

Global Marketing Cases

John Wiley & Sons Inc - Seven Companies That Paved the Way for Global Marketing



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Notes: -

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The marketing case study highlights how the tools from HubSpot helped the company achieve success.

Keegan & Green, Global Marketing

John Hancock Case Study provides financial services such as life insurance, 401 k plans, and mutual funds. In Latin America, where soccer is the top sport, their most paid sponsors are soccer players, whereas in America it is more likely to be basketball players getting those top sponsorships. In 2009, the company needed a new growth strategy.

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By effectively using the technique of URL restructuring they not only achieved the aim of retaining the old users but also boost up the visitors by ranking up the competitors in the niche. Make My Trip Digital Marketing Case Studies The company widely used Independence Day with the idea of DilHailHindustani.

9.2 Global Branding

It was an award-winning campaign which garnered great results for its client Leica Geosystems.

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