



Recommend This!: Delivering Digital Experiences that People Want to Share

Jason Thibeault, Kirby Wadsworth

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Improving engagement with digital audiences is fast becoming a boardroom topic for many organizations. Digital marketers and communicators seeking to harness this newfound power are finding challenges in engaging digital audiences due to short attention spans, noisy channels, and rapidly changing consumer expectations. *Recommend This!* is an exploration into the digital consumer, and how their expectations are forcing marketers to re-think the way they interact and engage with audiences.

Key topics discussed in the book are:

- Physical or digital, as humans we are driving to connect. Digital just makes it easier.
- Storytelling, rather than broadcast messaging, helps marketers engage with their digital audiences.
- Digital content must be personalized and relevant to receive attention, and more.

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