



The Science of Marketing: When to Tweet, What to Post, How to Blog, and Other Proven Strategies

Dan Zarrella

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Scientific marketing research delivers proven marketing tactics and tips

The Science of Marketing applies a scientific approach to the way businesses and brands approach marketing. It uses a combination of marketing, statistical, and psychological research to explain why and, more importantly, how, companies should adapt marketing strategies such as blogging, social media, email marketing, and webinars to achieve maximum results.

The book contradicts what the author calls the "unicorns and rainbows" strategy that simply encourages companies to love their customers and hug their followers. Instead, the book offers more substantial, proven tactics and tips gathered through scientific research and techniques.

- Lists what time of day and what day of the week the most retweets occur
- Explains why weekends are best for Facebook sharing, which blog posts lead to comments, why early mornings are best for emails, and how to blog to acquire links
- Describes how to avoid crowding your content

The Science of Marketing provides the research and tools to help you make a stronger impact in the digital marketing space.

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