



# Digital Relevance: Developing Marketing Content and Strategies that Drive Results

*Ardath Albee*

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Pushing out content in the digital world is no longer enough... the content you create must have meaning and relevance for your intended audience. Unfortunately this is not always the case with most companies.

With complex sales cycles often extending into years, maintaining long-term relevance requires both strategic planning and dynamic adaptability. *Digital Relevance* provides the techniques and advice marketers need to match content to context and respond to constantly shifting markets. Author Ardath Albee supplies the necessary tools for looking beyond the outdated campaign approach of one-off, unrelated buyer interactions. She outlines clear-cut strategies for developing customer-oriented communications, identifying the distinct value that differentiates your company, and making the shift from singular communications to a continuum approach. *Digital Relevance* also provides insights for ensuring that data and metrics are used to relate programs to the achievement of business objectives. Through engaging case studies Albee shows marketers how to create brand stories that can be used over time in order to ensure continued relevance, engagement and progression toward buying.

Adapting to a continuum approach, observes Albee, takes a shift in mindset and reinforcement to ensure it becomes a natural part of approaching marketing strategy. *Digital Relevance* responds by offering practical solutions for organically integrating this important method into your approach. Albee's 'Relevance Maturity Matrix' will help you understand the levels of transition and what it takes to move from one level to the next.

The reality of continuous change means that even if you reach mastery today, you'll have to stay on your toes to keep it. That's exactly what *Digital Relevance* prepares you to do.

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