@shai az digital

INDUSRTY TRAILBLAZER PORTFOLIO OVERVIEW

VISIT MY THOUGHT LEADERSHIP BLOG FOR SMART AND NEW CONTENT
https://www.marketingtoimpact.com/blog
Follow **my Instagram page for smart and inspiring content**
Please order my book on **Amazon for key strategies**
Read my **News and Trends Report**.

ABOUT ME BRIEFLY: With more than **17 years of industry impact, my portfolio is based on creating a competitive and unique edge** in all my projects. **Don't get stuck like a repetitive bot with your leadership, brand or service. Let's impact now!**

SUCCESSFUL INITIATIVES

DIGITAL TRANSFORMATION IMPACT

Digital Transformation Impact: Digital platforms are seeing a drop in posting and content sharing with **many users opting out of many ads.** Memes are trending with large views. **Digital has become a mouthpiece** of the select few with self-made trailblazers being pushed out by unfair industry practices. Expert Tip: **Lead with actions and results**. Big budgets and big noise does not mean quality. Get in touch to know more about my smart ideas. https://www.marketingtoimpact.com/blog
@shai az inspired digital +17 years impact. All rights reserved.

AUTHOR OF THE ULTIMATE MARKETING GUIDE FOR DRIVING GROWTH

MAKE AN IMPACT WITH KEY DIGITAL MARKETING STRATEGIES: Ultimate Competitive Marketing Guide For Driving Growth. By Shairoz Az (Author) 2019.

In this hyper digitally engaged world, **competitive marketing strategies** and effective social media tactics are necessary for growth. This guidebook shows you how to craft marketing strategies and approach **digital marketing to make an impact.** Whether you are a big corporation, small business, marketer, executive or consultant, you will find key marketing tips, case studies and trends to help you dominate in your industry. To build a top brand you need smart digital marketing and social media tactics. Winning businesses have to **constantly add value, be innovative** and leverage the right type of marketing campaigns. Great marketers are always looking for new ways to create excellent customer experiences. To be a leading business or brand you need to focus on deeper insights, innovation and influence. High impact strategic marketing will give your business a competitive edge. This guidebook will take you through: • strategic marketing plans • digital trends • social media tactics • key brand examples • influencer marketing • digital transformation • **creating value and authenticity • customer experience strategies.** **Available on Amazon.**

INDUSTRY LEADING THOUGHT LEADER

With more than 17 years of industry impact, my portfolio is based on **creating a competitive and unique edge in all my projects**. Please read my cutting-edge thought leadership blog and get in touch to collaborate. https://www.marketingtoimpact.com/blog

My work has been leading the industry for more than eight years with big players following me closely and repackaging my work**. EXPERT TIP:** Smart players are fair, they give credit where it is earned and due compensation for hard work.

VALUE-DRIVEN IMPACT 3.0: Undermined to unprecedented competitive edge. **What are you leading?**

Trailblazer Impact by @shai_az_inspired_digital, Apr 18, 2026. What are you doing to be an **original trailblazer in the industry?** Self-made, smart minds know the hard work and **resilience required to lead with a competitive edge.** Smart leaders and brands are accountable and work with smart talent**.** Get in touch to know more about my transformation ideas. https://www.instagram.com/p/DXRLMDyCHCU/?igsh=NDF6ZjFjNTN6MXJo

DIGITAL TRANSFORMATION 3.0

It is evident that we are at a crossroads when it comes to technology titans, data protection, creating an innovative marketplace and vibrant competitiveness. **Direct Tech Collaboration For Innovation**: With the rapid advancement of technology, we are moving into a new ecosystem that should allow diverse ideas, smart innovation and dynamic businesses. Almost all enterprises have direct access to tech and digital tools to help them create competitive products or services. **EXPERT POV: Competitive enterprises are strategically leveraging various tools, searching for new insights, utilizing basic data and generating creative ideas to increase customer value**. Evolving for the sake of transformation does not necessarily mean market competitiveness. Strategy is about creating high impact change that is efficient and effective.

Digital Transformation Law: We need a smart and **competent global agency to protect IP,** protect property, prosecute low intellect tactics such as dark net criminal doxing, trade secrets theft and protect self-made trailblazers from unjust industry practices. **Notes:** We are seeing an increase in private data breaches, stalking, weak competition, group chats to smear the target, bias, discrimination, shadow banning and primitive plots. Smart industries are fair and accountable. The law should also hold colluding and cowardly enablers to account for damage caused to self-made trailblazers. **What are you leading**? Get in touch for new, original and smart ideas. **May 2026**. Read my industry leading Thought Leadership blog: https://www.marketingtoimpact.com/blog

HOW TO MAKE AN IMPACT 3.0

EXPERT POV: **Evolving for the sake of transformation does not necessarily mean market competitiveness**. Strategy is about creating **high impact change that is efficient and effective**. A balanced approach is based on taking measured steps and **being agile in a fast-moving, hyper connected marke**t. EXPERT TIP: The more **authentic and unique your message is, the more you can influence and inspire your audience. MAY 21, 2026**. Get in touch to collaborate. Let's impact now! https://www.marketingtoimpact.com/blog

Accelerating business growth in this fast moving digital ecosystem: With new tools such as **AI, data crunching, software systems, outlier leaders, brands** and companies have the resources to be original and **competitively stand out.** CORE: **Unique Edge** and Smart Ideas. **Read my original blog: https://www.marketingtoimpact.com/blog/previous/6 Date: 2019. Directly engage with target audiences to build trust** and relationships. Work with the right experts or **niche influencers to build your social brand.** Provide **quality content that adds value** rather than creating hype that is short-term based. Read my original blog: https://www.marketingtoimpact.com/blog/previous/4 **July, 2024** Digital channels include **email, websites, blogs, online chat apps, videos, video livestreaming, social media platforms, podcasts,** search, voice search, online shopping and more. **Read my original blogs: 2020 https://www.marketingtoimpact.com/blog/previous/6https://www.marketingtoimpact.com/blog**

WELCOME TO SMARTLY SUSTAINABLE STYLE 3.0 by @shai az digital

SMARTLY SUSTAINABLE STUDIO BY @SHAI_AZ_INSPIRED_DIGITAL Core: Creative, unique edge, original, resilient. If you are a self-made trailblazer, leader or brand, connect with me to make an impact now. "**Exceptional brands lead above the mass average by delivering creative uniqueness, high quality products and integrated brand value."** Read my original blog: https://www.marketingtoimpact.com/blog/previous/3 September 2024

Sustainable Impact – Limited budgets requires smart initiatives to empower the right products that supports community social enterprise. Core: **Resourcefulness and resilience**. Read my original blog: https://www.marketingtoimpact.com/blog/previous/3 September 2024 **"**Make your Comeback Creative and Classy with me." Please review my social posts on **Instagram for smart and original trends.** November, 2025

LEADERSHIP LEGEND 3.0

Best in Class Breakthrough Brand Portfolio. The value of digital tools cannot be fully leveraged until a solid and fair foundation is established. Let's talk about transforming your brand or service. Collaborate and impact with me! https://www.marketingtoimpact.com/blog **Mar 4, 2026. Breakthrough BOLD Blueprint 3.0** Unmatched Expertise. Unique Edge. Raw Talent & Raw Resilience.

RETAIL BRANDS REDEFINED: INNOVATING AND BUILDING TOP BRANDS

“Consumers enjoy various choices when shopping for products. Exceptional brands lead above the mass average by delivering **creative uniqueness, high quality products** and integrated brand value.” Read my original blog: https://www.marketingtoimpact.com/blog/previous/3 September 2024 “I describe CX as a seamless experience that is integrated at **every customer touchpoint from mobile apps, online shopping, quality products, delivery policies, web design, informative emails, customer chats and social media engagement. Read my original blog: https://www.marketingtoimpact.com/blog/previous/5** Consumers are getting busier and **more digitally engaged**. This is increasing the **desire for experiences** and interactions with brands that are authentic. The right marketing strategies are key for creating **brand value and customer loyalty.** Read my original blog: https://www.marketingtoimpact.com/blog/previous/5 **2020**

TRAILBLAZE YOUR TRANSFORMATION

TOP TIPS TEMPLATE: **CORE: Trust and Transparent** not hyper hypocrisy. https://www.marketingtoimpact.com/uploads/8/4/4/2/84421794/transformtips.pdf **"Leading with authenticity and integrity** is at the core of successful brands." Collaborate with trailblazers. Read my leading and closely followed industry blog: https://www.marketingto**impact.com/blog/previous/6 2019 High Impact Innovators Core:** Vision - **Align your vision with your authenticity. Resiliency** - Battle scars are proof of resilient outliers. Lead - Create your unique edge and originality to stand out. **Sustainable Social Enterprise** – Smart resourcefulness. Inspire with me! Read my original blogs: https://www.marketingtoimpact.com/blog

INDUSTRY FAILURES

With increased use of digital platforms, we are seeing an increase in data hacks, phone scams, breaches of private data, use of privilege and incompetent law to target an innocent victim, IP theft, property theft, trade secrets theft and other cyber-crimes. **Who is leading** in protecting IP and prosecution of entitled crimes or related, intended plots to cause harm? **FOUR-By Scott Galloway, "Stealing is a core competence of high growth firms. "**Steal and Protect: Great companies often rely on some sort of lie or IP theft to accrue value at speed…And they do so by whatever means necessary." Read my news and trends **report for updates.**

PREVIOUS SUCCESSFUL INITIATIVES

LIVE DIGITAL MARKETING - AI - TECH TRENDS.

Delivering Marketing Impact with Shai Az Digital. University of Toronto, Professor Gerald Cupchik on Artificial Intelligence, technology and social structure. Denise Serebryakov – Cyber, Crypto and Bitcoin Expert. **Watch:** https://www.marketingtoimpact.com/youtube-channel.html

Competitive marketing is based on deeper analytics, unique marketing campaigns, hyper-focused customer experiences, creative ideas to accelerate demand, seamless customer buying journey and more. **Read my original blogs: https://www.marketingtoimpact.com/blog/previous/7 Date: 2017.**

Beauty of Transformation: Watch. https://www.youtube.com/watch?v=Ej_vk3xeWbE TV Commercial: https://www.youtube.com/watch?v=7SSfVs-J-hk

WHAT NEXT? If you are a smart trailblazer brand, leader or organization, get in touch to review my portfolio and request my smart references. **Let's impact now!** https://www.marketingtoimpact.com/blog @shai az inspired digital +17 years impact.

*Kindly note my assertion of my copyrights by shai az digital www.marketingtoimpact.com @2026