



November 20, 2019

Greetings!

In recent newsletters, I've been driving the themes "It's Just Marketing" and "Marketing's Digital Divide". **It's time for us to move the dial** on organizing, thinking and working in an omni-channel world!

Take a few minutes from your busy day to read my recently published article ["Marketing's Digital Divide: It's Just Marketing"](#).

It is posted on LinkedIn and The Growth Strategy Group website and will be appearing in online journals in the coming weeks.

In summary, the article discusses the synergies of inbound and outbound marketing and how marketers must organize, work, and tool themselves to achieve those synergies. The benefits of the recommendations not only positively impact marketing influenced revenue but provide richer career development for marketers and marketing management.

[Download and Read the Article](#)

Please contact me if you'd like to discuss the article, need to eliminate your Digital Divide or would like to improve the omni-channel program design at .

Many thanks to those of you who edited and commented on the content!

Regards,

Marianne

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