

Fireside Chat | [Marketing Ecosystem] Customer Centricity is Integral to Success – Finding the Right Offer at the Right Time & Place in a B2B2C & B2B World



sellerX

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BEAUTIFUL
DESTINATIONS

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What do you think is the key element of success in your marketing ecosystem?

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**How do you define the marketing ecosystem in your organisation
(external & internal focus)?**

Panel Discussion | [MarTech Stack] Maximising Growth Through Stronger MarTech & Business Strategy Alignment

How the big players have forced change - what we are doing to face this in our orgs?

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How has your marketing ecosystem impacted your marketing mix?

Key Takeaways

Thomas's Takeaway:

- Thinking of digital marketing in terms of ecosystems can change your perspective. Are you fully making use of your ecosystem.

Matthias' Takeaway:

- Marketing ecosystems are essential in a rapidly evolving landscape. Foster collaboration, respond to the pressure from big players and continuously refine the marketing mix.

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Q&A