HOFFMAN
MARKETING COMMUNICATIONS

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In this issue we present case studies on interactive brochures, check in on Hoffman in the News, and provide an update on Steve Hoffman's LinkedIn Posts.
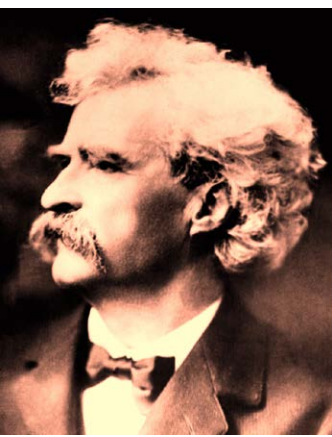
We welcome your feedback!

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Was Mark Twain thinking of case studies for B2B marketing when he said, "Few things are harder to put up with than the annoyance of a good example"?
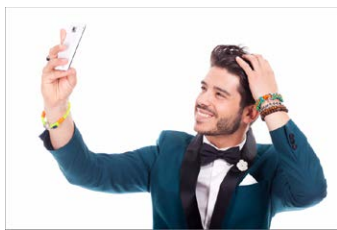
Steve Hoffman's LinkedIn Posts

Marcom guru Steve Hoffman is actively publishing directly on LinkedIn. Check out his LinkedIn author page and follow him to keep up with his weekly posts on marketing communications and content marketing.

Read more...

People Like to Be Interactive: Top 2 Case Studies on Interactive Brochures

From the day we're born, we like to interact with stuff. When we engage with something using multiple senses, we tend to understand it better. That's the power of interactive marketing communications.

But interactive marketing communications can mean different things to different people. In this blog, I'm specifically talking about interactive brochures for B2B marketing. Read more ...

Hoffman in the News

Marketing Profs Article *Case Studies Have Real Value: Seven Tips for Writing a Success Story That Succeeds*

Steve Hoffman's article on the value of case studies was featured this month on MarketingProfs.com.

Read it here!

With all the recent data breaches, information security has become top-of-mind for many businesses. Perhaps that's why Steve Hoffman's recent post on "Top Five Ideas for Effective Content Marketing for Information Security" has garnered some significant attention. Read it here.

Marcom Mocha is authored by the marcom experts at Hoffman Marketing Communications, Inc. It draws on our 30 years of marcom experience to deliver insights you can use.

Hoffman Marketing Communications creates B2B product launch materials, white papers, and interactive brochures. Send us your difficult projects today.

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