



## Best Practices for Digital Marketing Success

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### TeleTech's Innovative e-Newsletter Explores the Digital Strategies That Are Helping Marketers Drive Richer Customer Engagement and Higher ROI

DENVER, July 23, 2014 /PRNewswire/ -- [TeleTech](#) Holdings, Inc. (NASDAQ: TTEC) – While the digital marketing space is still relatively new, it is evolving with breakneck speed. From social media and mobile to email and websites, digital has become an integral element in the way consumers operate day-to-day. To keep up with all this change, marketers must be prepared to adapt their digital strategies to meet customer demands – across any and all channels.

However, even though most marketers recognize the importance of optimizing their digital strategies, barriers to success – some including technological infrastructure, organizational structure, and budget restrictions – are still standing in the way. In TeleTech's July issue of *Dialogue*, we take a close look at the challenges facing digital marketing, and offer solutions to help marketers drive richer engagement and higher ROI from their efforts.

The July issue includes:

- A look at [10 common digital marketing mistakes](#) that brands make
- An e-Book summarizing [digital demand best practices](#) for lead generation
- A story about how Progrexion [refined its digital strategy](#) to more effectively meet the needs of its mobile users
- A synopsis of how [adopting a unified approach to customer experience and data collection](#) is critical for long-term survival
- A [guide outlining best practices](#) for blending direct and digital campaigns
- An infographic exploring the [current state of digital marketing](#)

The *Dialogue* e-newsletter is published 12 times a year and has been designed to inspire customer experience excellence. Each issue contains the best customer-centric thought leadership and in-depth research articles. [Click here](#) to subscribe.

#### ABOUT TELETECH

TeleTech, founded in 1982, is a leading global provider of analytics-driven, technology-enabled services that puts customer engagement at the core of business success. The Company offers an integrated platform that combines analytics, strategy, process, systems integration, technology and operations to simplify the delivery of the customer experience for Global 1000 clients and their customers. This holistic multichannel approach improves customer satisfaction, increases customer loyalty and drives long-term profitability and growth. From strategic consulting to operational execution, TeleTech's over 40,000 employees speaking over 50 languages deliver results for clients in the automotive, communications and media, financial services, government, healthcare, technology, transportation and retail industries. Through the TeleTech Community Foundation, the Company leverages its innovative leadership to ensure that students in underserved communities around the globe have access to the tools and support they need to maximize their educational outcomes. For additional information, please visit [teletech.com](#).

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