

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

The Evolution of Digital

An expert-led discussion on the changing role of digital marketing

Discussion paper and agenda

18 June 2020

10:30am - 12:15am

**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

10:30am –Login and welcome from Janice Tan, Senior Journalist of *Marketing* magazine

10:35am – Around the (virtual) table participant introductions

10:45am – Commencement of discussion proper

12:15pm – End of discussion

Discussion points

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

Marketing Goals & Tactics

1. What was the main challenge in forming your current marketing strategy?
2. What is the main challenge that the strategy addresses?

Digital Marketing Perceptions & Expectations

3. How is digital marketing different from traditional marketing?
4. Name some digital marketing methods that have worked best for your company, and why?
5. Name a brand you know of, overall, who is "doing it right" in digital marketing. What are they doing right?
6. Any competitors in your field who are "doing it right" in digital marketing? What are they doing right?

Managing Digital Marketing Vendors

7. What are the top 3 signs of a great digital marketing vendor?
8. What digital marketing tasks do you outsource?
9. What tasks remain in-house?
10. What other tasks in general do you outsource?

Future Challenges

11. Over the next 6-12 months, what are the biggest industry trends/challenges you face?
12. Over the next 12-18 months, what are the projected industry trends/challenges you will tackle?
13. Within the next 12 months, what are some urgent changes that *must* be made?