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1. Dropbox Business — Marketing Dynamix “What Kind of Marketer Are you?” Dropbox Business’ Marketing Dynamix campaign, which won the award for best use of digital techniques and technologies at the 2018 B2B Marketing Awards, used a secure interactive micro-site targeting a new audience for Dropbox — marketers — and saw dramatic success.

Dare to Be Different: 5 Fresh Examples of Innovative B2B ...

Jeremy Wood, VP product marketing at Hootsuite, stresses how much this release underlines the huge appetite for a platform like Instagram expanding its B2B capabilities. “This new update demonstrates a real customer-first perspective that hinges on really listening to your audience and responding to feedback,” he says.

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