

New Movers Are the Key to Attracting and Keeping Loyal Customers



Retail Merchandiser Blog, August 27, 2012 – In today's world, local businesses have more marketing tools at their fingertips than ever before. The explosion of online marketing concepts has made a big impact on the way consumers think about and react to campaigns. In fact, the emergence of social media gives consumers the power to influence and shape the brands they know. This has fundamentally changed the game because marketing is now as much, if not more, about controlling the message than shaping it.

[Read More Here...](#)

Source: Retail Merchandiser Blog



RetailMerchandiser **BLOG**