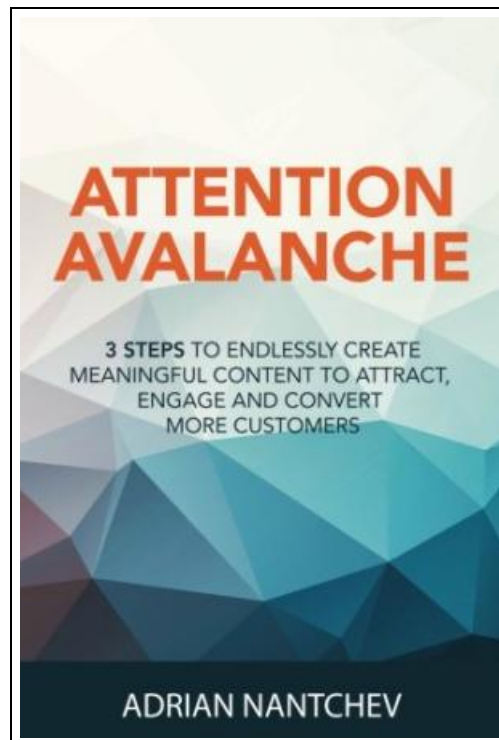


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Customers are savvier now towards advertisements and businesses, as they ll view them with cynicism and doubt their intentions. Businesses can get more sales, attention and awareness by creating content that their audience are actively seeking out and passionately cares about. Customers are much more savvy today because they know that businesses and marketers try to sell them something. To demonstrate how far we have fallen: years ago in email marketing the open rates were as high as 90 and people had a much longer attention span, but now, businesses need to change their approach and become more helpful in order for the customer to trust them. These days we are competing for attention with organisations like CNN, BBC, David Beckham, Kim Kardashian and countless other distractions both online and offline. Unless you can deservedly capture your audience s attention then they will not care what you have to sell as they move onto something else after which then will soon forget you. We are constantly on our smart phones and binge consuming our favourite content every day, so unless you can compete with all these distractions, then you are missing out.



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