

Panel & Roundtable Discussion | [Social Impact] How We Connect Brand Socially with Customers



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What do you focus on more; a few pieces of high-end produced ads or videos, or more frequent, ongoing, shorter and cheaper forms of video content?

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- **Have you ever made social, community or environmental impact of your products or services a central part of your ads or social media campaigns?**

Roundtable Discussion Questions:

- Do you think customers/business clients are more socially and environmentally aware today? How does this factor into your product, marketing and content strategy, if at all?
- What are some examples of social or environmental campaigns or connection points with customers that really resonated with you? Have you seen any bad examples of companies trying to connect on a cause, and failing or missing the mark?