

August 10, 2021

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4 steps to get more eyes on your digital content

Today, 95 million photos and videos were shared, 306 billion emails were sent and 500 million tweets were created, according to TechJury Official. 3 Dog Write's Lisa Apolinski goes all in on the 4 steps you must take to get more eyes on your digital content. Also, Bastion db5 Chris Hubble on customer engagement and a nod to the book "Brand Hacks" by University of California, Los Angeles professor Dr. Emmanuel Probst.



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What they're saying...

"Customer engagement is explicitly about drawing customers in, and even a precursor to marriage, the most intimate of all connections."

— Chris Hubble, founder and CEO of Bastion db5, on why having meaning conversations with your community is at the heart of everything your brand does

What we're reading...

Brand Hacks: How To Build Brands By Fulfilling The Consumer Quest For Meaning

By Dr. Emmanuel Probst



Every year, brands spend \$560-plus billion to convince us to buy their products. Yet, many of us are insensitive to most advertising. In his book, "Brand Hacks," Dr. Emmanuel Probst, a Consumer Psychologist and Consumer Market Research Professor at UCLA, reveals why most ad campaigns fail by examining the personal, social and cultural meanings that successful brands bring to consumers' everyday lives and how to make yours work.

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