

**IN REVIEW**

**STATE OF DIGITAL  
MARKETING**

***@SHAI AZ DIGITAL***

**STRATEGY3INSPIRED.COM**



## PIONEER THE DIGITAL SHIFT

In this hyper digital disruption era, consumers are looking for genuine experiences, responsiveness and innovation.

“When you remove layers, simplicity and speed happen.”

Ginni Rometty, CEO, IBM

## PIONEER THE DIGITAL SHIFT

For leading brands and competitive businesses the digital transformation has already happened. What we can see is that many consumers are quite digital savvy.

**FACT:** At 3.8 billion, the number of internet users comprise more than half of the world's population. Mary Meeker, [Internet Trends Report 2019](#)

# DIGITAL MARKETING IMPACT

Business competitiveness is based on strategic business modelling, integrating new digital tools, fast execution and hyper focused marketing strategies.

## Effective marketing

- Relevant & specific
- Aims to add value
- Increases customer engagement
- Drives growth & sales 



# TEXT MESSAGING IS MAKING A COMEBACK

Texting is such a personal medium that it's easy to see how the natural thing to do with an incoming text sent with permission is to write back.  
Seth Godin, [seths.blog](http://seths.blog)





## BRAND VALUE

the financial value of having customers who will pay more for a particular brand: A company's brand value depends on its reputation. [dictionary.cambridge.org](https://dictionary.cambridge.org)

# LEADING BRANDS

Apple

Google

Amazon

Microsoft

Coca-Cola

Samsung

Toyota

Mercedes

McDonalds

Disney

Source

[www.interbrand.com](http://www.interbrand.com)

# APPLE IS THE MOST VALUABLE BRAND

Apple has always been effective with its strategy by using:

- Creativity
- Originality
- Authenticity
- Inventiveness





**Competitive advantage** is a company's ability to perform in one or more ways that competitors cannot or will not match.  
PHILIP KOTLER, AUTHOR,  
CONSULTANT &  
PROFESSOR

## VALUE OF EXCEPTIONAL INTERACTION

Driving substantial and meaningful customer experience will give businesses a competitive edge in this hyper engaged, noisy digital space.

**Poor experiences mean** frustrated customers, lost revenues, decreased brand loyalty and slower growth.





## VALUE OF EXCEPTIONAL INTERACTION

Each one of your customer touchpoints has to deliver a consistent, easy and integrated experience.

**Digital** channels are powerful mediums for driving exponential business growth and building long term customer relationships.

**FACT:** On average people spend an estimated six hours per day on their digital devices, according to Mary Meeker's [Internet Trends Report 2019](#).

---

# VALUE OF EXCEPTIONAL INTERACTION

Excellent customer experience is a fluid and seamless journey across all business channels

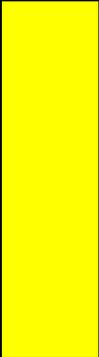
## Key Touchpoints

- landing on your website
- downloading your app
- engaging with you on social channels
- receiving your emails & newsletters
- ordering your products
- chatting with customer service or sales
- using your products & more.



## SOCIAL MEDIA

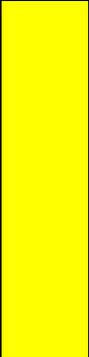
Social media marketing should drive deeper and meaningful connections with the aim of developing loyal customers who will advocate for your brand.



## DRIVE MEANINGFUL SOCIAL ENGAGEMENT

Smart businesses are hyper connected to their target market where their customers and potential customers are already spending their time. Consumers expect brands to

- Be relevant
  - Be engaging
  - Create valuable experiences
  - Provide quality & informative content
-



## DRIVE MEANINGFUL SOCIAL ENGAGEMENT

Your content should be personalized. For example, your posts on Facebook, Instagram, Twitter, YouTube, LinkedIn, Snap, should have specific content strategies.

Expert Tip: Make blog posts, articles, website content and video content interesting with the latest information related to your brand and also market trends.

---

## **BUILD TRUST**

**“The power in authenticity, whether in your brand or person, is that it leaves no questions unanswered. People know where you stand, what you’re made of and what is important to you.” — Jason Falls**







**TRENDING TOPIC**  
**Artificial Intelligence**  
According to the Analyst Firm, Research and Markets, the global AI market will grow to \$23.4 billion by 2025.

## AI & MARKETING

### Smarter customer journey mapping

AI is effective in analyzing vast amounts of data and algorithms to map out customer patterns. The exciting thing about AI for marketers is that it is making it easier to create customer engagement based on each customer's purchasing path and individual preferences.



# AI & MARKETING

AI is helping with

- Better decisions for types of content to promote based on relevance
- Pushing messages & promotions at the best times based on customer interests
- Discovering new customer behaviors, insights & patterns
- Prompting customers to take action
- Automating & managing marketing campaigns



## AI - FEW BIG PLAYERS

Microsoft - [blogs.microsoft.com/ai/](https://blogs.microsoft.com/ai/)

Amazon - [aws.amazon.com/ai/](https://aws.amazon.com/ai/)

Google - [ai.google/](https://ai.google/)

OpenAI - [openai.com/blog/](https://openai.com/blog/)

Facebook - [ai.facebook.com/blog/](https://ai.facebook.com/blog/)

IBM - [ibm.com/watson](https://ibm.com/watson)



[PLAY FOR PLANET  
news.adidas.com](https://news.adidas.com)

## SUSTAINABLE IMPACT

adidas has partnered with designer Stella McCartney to create sustainable fashion that pushes boundaries. The iconic brand's versatile Fall/Winter 2019 apparel collection included cutting-edge fabrics made from recycled polyester, Parley Ocean Plastic<sup>™</sup>, and regenerated ECONYL<sup>™</sup> yarn.

---

## SUSTAINABLE IMPACT

The viral [#TeamTrees](#) campaign started when the internet challenged [MrBeast](#) to plant 20 million trees to celebrate hitting his 20M subscriber milestone on YouTube.



[teamtrees.org](https://teamtrees.org)

# SUSTAINABLE IMPACT COLLABORATION

[MrBeast](#) teamed up with fellow YouTuber [Mark Rober](#) and [Arbor Day Foundation](#) for this trending campaign.

- Elon Musk has pledged \$1 million
- Susan Wojcicki, YouTube CEO, has donated 200K
- Current milestone - 15,125,527 trees planted and counting





**Strategy-making** is an immensely complex process involving the most sophisticated, subtle, and at times subconscious of human cognitive and social processes.

HENRY MINTZBERG,  
AUTHOR AND EDUCATOR



DELIVER *SMART*  
MARKETING

**Get strategic**– how will you stand out, influence, lead, grow & be sustainable

**Use the right resources**– data, digital tools, budgets

COMPETITIVE  
MARKETING  
CONSULTING



---

@Shai Az Digital

## DELIVER SMART MARKETING

- Research & the right information – key insights, studies, market trends
- Smart partners – networks, expertise, people creating the new & brilliant ideas

COMPETITIVE  
MARKETING  
CONSULTING



@Shai Az Digital

## WHAT TO EXPECT AHEAD

Evolving technology, Artificial Intelligence breakthroughs, changes to digital platforms, algorithms and emerging digital tools.

**Competitive businesses** have to execute fast, deliver strategies, implement innovation and keep up with macro market developments.

COMPETITIVE  
MARKETING

CONSULTING



@Shai Az Digital

STRATEGY3INSPIRED.COM

# TAKING BUSINESSES FORWARD INTO THE NEW ►

---

AUTHOR & THOUGHT LEADER  
SMART DIGITAL MARKETING  
MANAGING TOP BRANDS

*@SHAI AZ DIGITAL*





Published on  
Amazon  
**MAKE AN IMPACT  
WITH KEY DIGITAL  
MARKETING  
STRATEGIES**

**ORDER NOW**

**@Shai Az Digital**