

# Fireside Chat | [Content Marketing] Building Up User Habits in Different Platforms to Connect your Brand Content to Customers



 SYGNUM

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# slido



**For your marketing department, what is the greatest challenge to delivering a content marketing program?**

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**If a marketing team wants to launch a content marketing program, where should they start? And how should they integrate it into their sales funnel?**

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**Is it ethical for brands to use emotional triggers and psychological tactics to influence consumer behaviour through content marketing, or is this a manipulative approach that undermines consumer autonomy and agency?**

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**What are the three biggest reasons for content program failures,  
and how to avoid them?**

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**How can businesses measure the success and effectiveness of their content marketing efforts, and what metrics should they use to track performance?**

# Key Takeaways

## **Dom's Takeaway:**

- Perfect is the enemy of the good. Keep turning up.

## **David's Takeaway:**

- Provoke feelings instead of creating reactions.

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# Q&A