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Online Marketing at Big Skinny - Case Solution The case study "Online Marketing at Big Skinny" discusses seven online marketing technologies, namely: display ads, algorithmic search, sponsored search, social media, interactive content, online distributors, and A/B testing, and highlights their key features.

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FONTS Forerun Systems: Case Study - Big Skinny
Sponsored Search Strategy The next focus? Keyword Focus: Top 5 SEOs Total Cost = $I*CTR*CPC$ Total Revenue = $I*CTR*CR*RPC$ Thin wallets Cost: \$205.11 Revenue: \$639.04 Leather wallet Cost: \$60.77 Revenue: \$60.30 "Thin wallet" Cost:

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Right now 1 Social Media 2 Online Distributors 3 Sponsored Search In the future 1. Interactive Marketing 2. A/B Testing 3. Use the prior strategies Big Skinny Case Analysis Our Solutions Sponsored Search Social Media Increase bid: thin wallet; big

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Analysis ...

Big Skinny 1 - Big Skinny's products Big Skinny, a boutique wallet manufacturer, has found success pitching their product to consumers at street fairs in recent weeks. Fairgoers were impressed by the wallets slim profile and durable microfiber material, which Kiril Alexandrov (CEO) himself developed. At its core, Big Skinny seeks provides a solution to five core issues that are not uncommon ...

Big Skinny case solution - Big Skinny 1 Big Skinnys ...

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*[Marketing Strategy] Online Marketing at Big Skinny
Case ...*

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