

## IIMP® discuss Business in Digital Era in the 5th International Case Conference



### MARKETING WORLD REVIEW

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The International Institute of Marketing Professionals (IIMP®) will attend the 5th International Case Conference on Rethinking Business in Digital Era. The Institute of Computers and Business Management – School of Business Excellence (ICBM-SBE) host the conference, in Hyderabad, India, on December 16th, 2017.

The conference gathers corporate experts, academics, researchers

and professionals to talk about the challenge enforced by the digital world to business. Keynote speakers will share their expertise and selected case studies will be presented to participants. The winning cases will be published in scientific recognized publications. The winners will also be awarded with the CMMP® Scholarship for Researchers, in order to acquire the CMMP® designation.

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# Business needs to change

*Editorial by Sandra Pedro, CMMP—Editor-in-Chief*



For decades, humans are demanding more from the earth than nature can regenerate, which puts our planet on an unsustainable route. According to campaigners, the equivalent of 1.7 planets would be needed to produce enough natural resources to match our current consumption rates and growing population.

We live on "credit" starting from August 2nd (Earth Overshoot Day, which means that we produce more carbon than the oceans and forests can absorb in a year, we catch more fish, fell more trees, harvest more and consume more water than the earth is able to produce until the end of the year.

You may think that these are simply fallouts of the global growing population and economic growth pressure. Although that is true, all of us (citizens and business) are accountable for overturning this unsustainable situation.

What's the solution, then? That's the million-dollar question, right?!

Going back to Aristotle's thinking, we are still living in the Era of Chrematistike – making money – that is exhausting resources and increasing inequalities. On the other hand, oikonomia – an economy that supports the common good – puts the roots of the economy on ethics and people.

Fortunately, while measuring economic and business success, taking into account the costs to society and the value of social responsibility and the common good over profit, is escalating.

The Economy for Common Good (ECD), launched in Austria, in 2010, which is based on an alternative economic model geared towards economic activity with the objective to increase the well-being of

People as well as Sustainability of the Planet.

The Sustainability reporting shows evidence that sustainability (economic, social and environmental features) are compatible. Long-term vision and strategy of ethical and transparent business benefits all who are directly and indirectly involved in the business process.

Today we have more than enough evidence proving that ethical businesses benefit business, people and environment. Consumers and businesses are already working on a growing movement for more sustainable development. Politics does not always go in the same direction simultaneously. However, there's no turning point for our own survival as humans living on planet earth.

## IIMP® discuss Business in Digital Era in the 5th International Case Conference

The International Institute of Marketing Professionals (IIMP®) will be at the 5th International Case Conference, hold by the Institute of Computers and Business Management, in India, on December 16th, 2017.

The ICC offers a platform to managers, academicians, case authors and students to showcase emerging practices in business and management and an exchange of ideas. Attendees can register until December 9th. For more info visit: [www.icbm.ac.in](http://www.icbm.ac.in)

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## Are today's #hashtags still a good marketing strategy?

Caroline Berryman, CMMP



The use of #hashtags started with Twitter. People wanted to search for specific tweets about a particular subject so hashtags were created to help them find them more easily. By putting the # hashtag in front of a word, a link is automatically created and you can by clicking on the link, you can see all the latest tweets containing that hashtag. By using a #hashtag, your message can reach more people because your tweet is not only seen by your followers, but anyone following the same #hashtag. The very first #hashtag was used in August 2007 and it was used to connect people who were attending a technology conference with the #barcamp. Since then the use of hashtags has grown, even beyond its use on Twitter.

As soon as communicators and marketers starting using this tactic, the #hashtag quickly got overused. Strategists and social media marketers soon discovered that they could "connect" with like-minded consumers by following #hashtag



activity and they could even join in the conversation directly to get insights from their customers.

It wasn't long before corporations were following and adopting #hashtags, using a variety of social media monitoring tools, searching for opportunities to directly market to their consumers. Coke's #ShareACoke campaign, which included bottles and cans of their product labels with personalized names or titles, encouraged drinkers to Tweet their own stories with this #hashtag.

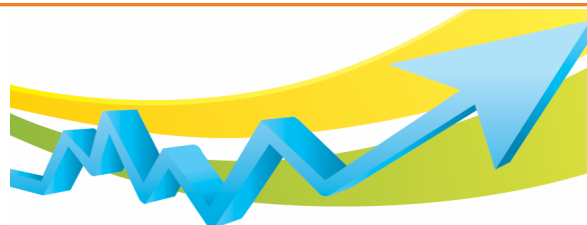
Soon #hashtags started appearing in lots of Tweets and on other platforms like Facebook. Celebrities started using them and they became their signature statements. It wasn't long before people on Instagram started using #hashtags in creative and funny ways, but not always as they were originally intended. People started creating their messages with so many

#hashtags, that their message lost its meaning. Others use #hashtags as statements of their personality.

***This #hashtag was sent in 2009 and it actually holds a world record for the longest #hashtag ever used #breakingtheworldrecordforlongesthashtageverwhilestandingouttherogersmithhotelansthisisaworldrecrdthatyoucantbeatandyoucantretweetplsret-weet***

The key to #hashtags is to make them short, memorable and appropriate. Always check on its use before deciding to use a #hashtag.

So can you still use #hashtags today as a marketing strategy? Yes they can still be effective in marketing for building brand recognition, increasing consumer engagement, finding your target audience, creating targeted campaigns and most importantly, #hashtags can help you track campaign results.



# MARKETINGWORLD

## REVIEW

### Volunteers Needed for Editorial/Support Team

The IIMP team seeks volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

**Section editors for Market analysis, General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).**

If you interested in contributing , please write to: [hr@theiimp.org](mailto:hr@theiimp.org)

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