

Marketing models at play

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, discuss how to effectively use marketing models.



Marketing models have become an integral part of any marketer's toolkit, providing a framework for creating and evaluating how businesses and customers interact with each other. However, many people find these models intimidating and overwhelming.

As a result, understanding and utilising them effectively can be a challenge.

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