

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

# MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

## The State of Marketing

### Discussion paper and agenda

**11 November 2021**

**2:00pm - 3:30pm SGT**

**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**

2:00pm – Login and welcome

2:05pm – Introductions and commencement of discussion

3:15pm – 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 customer and your business**

1. How has your marketing mandate changed over the years?
2. How has the customer journey evolved as a result of the global pandemic?
3. How has data and privacy concerns been changing for your business over the years?
4. With the deprecation of cookies, what are the longer-term impacts when the balance of power shifts to the consumer?

### **The state of digital, data, and marketing strategy**

1. How have you been forced to innovate over the past 12-18 months? What strategies did you adopt that you otherwise would not for the pandemic?
2. What is your organisation doing in the areas of innovation, real-time engagement, hyper-personalisation and unifying customer data?
3. How has the pandemic caused your teams to collaborate and communicate differently?
4. What data are you collecting, how are you sharing it within the organisation and how are you using it?
5. Do you expect an increase in the number of data sources you use from 2021 to 2022?

### **Managing market disruption**

1. Route to market strategies were already being disrupted pre-Covid-19, but have been pronouncedly exacerbated in the global pandemic's aftermath. How has your business been affected, and what steps have/are you taking to adapt and innovate as a result?
2. What can we expect in today's new reality of changing consumer trends post-pandemic and an increase towards hyper digitisation?
3. As a marketer, how are you assessing the impact that new technologies and trends have on consumer behaviour? How does it manifest itself in your marketing practices?
4. How has your business' distribution strategy evolved (i.e. more direct to consumer, less dependence on 3<sup>rd</sup> parties or partners)?

### **Focusing on growth and retention**

1. You're required to deliver quantifiable competitive advantage to your business by acquiring valuable clients, while also ensuring their loyalty long term. How are you balancing both short term and long term strategies? How are you identifying and targeting clients who will be the most valuable to your brand?
2. What are your requirements when choosing the right marketing technology for your business needs and transformation journey?
3. How should we be tracking and assessing ROI?

## **Thanks to our Partner:**

*This Roundtable would not be possible without our partner Salesforce, the leading provider of customer relationship management solutions and enterprise applications focused on customer service, marketing automation, analytics, and application development. Find out more [here](#).*

