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5 best practices text marketers can use now



If you're looking to meet your clients where they are and give them the option to connect on their preferred channel, Mobivity's Dennis Becker has a plan for you. Here are 5 best practices you can use for your text marketing plan.

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What they're saying...

"Marketers and brands are always striving to 'meet their audience where they are.' For B2B brands, right now, their audience is at home, so their marketing communications must adapt to meet the needs and expectations that come with that new normal."

— AnalyticsIQ's Dave Kelly on how to adapt to the blurring boundaries remote work has caused for B2B and B2C marketers

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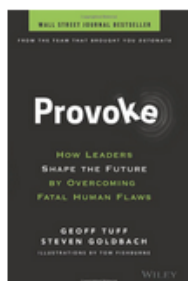
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What we're reading...

Provoke: How Leaders Shape the Future by Overcoming Fatal Human Flaws

By Geoff Tuff, Steven Goldbach



How do people act in the face of uncertainty? What tools do they need to do things differently? In "Provoke: How Leaders Shape the Future by Overcoming Fatal Human Flaws," renowned strategy consultants and best-selling authors Geoff Tuff and Steven Goldbach deliver an insightful exploration into how to act in the act (and react) when things go astray. uncertainty and provide the tools we need to do things differently.

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