**Lay the Foundations for Digital Marketing Success**

Digital marketers must develop strategic goals that link to consumer expectations and business objectives to effectively take advantage of today's advanced technology and deliver growth, writes Nina Church-Adams. Audit data sources and processes to ensure you can maximize the opportunities presented by predictive marketing and artificial intelligence, she advises.

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[***https://www.smartbrief.com/original/2018/12/succeed-start-customer-first-goals-and-strategies?utm\_source=brief***](https://www.smartbrief.com/original/2018/12/succeed-start-customer-first-goals-and-strategies?utm_source=brief)

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