

# Marketing Strategy



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Social Media

- **Harvard Business Publishing Corporate Learning**  
Ideas and insights from Harvard Business Publishing Corporate Learning

### Newsletters

- **The Daily Carnage Newsletter**  
The Daily Carnage is your handpicked list of the best marketing content delivered to your inbox each day.

### Blogs

- **Marketo Blog**  
The latest trends and tools for B2B and consumer marketers
- **HubSpot Marketing Blog**  
Blog posts introducing and discussing the latest marketing, sales, and service tips and news.
- **Creative Boom: 25 best resources that help you learn marketing for free**  
Creative Boom has put together the following essential list of 25 best resources to help you learn marketing. Even better, they're all free.

### On-Demand Training Videos and Podcasts

- **The Creative Pep talk**  
Podcast designed to help creative professionals strike the perfect balance between art and business.
- **HubSpot Academy**  
Online, free library of training tools, certifications, and community forums

- **ANA School of Marketing**  
On-demand training for the skills to advance your careers, increase the capabilities of your teams, and enhance your brands.
- **The Futur Video Courses**  
Content, courses, and tools designed to help creative professionals

### Online Content Library

- **The Futur Resources**  
Worksheets, templates, guides, podcasts, booklists
- **ANA Marketing Knowledge Center**  
Insights, tools, and resources to help you grow your brand
- **MarketingProfs**  
Every one of your marketing campaigns is built on six key elements. Our training program will help you master these six elements to replace guesswork with informed decisions. And give yourself a competitive advantage.

### Books

- **Non-Obvious: How To Predict Trends and Win The Future**  
– Rohit Bhargava  
How to use the power of non-obvious thinking to grow your business and make a bigger impact in the world.
- **Future Marketing: Winning in the Prosumer Age**  
– Jon Wuebben  
The next 15 years will unleash unprecedented improvements in social connection, efficiency, and quality of life, for everyone, the world over. Future Marketing is your handbook to navigate the exciting, upcoming terrain.

Go to [limra.com/marketingconfedu](https://limra.com/marketingconfedu) for links

- **They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer**

– Marcus Sheridan

*A straightforward guide to fixing your current marketing strategy. Regardless of your budget, you are almost certainly overspending on television, radio, and print ads, yet neglecting the number one resource you have at your disposal: the internet. Content marketing is no longer about keyword-stuffing and link-building; in fact, using those tactics today gets your page shuffled to the bottom of the heap. Quality content is the key to success, and you already have the ingredients in-house. This book shows you how to structure an effective content strategy using the same proven principles that have revolutionized marketing for all types of businesses, across industries.*

- **Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You**

– John Hall

*John Hall is the co-founder and CEO of Influence & Co. This book details his winning strategies to create a memorable brand. This is the playbook for how to make yourself memorable online. Top of Mind is useful, practical, and vital.*

- **Give and Take: Why Helping Others Drives Our Success**

–Adam Grant

*For generations, we have focused on the individual drivers of success: passion, hard work, talent, and luck. But in today's dramatically reconfigured world, success is increasingly dependent on how we interact with others. In Give and Take, Adam Grant, an award-winning researcher and Wharton's highest-rated professor, examines the surprising forces that shape why some people rise to the top of the success ladder while others sink to the bottom. Praised by social scientists, business theorists, and corporate leaders, Give and Take opens up an approach to work, interactions, and productivity that is nothing short of revolutionary.*

- **Permission Marketing: Turning Strangers into Friends and Friends into Customers**

– Seth Godin

*Instead of annoying potential customers by interrupting their most coveted commodity — time — Permission Marketing offers consumers incentives to accept advertising voluntarily. Now this internet pioneer introduces a fundamentally different way of thinking about advertising products and services. By reaching out only to those individuals who have signaled an interest in learning more about a product, Permission Marketing enables companies to develop long-term relationships with customers, create trust, build brand awareness — and greatly improve the chances of making a sale.*