

Are journalists the new marketing superstars?

In this video, Nyiko Chauke of Marketing Fridays looks at content marketing and storytelling.

Chauke believes that you need to leverage off the relationships you might have with journalists or even employ a journalist to help tell your brand story, because in the age of content marketing, those with the ability to capture the imagination with engaging stories are going to win at the content game.

In case you missed the last one:



#MarketingFridays: The question process

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