

**360 DEGREE  
DIGITAL CAMPAIGN  
IS ABOUT  
CULTURE  
BUILDING TO  
THINK OR ACT  
ONLY DIGITAL**



#PERCEPTION2PREFORMANCE





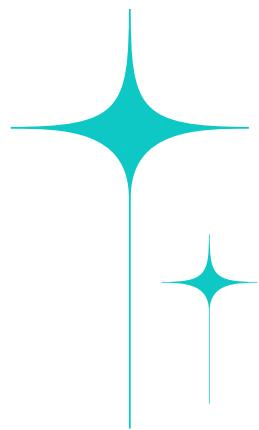
## DIGITAL COMMUNICATION CHANNELS

**Mobile-first strategies** optimize digital marketing for mobile applications to **offer seamless customer experience**.

Investing in user experience design can **increase conversion rates by 400%**.

**Source: Forrester Consulting**

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## CONTENT STRATEGY

**Wrapping engaging content in reels, podcasts, e-books makes it more consumable.**

60% of people own a smart speaker such as Amazon Echo, Google Home and 46% of them have used it to listen to an audiobook A that is 31% up from 2020.

**Source: American Audiobook Publishers Association Poll**

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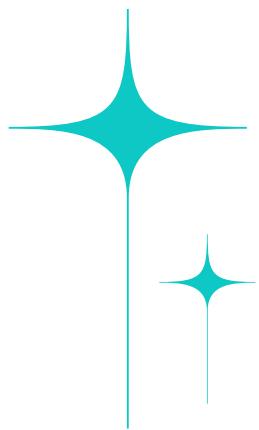
## TRAINING AND EDUCATION

After the success of ChatGPT, **Google rolled out Bard** recognising the potential of **interactive digital chatbots** in giving swift answers to queries.

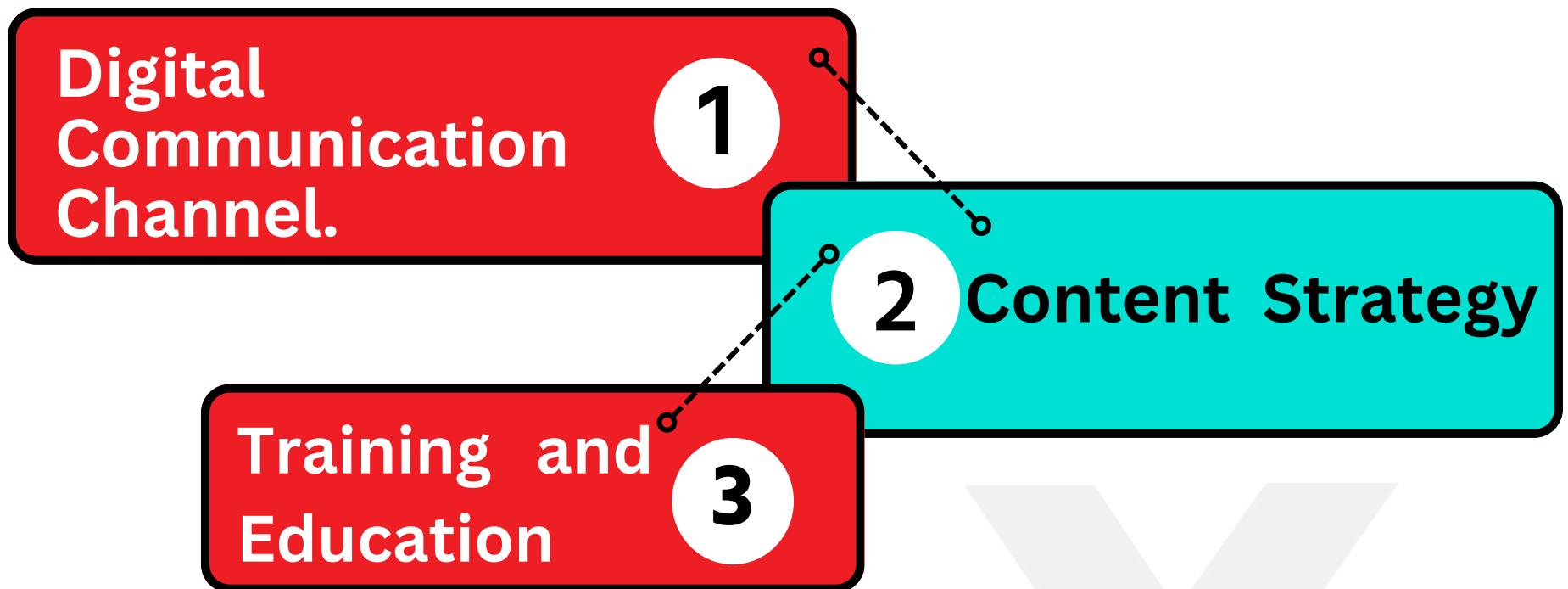
Till March 2023, **Google Bard** has received **30 million monthly visits**, predominantly from US and UK users.

**Source: Google**

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