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AUDIENCE : marketing in the age of subscribers, fans & followers. Author/Creator Rohrs, Jeffrey K. Rohrs. ISBN 9781118825563

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Jeffrey K. Rohrs serves as Vice President of Marketing Insights for Salesforce. Author of AUDIENCE: Marketing in the Age of Subscribers, Fans and Followers (Wiley)

Target audience - wikipedia, the free encyclopedia

A target audience can be formed of people of a certain age group Discovering the appropriate target market(s) and determining the target audience is one of

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Marketing Book Podcast interview with Jeffrey Rohrs of Audience: Marketing In The Age of Subscribers, Fans and Followers

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Jeff Rohrs is a recovering attorney, Jeff Rohrs is a recovering attorney, bacon-lover, and diet Coke addict who heads up ExactTarget s Marketing Insights Team

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Audience development in marketing

My guest for this week s episode of the Duct Tape Marketing Podcast is Jeffrey K. Rohrs. the Age of Subscribers, Fans and Followers. Audience, Jeffrey K. Rohrs.

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