4 Steps for Influencing Merchandising Events' Success

The way we consume or look for product information is changing. I could argue that it already has. Social media and video are playing a more active role in all aspects of the shopping journey. And this is the case for both traditional brick and mortar and ecommerce. With these changes, brands have had to… https://www.adweek.com/digital/4-steps-for-influencing-merchandising-events-success/