



Consumer Feelings: The Next Frontier in Market Research

[Consumer Feelings: The Next Frontier in Market Research](#)

[MarketingProfs Daily](#) • July 31, 2019, 2:00 pm

These days, finding data about consumer behavior is so easy, our instinct is to pile up a mountain of it so we get a better view of customer preferences, behaviors, and experiences. That sky-high...

[Niche Marketers, Is Your Customer Engagement Strategy Up-to-Date?](#)

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Some niche businesses think a small social presence and a semi-decent website are enough to engage customers in the age of digital marketing. Not even close, of course... So, what do successful...

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