

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### *Dashlane*

For those who often forget their passwords this app offers a secure storage and makes it simple to login to websites and apps. Access your secure password vault at home, at work, or anywhere in between.

<http://apple.co/21g490D>

## Books

### *Brand Meaning* by Mark Batey

This book lays out territory for the understanding of how brands both acquire and provide meaning. It contains contemporary as well as classic examples of brand meaning in practice from various cultures.

<http://amzn.to/25Rz4Xu>



## Growth Hacking

As K.Luck says “Growth hacking is a new term for many branding professionals but a long held practice among the best marketers and product managers in Silicon Valley.” Purpose plays an integral role in this particular approach to growth.

<http://bit.ly/1ZIlajr>

### *Mini article*

There is a new interesting feature in Facebook: users will now be allowed to upload videos in the comments section of posts. The platform continues placing emphasis on video content.

<http://bit.ly/1YhQQgW>

---

## 3D Pens

---

Even though 3D pens aren't perfect yet, they offer an experiential trial for those who don't engage with the very experience of 3D printing too often. One of the brands in this area, Lix Pen, the smallest circular 3D pen, made a stimulating video of its product.

<http://bit.ly/1Yjurj0>

---

## Hi-Quality Content

---

This is an interesting piece that simplifies the definition of organic traffic. The question that arises frequently is: How can you attract organic traffic? The answer lies in sophisticated PR and in distributing high-quality content across the channels your psychographically targeted audience segments use.

<http://bit.ly/1WqZFEm>

# Event Marketing

There are both basic and sophisticated ways of integrating digital strategies into your event marketing campaigns for PR. This article summarizes some of the basic ways of combining the online with the offline of event marketing.

<http://bit.ly/24JzCZF>

---

## Deep Work

Developing the ability to do deep work is intimately related to one's ability to have access to the world within. In a world full of distractions and impatience a deeper need for deep work arises. When brand communications lack depth they most likely lack meaning and purpose. Lack of depth in meaning leads weak perception management. This is why today the mindful strategists that make meaningful decisions and moves win.

<http://whr.tn/iWKoeO3>