

The art of sound marketing

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss why what we hear is more important than what we see in marketing



In this new world of hybrid and hyper-connectivity, if you are not using sound as part of your marketing strategy, ask yourself why.

Britz and Page-Lee delve into sound marketing and why it is essential to a marketing strategy.

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