

Modern marketing relies on technology to produce and distribute promotional materials. The intersection of marketing and technology has created the need for a new job title: marketing technologist.

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4Thought Marketing believes that the key to successful marketing is finding the balance between excellent self-promotion and providing a positive customer experience. In this blog post, we'll explore a few ways to achieve this balance.

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Generating leads is a crucial part of any business, yet many companies find themselves falling short in this area. "Where are we going wrong?"

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How do you get your contacts to actually be happy to receive a marketing email from you? One way is to give the consumers control over the emails they receive.

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Account-based marketing (also called ABM) and lead-based marketing are two popular strategies for businesses. Let's take a look at the two methods and which one is more appropriate for your business.