



# Trendology: Building an Advantage Through Data-Driven Real-Time Marketing

*Kerns*

Download now

[Click here](#) if your download doesn't start automatically

# Trendology: Building an Advantage Through Data-Driven Real-Time Marketing

*Kerns*

## **Trendology: Building an Advantage Through Data-Driven Real-Time Marketing** Kerns

Should an airline be talking about the royal baby? What's a candy bar doing Tweeting about a soccer match? Since when does laundry detergent weigh in on TV shows? Those conversations seem crazy, right? **They're not like traditional marketing... but they are working.**

In today's ongoing battle for consumer attention, brands have been using a new strategy called **real-time marketing** to engage their audience on topics that are already top of mind. In Trendology, Chris Kerns uses a data-driven approach to analyze how brands are using social media to finally answer the burning question: **How should brands best capitalize on trends?**

Kerns dives into the data from more than 100 of the top brands on Twitter (including Disney, MTV, Starbucks, Coca-Cola, BMW, J.C. Penney, Nike, Sony, IKEA, and many more) to uncover patterns of real-time marketing performance across huge global events, smaller pop culture moments, breaking news stories, and daily hashtag trends. Along with these insights, readers will also learn:

- What works for brands doing real-time marketing, and what should be avoided?
- How to measure the performance of your real-time social strategy
- How a brand can leverage trends on an every-day basis
- Best practices to build a data-driven approach and team
- The future of brands and social trends, including interviews with digital thought leaders from Arby's, the Boston Celtics, the Wharton School, the PGA Tour, and many more

Trendology brings insight to a topic that has, for too long, been fueled by opinion and luck. This book not only shows that real-time marketing is here to stay, but gives brands the tools and guidance to build out a smart, data-driven approach to the newest marketing trend.

 [Download Trendology: Building an Advantage Through Data-Dri ...pdf](#)

 [Read Online Trendology: Building an Advantage Through Data-D ...pdf](#)

## **Download and Read Free Online Trendology: Building an Advantage Through Data-Driven Real-Time Marketing Kerns**

---

### **From reader reviews:**

#### **Arthur West:**

This Trendology: Building an Advantage Through Data-Driven Real-Time Marketing usually are reliable for you who want to be a successful person, why. The reason why of this Trendology: Building an Advantage Through Data-Driven Real-Time Marketing can be on the list of great books you must have is giving you more than just simple looking at food but feed you with information that maybe will shock your previous knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions in the e-book and printed kinds. Beside that this Trendology: Building an Advantage Through Data-Driven Real-Time Marketing giving you an enormous of experience for instance rich vocabulary, giving you demo of critical thinking that we realize it useful in your day exercise. So , let's have it and luxuriate in reading.

#### **Kimberly Hopkins:**

The guide untitled Trendology: Building an Advantage Through Data-Driven Real-Time Marketing is the book that recommended to you you just read. You can see the quality of the e-book content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The author was did a lot of analysis when write the book, and so the information that they share to you is absolutely accurate. You also could possibly get the e-book of Trendology: Building an Advantage Through Data-Driven Real-Time Marketing from the publisher to make you much more enjoy free time.

#### **Roseann Flowers:**

Many people spending their time period by playing outside using friends, fun activity having family or just watching TV the whole day. You can have new activity to enjoy your whole day by reading through a book. Ugh, do you think reading a book can actually hard because you have to accept the book everywhere? It okay you can have the e-book, delivering everywhere you want in your Mobile phone. Like Trendology: Building an Advantage Through Data-Driven Real-Time Marketing which is having the e-book version. So , why not try out this book? Let's notice.

#### **Mark Whitten:**

That publication can make you to feel relax. This specific book Trendology: Building an Advantage Through Data-Driven Real-Time Marketing was multi-colored and of course has pictures around. As we know that book Trendology: Building an Advantage Through Data-Driven Real-Time Marketing has many kinds or variety. Start from kids until teens. For example Naruto or Private investigator Conan you can read and think you are the character on there. So , not at all of book tend to be make you bored, any it can make you feel happy, fun and rest. Try to choose the best book for yourself and try to like reading that.

**Download and Read Online Trendology: Building an Advantage  
Through Data-Driven Real-Time Marketing Kerns  
#GDFP5YL1M6E**

## **Read Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns for online ebook**

Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns books to read online.

## **Online Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns ebook PDF download**

**Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns Doc**

**Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns Mobipocket**

**Trendology: Building an Advantage Through Data-Driven Real-Time Marketing by Kerns EPub**