

Creative Strategy From Idea To Implementation



Integrated Marketing Communication: Creative Strategy from Idea to Implementation by Robyn Blakeman

★★★★☆ 4.7 out of 5

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Screen Reader : Supported
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Print length : 353 pages



The Ultimate Guide

In today's competitive business environment, it's more important than ever to have a strong creative strategy. A well-developed creative strategy can help you differentiate your brand, attract new customers, and drive sales. But developing and implementing a creative strategy can be a challenge. That's why we've created this comprehensive guide. In this guide, you'll learn everything you need to know about creative strategy, from ideation to execution.

Chapter 1: What is Creative Strategy?

In this chapter, we'll define creative strategy and discuss its importance. We'll also cover the different types of creative strategies and how to choose the right one for your business.

Chapter 2: The Creative Process

In this chapter, we'll walk you through the creative process, from ideation to execution. We'll cover the different stages of the creative process and provide tips on how to overcome common challenges.

Chapter 3: Real-World Examples

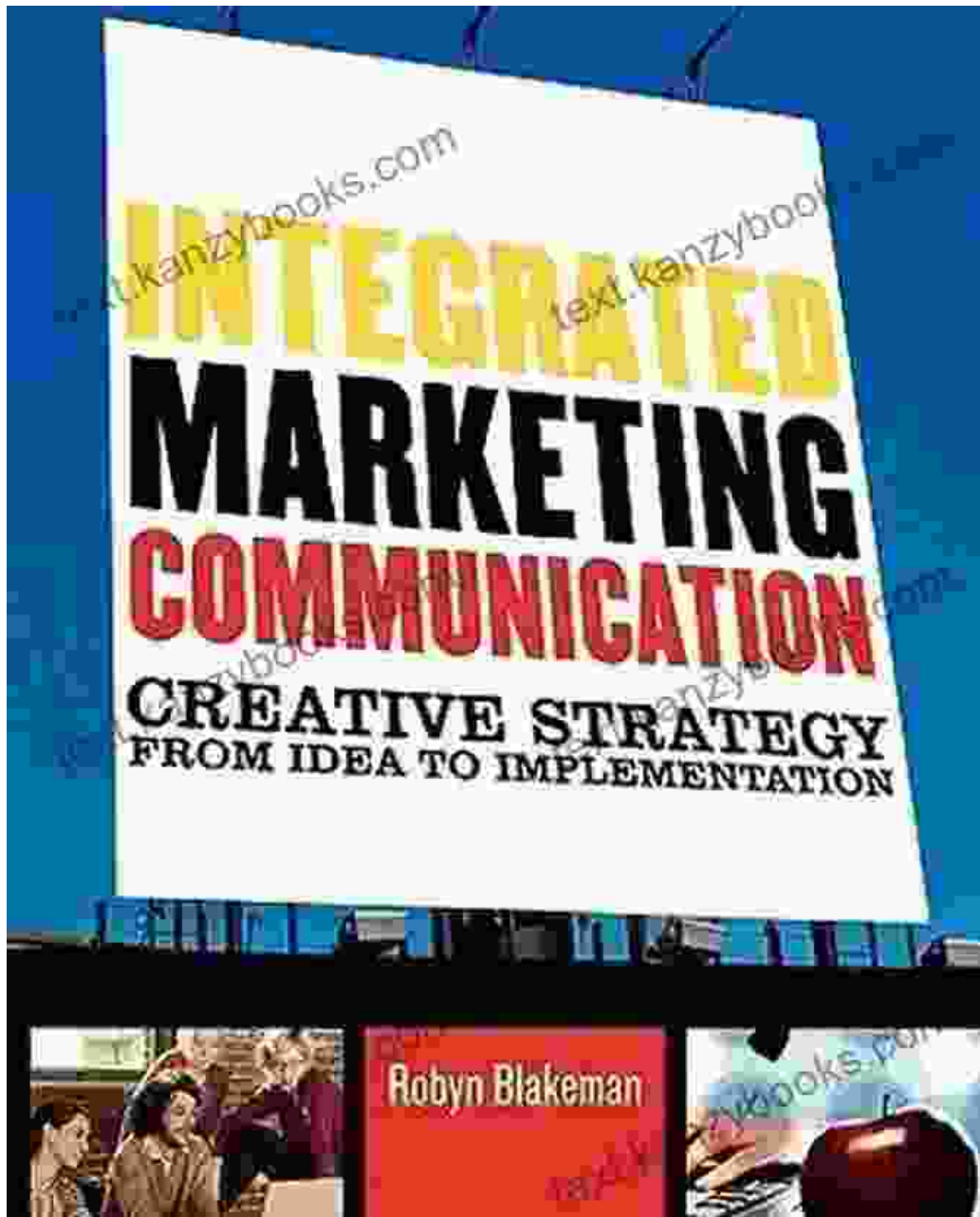
In this chapter, we'll share real-world examples of successful creative strategies. We'll show you how these businesses used creativity to achieve their marketing goals.

Chapter 4: Actionable Advice

In this chapter, we'll provide you with actionable advice on how to develop and implement a creative strategy for your business. We'll cover everything from brainstorming ideas to measuring your results.

Developing and implementing a creative strategy can be a challenge, but it's essential for businesses that want to succeed in today's competitive market. This guide will provide you with everything you need to know to create a creative strategy that will drive results for your business.

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