

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

StorySelling

Content strategies that move the needle

Discussion paper and agenda

8 June 2021

SHANGRI-LA HOTEL SINGAPORE
22 ORANGE GROVE ROAD

Marketing Roundtables: Because it's important to share opinions

Agenda

12:00pm – Arrival of discussants, networking

12.25pm - Welcome from Rezwana Manjur, Regional Editor of *Marketing* magazine

12:30pm – Round the table participant introductions

12:40pm – Commencement of discussion over lunch

14:30pm – End of lunch and networking

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.

Creativity, the customer, and your business

1. How has your mandate changed over the years?
2. What does content marketing mean to your business?
3. What does content mean to you personally?
4. From conceptualisation to execution, what is your organisation's creative process like?
5. How important is storytelling when it comes to your brand?

Content, marketing, and the ever evolving consumer

1. How did your marketing and engagement 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 new consumer behaviour do you feel is temporary, and what's here to stay?

The state of content in an increasingly data-driven world

1. Where do you feel the pendulum currently swings between Art and Science?
2. How are you successfully combining creativity and data?
3. How is automation impacting your creative decisions?
4. Is your team/department supported to take creative risks, even if there is no definitive evidence that your idea will strike gold?
5. As marketing evolves, how will the client-agency relationship evolve as well?

The role of content in leveraging creative expression

1. What kind of content really works for your audience? What doesn't?
2. What role does content play in your overall marketing strategy?
3. How do you remain agile while planning and producing authentic content quickly and easily?
4. How do you stay cost-effective while getting compelling content and visuals that fits your brand guidelines and brings your ideas to life?
5. How do you ensure that the quality and quantity of your creative content is scalable and flexible?

Measuring the magic: From storytelling to storyselling

1. What are some of the best ways to measure the effectiveness of your content marketing?
2. How do you attribute your creative content to a customer's intent to purchase?
3. How should we be tracking and assessing ROI on creatives?

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