

2023 DIGITAL MARKETING PANELS

SOLUTIONS TO THE BIGGEST CHALLENGES YOUR BRAND WILL FACE NEXT YEAR

KEY TAKEAWAYS

SESSION 1 | How do I prepare for what's next in 2023?

 **HONEST**  **tinuiti**

1. Strategy is critical. But it's got to be dynamic and flexible to account for constantly changing the market, media and consumer behavior.
2. Customer preference and sentiment has continued to shift as prices and economic uncertainty rise – your brand's got to meet customers where they are and adapt media strategies to reflect these changes.
3. Going into 2023, everyone is tightening their purse strings, so building brand awareness across omni-channel is key to get out ahead of the competition.

SESSION 2 | How do I diversify my presence online and get my brand in front of more people?

 **eComEngine**  **JungleScout**  **tinuiti**

1. Getting customers their stuff to them will continue to be a challenge in 2023. But optimizing delivery systems, inventory allocation, investing in your campaigns appropriately, and of course, supply chain will help you overcome supply chain and operational obstacles.
2. Take advantage of social commerce in 2023. Use those catalog feeds, whether it's Amazon posts or testing into it on other channels.
3. Video, video, video. Show off your catalog in video form and make it shareable across product detail pages, social commerce and STV/CTV. And make sure to do it on DTC sites and marketplace channels.

SESSION 3 | How do I effectively use my data, especially now that signal loss is more prevalent?

 **klaviyo**  **hightouch**  **tinuiti**

1. File this under data utilization easy win: make sure your zero- and first-party data collection is not only consistent but gathered with compliance top of mind.
2. Using the right tools to have a single verified view of the customer will help you continue to grow strong relationships with them.
3. Building an audience strategy is essential – brands that develop proper data strategies will emerge as market leaders.

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SESSION 4 | How can social perform now that content is changing?



1. You don't have to create new creative assets for every platform. Just making small tweaks, like adding a CTA, creating stills, or showcasing a curated product set can tailor creative to each platform's strengths.
2. Exploring measurement solutions like media mix modeling or lightweight solutions like regression models/incrementality tests can help you truly understand your social performance.
3. Augmented reality can get brands in front of new global audiences in a whole new way, closing the gap between inspiration, consideration, and purchase.

SESSION 5 | How do I reach new customers and convert audiences into customers?



1. Create a 360-view of your performance holistically and build in budget fluidity to shift dollars to what's working. Channels in silos will not work for your brand in 2023.
2. Tactics don't convert, audiences do. Thus, creative is critical to drive performance. Rigorous creative testing and iteration married to audience targeting the way to convert.
3. Go beyond ROI. It's necessary to have metrics for measurement other than ROI. Explore always-on incrementality.

SESSION 6 | How can I be more efficient with my budget and maximize the ROI of each dollar?



1. While it might seem counterintuitive this, time of economic uncertainty is the time to test and experiment.
2. To maintain budget efficiency, focus on retaining customers and ensuring that they have an optimized on-site experience.
3. Solving your most obvious problems first creates a lot of wins and efficiency that ripple to a larger impact.