6 sins that email marketers commit every day

• 7 ways your world would be different without

- Why audience verification isn't enough to

The 6 sides of every customer

• 3 ways to refine your team's pitch

10 relationship tips to win the pitch

- How to run a better creative brainstorm

How to successfully combine marketing and IT

Developing smart word-of-mouth marketing

The difference between male and female

• 3 wrong answers to why no one saw your ad

Post a Job

Purchase Packs

Resource Connection

Find Company

Mobile

- . Why mobile advertising is still lagging behind desktop
- The most overrated platforms for mobile marketing
- How to save your neglected mobile website

Search

- 7 search and display tips for niche products
- The death of search
- 10 SEO mistakes you don't want to make

Ad Networks

- . Why the days of skipping ads are over
- An essential guide to changing ad platforms
- How to successfully combine video and TV buying

Web Analytics

Connect with Us

Daily Newsletter

Twitter Facebook

YouTube Slideshare

- How fraud is disrupting the ad industry
- 3 insights to craft your consumer strategy
- 5 signs your data has no meaning

Emerging Platforms

- 3 Gmail innovations to watch out for
- 4 intuitive rules when approaching beacon technology
- How to craft innovation from new technologies

Company Info

About Us **Contributor Guidelines** Summit Sponsorships & **Online Advertising** Contact Us



People Connection Find People Become a Member Sign In

Job Connection

marketers