

Problem Solution Advertising Examples

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A million years ago, marketing was the same for everyone. Whether you were ready to buy or not, TV commercials would interrupt your favorite shows. Newspaper and magazine ads would pepper the articles ...

The 13 Best TOFU, MOFU, and BOFU Content Examples in the Content Marketing Funnel That Drive Leads

The idea of trustworthy and transparent — or simply, responsible marketing — isn't a new one. Still, it's taken on more meaning as many companies with initially small online presences finally moved ...

What Trustworthy and Transparent Marketing Looks Like Now

But let's face it — creative agencies aren't going to change. Whether traditional or digital, their core structure and legacy approach to solving marketing and advertising problems is simply too ...

Why Brands Need Alternatives to Traditional Creative Marketing Agencies

By Sapna Arora Digital marketing and advertising rely extensively on data, more importantly on personal data. Companies have for long collected data on consumers to determine potential customers, ...

A trust-first marketing strategy in a privacy-first world

This can't solve the root problem — only minimize the symptoms. For example, having the highest converting headline ... figured it all out and all you have to do is copy and paste the solution into ...

How to Use Marketing to Outsell Your Competition Every Time

Junior staff were likelier to be furloughed or let go during the pandemic — and less likely to have access to an exquisite home office. With a competitive talent market emerging as economies restart, ...

How do you solve a problem like... Junior agency staff getting itchy feet?

The emergence of COVID-19 has shown a spotlight on our health like never before. All of us have become more concerned about what we eat, how much we exercise, and what we can do to boost our immune sy ...

Solving the whole grain problem: it's time for the industry to step up

Vehicle parking is a major problem in urban areas in both developed and developing countries. Following the rapid increase of car ownership, many cities are suffering from lacking of car parking areas ...

Problem of Parking in Urban Areas and their Possible Solutions

Finding ways to make your ecommerce site stand out can feel like a daunting task. The good news is that there are plenty of marketing tactics you can adopt in order to share your ecommerce brand with ...

17 ecommerce marketing tips to follow in 2021

Labor is an ever-increasing challenge for quick-service operators, but technology is here to help manage that problem. Specifically, for those who can't staff a full restaurant every day—and even ...

The Tech Solution Solving The Labor Crisis and Increasing Revenue

Add to that the confusion for professionals who source and procure Digital Building Platform technologies for implementation in their spaces, let alone across their entire enterprise. The waters get ...

Getting beyond the marketing of digital building platforms

Today, it's already difficult to surprise anyone with cryptocurrency projects. Though the ICO boom is long over, they're still popping ...

"We Simply Solve Problems Than No One Has Solved" — Developer Of The OTCN Ecosystem

These errors are compounded by the larger problem of making ... to managing the marketing technology stack—the set of data and vendor solutions—and provide an example of how it was used ...

Don't Buy the Wrong Marketing Tech

According to McKinsey, B2B companies now see digital interactions as two to three times more important to their customers than traditional sales interactions. In addition, these companies report that ...

The Top Marketing Trends: AI and Automation Drive Digital Interactions

Learning has proven to be both impactful and convenient for many people. Learning online in today's world of constant ...

The Power of Marketing in the ELearning Industry

The problem is, with this SPAC deal and many others like it, you actually can't. Nextdoor's debut will be the latest example of what might be considered ... I was getting spammed by dog walkers and ...

Nextdoor To Enter Public Markets As A \$4.2B Solution In Search Of A Problem

Oracle has announced that it is working with Dish Media to make it easier for marketers to reach and engage with their desired target audiences on TV. As part of the effort, marketers can now send ...

DISH Media and Oracle Partner on Targeted TV Ads

Located in the sunny middle east and cursed with barren lands devoid of oil, Israel, or the start-up nation as we know it, has never been the world's energy capital. This is one reason the Israeli ...

Israeli growth marketing expert helps redefine solar energy sector

In some instances, desperation marketing causes confusion and problems instead of solutions, such as over-tourism or the ... cost containment and turf wars. An example of how this all comes together ...

Travel Network Shows Power of Integrated Marketing

Rethinking where you recruit and revising job descriptions are two ways to grow more diverse municipal workforces, experts say.