



The Marketing Roundtable Meeting Online

Thursday 23rd February 2023
08:30 – 14:00 (CET)

*Meeting with solution experts
in your challenge areas*

*Senior peer-to-peer
led discussions*

*By Personal Invitation Only
& Free of Charge*

Hosted on our Online Private Platform
Informal Networking Session from 14:00-15:00

Recent Participants Include:



L'ORÉAL

AVP
Media



Unilever

Senior Global Brand Director &
Sustainability Design Lead



PEPSICO

Vice President Marketing
Transformation and Sustainability



Nestlé

Head of Brand Comms &
Creative



Global Head, eCommerce
and Digital Enablement



Meta

EMEA Product Marketing
Manager eCommerce



VP Enterprise Customer
Engagement Products



wayfair®

Head of Brand
Management



Global Brand
Director



TikTok

Community Content
Manager



Product Development
Director



Head of Proactive Comms
Transformation

T Mobile™

Head of Retail Product
Marketing



Senior Manager, Commercial
Business Planning

MARS

Global Marketing Analytics
Director

IHG®

HOTELS & RESORTS

Director of Sales and
Marketing



Global Head of Digital
Performance & CRM

NOKIA

Global Head of Partner Marketing
and Communications



Marketing
Director



Director Manufacturing and
Digital Industries

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Join our exclusive community of C-Level executives to collaborate at the highest level of thought leadership.

The purpose is to discuss strategy, share experience and explore solutions in a private, collaborative, peer to peer environment.

BESPOKE

For a truly bespoke experience, you have complete autonomy over the roundtables you attend, partaking in only those discussions most pertinent to your current challenges & key goals.

EXCLUSIVE

By-invitation only, our exclusive community of C-Level & Directorial members use our Strategy Meeting to cross-fertilise; benchmarking innovative ideas, discussing strategies & similar challenges, to be at the forefront of industry.

DEVELOPING RELATIONSHIPS

Developing relationships, with the right people, promulgates success. Our strategic networking programs facilitate such introductions, allowing you to strengthen alliances, cross industry.

EXPLORING SOLUTIONS

We provide an opportunity for you to be connected with leading industry solution providers, via private meetings, of your choice, assessing potential partners, at a strategic level

"It was a great day and good to meet so many new people and hear different, and also similar, concerns and opinions"

-BP

"I really enjoyed the Online Roundtable discussions. The participants diversity in terms of transformation, industries and expertise areas create an excellent environment for new ideas, different thoughts and create extended network"

-Miba Group

"The roundtables are an amazing opportunity to get to meet fellow professionals across different industries and sectors. A safe space to discuss the complex issues that are currently impacting the world of work, exchange ideas and build new relationships."

-BT

The Strategy Insights programmes are a great platform for keeping up to date with the latest product offerings from vendors as well as connecting to peers

-VFS Global

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INFLUENCER MARKETING – no longer a passing trend – it's a core marketing strategy.

1. What is making influencer marketing so effective for brands?

- How the growth of social media platforms like TikTok and Instagram have seen influencers and 'micro-influencers' create, post and engage with brand content
- How influencer marketing can yield better results for brands than traditional celebrity endorsements due to the high level of engagement created with their audiences.
- The niche nature of an influencer's audience presents a highly targeted advertising opportunities – increasing reach and helping reduce wastage of spend.
- How implementing best practice in influencer marketing and working with thought leaders can rapidly expand brand awareness and gain new fans for a brand.

2. How to avoid the pitfalls of influencer marketing

- Understanding how influencers are the subject matter experts in their specialist topic area – rather than brands.
- How influencers need to maintain a credible, authentic connection with their audience to ensure they remain engaged in their content
- How influencers are the expert in how the information they provide will be perceived, not the brands seeking to work with them.
- How to set credible goals without focusing only on an influencer's follower count.

STRATEGIC SOCIAL MEDIA – why Gen-Z are using it in a different way and how it can be harnessed by marketing leaders.

3. Social Media needs to form part of the core strategy of every company.

- How social media must be considered as the key component of your marketing strategy and campaigns.
- Social media marketing can help brands connect authentically with their target audience on more personal level.
- Why mobile-optimised content is key for marketers to focus on more than ever.
- What the continued rise of TikTok, Instagram Reels, long and short-form video and livestreaming mean for your brand.

4. Social selling and Social Commerce – an untapped opportunity for brands.

- How brands can now use social media platforms as if they were e-commerce websites
- How to position products purchased through social media platforms
- Why consumers are more open than ever to be influenced by social media, and how it now helps them make their buying decisions.
- How consumers now research products on social media platforms, as well as looking at reviews and supporting content,
- How the next generation of buyers won't naturally go to a website to complete their transaction

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DIGITAL TRANSFORMATION – key areas to take your continuing digital journey to the next level.

5. What is next for a continued digital transformation in marketing?

- How companies must continue to adapt their products, services, business models to meet the digital-driven consumer needs.
- Marketing Directors must continually review their team structure to adapt to the new needs arising from more digital innovation.
- Businesses are continuing to leverage new technology post-pandemic to continue to optimise their overall marketing and customer experience strategy
- Digital Transformation means marketing will become increasingly more data-driven.
- Why the increased costs of digital advertising means brands need to focus more than ever on increasing customer retention through improving user experience with digital technology.

6. Highly personalised experiences matter to consumers

- Why brands must seek to personalise the experience for customers at all times post-pandemic.
- Why consumers are increasingly frustrated by content and advertising they do not consider relevant to their needs or lifestyle.
- Why companies such Netflix, Amazon, Spotify, and Facebook are effectively personalising their content for each user.
- How personalising content can help brands build deeper relationships with their audience, driving engagement and revenue.

7. Time for programmatic advertising

- How programmatic advertising is being leveraged at scale by brands.
- Why so many brands are now assigning an increasing % of their ad budgets to programmatic advertising.
- How automation of buying in the digital advertising space reduce complexity.
- How brands are using programmatic advertising to bid for advertising space within seconds
- How programmatic advertising is helping marketing times spend more time on campaign optimisation instead of administration.
- Programmatic advertising allows companies to conduct real-time data analysis and audience targeting.

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The Marketing Roundtable Meeting

Tuesday 31st January Thursday 23rd February 2023



OMNICHANNEL CRM – why email is no longer enough

8. How to deploy personalised CRM messaging at scale

- How using personalising content in every channel can provide a highly tailored experience for your customers.
- How Web-Personalisation can be used to ensure the right customer groups see the right content.
- How In-App messaging is crucial to making sure your customers get the right messages at the right times.
- How CRM data can be leveraged in Paid Digital Media.

9. The SMS and messaging marketing opportunity

- Managing the challenge of trying to implement an effective SMS marketing strategy from the group up.
- How to manage internal concerns on SMS and how to overcome them.
- How SMS can become your best converting channel.
- Why deploying two-way conversational SMS has become a critical approach to consider in modern CX

IMMERSIVE EXPERIENCES - a world of new opportunities for brands.

10. Consumers will increasingly demand immersive virtual reality (VR) and augmented reality (AR) experiences.

- Marketers are planning on growing investment in AR or VR technology in their marketing strategy in 2022/23
- Consumers will want brands to provide virtual reality (VR) and augmented reality (AR) experiences.
- How more accessible tools such as AR/VR headsets and the latest smartphone technology is allowing brands to readily provide access to engaging content
- How all brands must now have a digital experiential marketing strategy.

11. Being clear on your desired outcome is key in experiential marketing.

- How defining clear and measurable objectives for experiential marketing experiences is key to driving sales.
- How VR and AR can be used to supplement and improve customer experiences online and at events.
- How creating memories help brands strengthen the personal connection with their customers – leading to more loyalty in the long-term.
- Companies will increasingly deploy hybrid marketing strategies that allow audiences to embrace both virtual and physical opportunities to interact with brands.

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CONTENT MARKETING STRATEGIES – everything has changed post-pandemic

12. Content Marketing is now core to many companies overall marketing strategy.

- Why brands have significantly grown their investments in content marketing due to the pandemic – and continue to do so.
- Most buyers will engage with up to 5 pieces of individual content prior to expressing an interest in purchasing from a brand.
- Why content marketing is the priority role are for marketing leaders to hire in - prioritising content creators and content strategists.
- What content strategies brands are investing in 2022 and beyond.

13. Why native advertising is now key for brands.

- Why more brands are testing native ads in 2022 and beyond.
- How paying for content to appear on a highly targeted 3rd-party websites can generate significant ROI.
- Native advertising differs from traditional advertising; instead of standing out and interrupting the visitors, it blends in and can promote your brand to a new audience.
- Why consumers are more likely to engage with Native Ads due to their context.

STRATEGIC SEO - Search Engine Optimisation Marketing Trends

14. Search Engine Optimisation (SEO) has become a significant focus for digital marketers.

- Why growing a company's organic presence online is now a top strategic marketing priority.
- How leading brands are optimising for specific types of consumer behaviour.
- Why ensuring your business become more and more 'discoverable' is key to reaching your target audience.
- Why keyword optimisation is a key priority for all major brands.

15. Strategic SEO means all content types need to be considered on your platforms.

- Best practice in SEO is changing rapidly, and no longer just involves optimising text.
- How using video and image can be used to help your website rank more effectively in Search
- How techniques such as compressing files to increase page speed can be so important in search performance.
- How historical optimization can help older web pages get new traffic.

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PERSONALISATION IN CX – how brands are using technology to create deeper customer relationships.

16. How leading brands are using technology to develop closer relationships with their customers.

- How providing superior customer experience through personalisation is rapidly becoming the main strategic priority for brands
- How brands are seeking to differentiate themselves through personalisation rather than just traditional product and pricing techniques.
- Increasing your level of personalisation is key to developing relationships at scale.

17. How CX and data are being combined to provide personalised 'micro-moments'

- How personalisation can be used to identify "micro-moments" and create new selling opportunities.
- How micro-moments can be created through interacting with customers when they open to receive information – and leveraged through sending personalised offers that solve the issue the customer is facing at that time.
- Customer data can be used to ensure your agents are treating your best customers in the right way, at the right time.

DRIVING LOYALTY THROUGH CX - customer experience is now the key factor in a customer's perception of your brand.

18. How digital technology can help drive great customer experience.

- How it is essential to maintain a consistent level of service across all of your digital channels.
- Using digital technology you can ensure your products and services fit into your customers lives.
- How major brands are building on their existing CX successes - and learning from their failures.
- How deploying great CX can deliver incredible return on investment (ROI) through customer retention and eventually creating brand advocates.
- CX can be used to increase customer engagement with loyalty programs.

19. How brands are leveraging CX innovation to find new ways to engage their customers.

- The service-driven economy means the lifetime value of a customer is of increasing importance – and can only be delivered through improved experiences which earn trust.
- Companies are building deeper connections and relationships with your customers through the latest CX technology.
- How leveraging the very latest technology driven CX solutions can significantly improve service levels.
- How customers love - and increasingly expect - a wide variety of technology to be in use by companies – from live chat, direct messaging, conversational platforms to video.

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SUSTAINABILITY IN MARKETING – how a key driver for consumers will transform your business.

20. Using Carbon Friendly infrastructure is key

- Brands are setting aggressive targets for carbon reduction.
- Major cloud technology companies are making commitments to be fully carbon neutral by 2030 - or sooner.
- How recognising the impact of your digital and data infrastructure is key to reducing your overall carbon emissions is more important than ever.

21. How D&I [diversity and inclusion] needs to be at the top of every senior marketing leader's agenda.

- Treating employees fairly is key - Post COVID-19 pandemic, employees are looking to continue flexible working practices.
- Customers are increasingly likely to support brands that demonstrate care for their customers, employees and good causes.
- Post-pandemic, the traditional way of doing business and working has changed forever – meaning the previous barriers to change are dissolving.
- Brands that are both thoughtful and effective will win.

DATA TRANSPARENCY – Customers demand full control of their information

22. Maintaining data transparency can assist brands in retention and growth strategies.

- Customers may be more comfortable if a company acquires data to enhance the level of personalisation offered to them.
- Improved customer communication and choice can greatly enhance brand credibility.
- Seeking permission from customers with a clear purpose and effectively conveying 'why' it is used can lead to a greater level of loyalty.
- How leading brands see no downsides in maintaining complete data transparency due to how it helps support customer trust.

23. How increased cybercrime is driving a new trend in how customers view their data.

- As the scale of hacks and scams increase, so is the level that customers are wary of sharing personal details.
- Consumers increasingly view it as companies' responsibility to take adequate care of their data once they provide it.
- Data exchanged during conversations with brands means customers now expect more data transparency on where it goes next and how securely it is stored.

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EMERGING TECHNOLOGY – why NFTs, the Metaverse, Gaming and Web3 must be considered in all marketing strategies..

24. The Metaverse and why marketers need to plan for it now.

- Why 'The Metaverse' has already become the hottest topic for marketers to consider in their strategic plans.
- How many concepts of the metaverse are already accessible to marketers to begin to experiment with in their digital strategies.
- Why leading consumer brands are already selling virtual versions of their products for their customers digital avatars to wear.
- Why consumers will quickly come to expect to immerse experience using XR, AR and VR.
- The metaverse is leading brands to explore cryptocurrencies and other digital assets.

25. The impact of Web 3.0 on marketing.

- Why marketing leaders are getting excited about the next iteration the Internet - Web 3.0.
- Why Web 3.0 or Web3 will have major implications for consumers, society and businesses due to its ubiquitous nature.
- What the potential of semantic web technology and artificial intelligence means for marketing professionals.
- How the Web 3.0 environment will greatly enhance user experience and help marketers reach new audiences.

CX DATA – harnessing data, insight and predictive analytics.

26. Using Predictive Analytics in customer experience

- The shift towards businesses using predictive analytics to predict customer needs.
- Predictive models help companies attract, nurture and retain their most highly valued customer relationships.
- How to generate additional future insights - forecasting trends & customer behaviour with greater accuracy..
- Understanding how to use patterns contained in your CX data to detect risks and opportunities to ensure your customers do not leave.

27. How brands are focusing on investing more in predictive analytics in CX.

- How businesses have more access to customer data than ever before.
- How data can be used to deliver personalised customer experiences when they interact with them.
- AI and Predictive Analytics can help businesses utilise their data to target the right customers with recommendations.

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OMNICHANNEL CUSTOMER EXPERIENCE - is already a 'non-negotiable' for businesses

28. Understand how omni channel technology should be the vital element for all customer experience initiatives.

- How utilising Omnichannel CX will have the biggest impact on your CX.
- How Omnichannel technology trends can help achieve your strategic growth plans.
- Customers are looking for a growing variety of channels and digital touchpoints to suit their needs.
- Omnichannel strategy must see companies deliver a rapid speed of response across all the touchpoints the customer wants to choose from.

29. Customers want to be able to use multiple touchpoints to contact a business.

- Increasingly every customer wants a consistent, experience throughout their journey – from in-store, phone, social media, to mobile or via the website.
- How customers expect their customer journey to be able to move seamlessly across channels without having to repeat their information.
- Understanding how a 'connected journey' can help your company gain greater visibility on your customer's personas and needs.
- How to identify the most preferred channels of your customers – and why they to get in touch with you on each one.

CONVERSATIONAL CX – the biggest emerging opportunity in CX

30. Customers are enthusiastically adopting 'conversations' with companies.

- How Conversational CX is being used to greatly enhance customer engagement.
- How innovative technology can be used to provide differentiated service
- How interactive technologies enable intelligent and engaging customer conversations.

31. Conversational CX can be a significant strategic advantage for companies.

- The majority of customers expect instant answers to query 24/7/365.
- How brands are using Conversational CX to drive engagement and increase conversion.
- How it can be used to make end-to-end sales processes more agile.
- Technology such as chatbots & AI can be used to pre-screen customers ensuring the most valuable customers are sent to your human resources.
- Conversational marketing can be used to collate an increasingly broad range of audience information.

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Previous participants include:



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