MY LIFE AS A...

Adland's best bloggers meet in cyberspace to discuss real rambler, whether

Richard Hamilton.

"Bloggers are just like book authors. They're the only people who write and then show up for book signings."

"The whole purpose is to get these ideas out there. It's a way to share my thoughts and ideas with others."

"I started blogging after a writer's group I was a part of told me I should start a blog. I'm not sure how well it's going to go but I'm having fun trying."
to engage the audience and
make the content more engaging.

In the context of marketing,
the emphasis is on creating
value for the audience by
providing them with
relevant and informative
content. This can be
achieved through a
variety of methods,
including storytelling,
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