



Latest Episode



ANNE VS APRIL: WEEKLY POV

Social Commerce- Nuisance or convenient?

Anne: As a marketer, I think social ads are a great way to grow awareness and curate the ecosystem to get that 5-7 touchpoints that will hopefully get your target consumer/customer to engage. And in orchestrating the retargeting (thanks Cookies), you can make this happen more quickly and efficiently. As the receiver, I think it is all a bit creepy. That being said, I do find it a great way to see what's hot, but I rarely click on the sites because I have low confidence that they are legit.

April: Because this is part of what we do for a living, I appreciate the fact that we have social commerce and what it does for marketing efforts. I talk often about "the old days", where you put all your dollars in that one commercial for the year with the hopes it would work its magic. Now, we have the ability to spread the dollars and technology helps us to this smarter and more efficiently. I do have to say that the first time I was having a conversation about a product and then an ad popped up for it I was SUPER creeped out! But I cannot argue with the effectiveness of this type of marketing in building awareness and continuing people down the funnel.

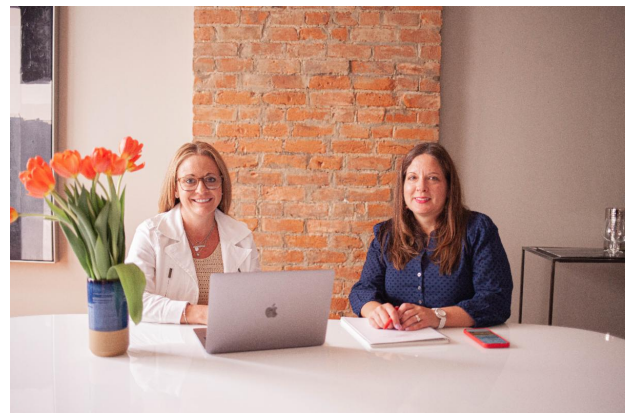


Photo credit: Taggshop

BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

If you are considering a career pivot to do your own thing, make sure you are moving towards something not running away. It is important that you are passionate about your "why" and the impact you are pivoting towards because you will have ups and downs. It is this commitment that will help you persevere. For more on how to prep yourself for a pivot, check out our Marketing Smarts episode: [4 Steps to Successfully](#)



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Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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Making a Career Pivot to Starting your Own Gig.

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