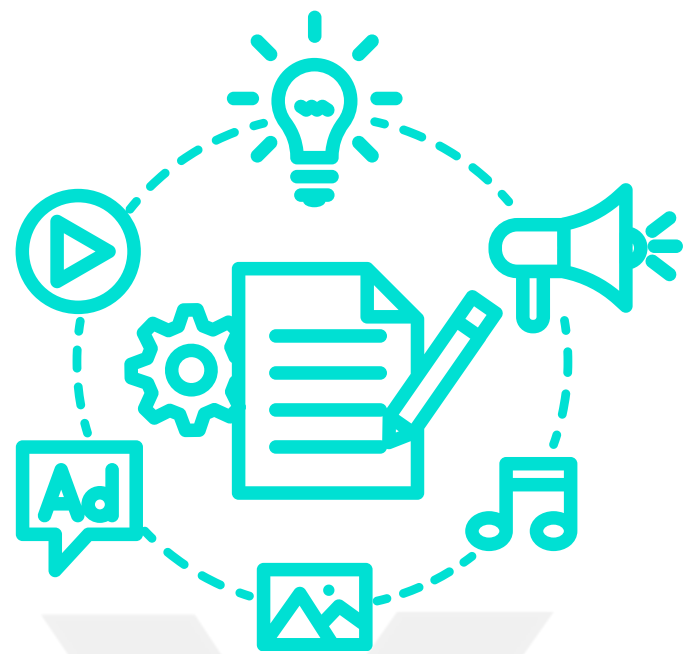


## EFFECTIVE STRATEGIES

For crafting  
**consumable**  
**digital content**



#PERCEPTION2PERFORMANCE



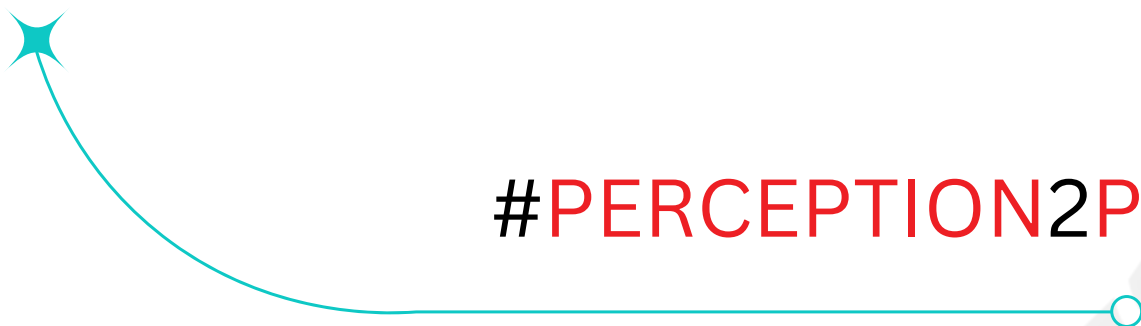


## KEEP MOBILE-FIRST STRATEGIES **FOR** **OPTIMIZING USER** **EXPERIENCE**

Investing In User experience  
design can increase conversion  
rates by **400%.**

**Source: Forrester Consulting**

#PERCEPTION2PERFORMANCE





# 2

## USE INFLUENCE, BUILD TRUST, GROW COMMUNITIES

**40%** of Gen Z and Millennials are influenced more by being part of a community of followers of a creator/brand than by reviewing on a shopping site.

★ **Source: Deloitte Report(2023)**

#PERCEPTION2PERFORMANCE

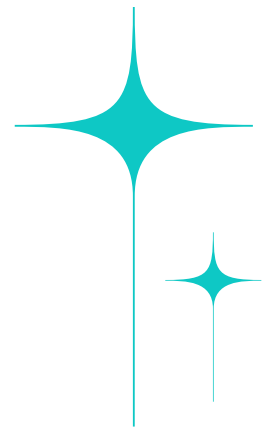


## PERSONALIZATION UNLOCKS UNIQUE CUSTOMER JOURNEY

**50%** of Gen Z and Millennials prefers user-generated videos that are personalized, interactive, and costless to streaming video services.

★ **Source: Deloitte Report(2023)**

#PERCEPTION2PERFORMANCE



## PERSONALIZATION UNLOCKS UNIQUE CUSTOMER JOURNEY

**50%** of Gen Z and Millennials prefers user-generated videos that are personalized, interactive, and costless to streaming video services.

#PERCEPTION2PERFORMANCE

