

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

# MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

## Keeping up with the Digital Consumer

Understanding audiences in the age Covid-19

### Discussion paper and agenda

**Thursday, 18 November, 2021**

2:30pm - 3:30pm

**TO BE HELD AS A VIRTUAL ROUNDTABLE  
(LOGIN DETAILS WILL BE SENT TO YOU PRIOR TO THE EVENT)**

**Marketing Roundtables: Because it's important to share opinions**

### **Agenda**

2:30pm – Login and welcome from Rezwana Manjur, Editor in Chief, *MARTKETING-INTERACTIVE*

2:35pm – Around the (virtual) table participant introductions

2:40pm – Commencement of discussion proper

3:20pm – Final thoughts

3:30pm – End of discussion

## **Discussion points**

*The following points are good indicators of what will be discussed during the session. However, we are not restricted to these – constructive and spontaneous discussions are welcome.*

### **The digital consumer and your business**

1. How has your mandate changed over the years?
2. What does consumer intelligence mean to your business?
3. What does understanding the consumer mean to you personally?
4. From conceptualisation to execution, what is your approach to understanding the consumer mindset?
5. How does your business differ digital from non-digital, or is your approach more holistic?

### **Digital marketing in the age of Covid-19**

1. How did your marketing strategies change post-pandemic?
2. What were the major shifts you saw in terms of consumer behaviour, and what did you do to adapt and stay relevant?
3. What are you doing to make sure the consumer insights you capture are accurate and reliable?
4. How are brands predicting consumer needs or trends early on in the customer lifecycle?

### **Leveraging the data-driven world**

1. Would you say your business has a data-driven culture?
2. Are data silos still an issue? If so, how do you integrate your data when necessary?
3. How are you using data to build a consumer-centric marketing strategy?
4. Any challenges with consumer data that slows down your speed to market?
5. What are you doing - if anything - to understand your consumers in real-time?

### **The role of marketing technology in your business**

1. Do you use AI and marketing automation in your business? Elaborate.
2. What areas of marketing are highly conducive to AI/automation, and what areas are less conducive?
3. How has technology changed the marketing function from, say, 5 years ago?
4. Is it challenging finding the right martech solutions that stack well and integrate with your existing tech?

### **Metrics and reporting**

1. How should we be tracking and assessing ROI on when it comes to digital marketing?
2. What are some of the best ways to measure the effectiveness and accuracy of your consumer research?
3. How do you attribute your insights campaign to a customer's intent to purchase?

