

Panel Discussion | [Social Marketing] How to Connect Shifting Customer Values and Behaviour to Your Business Beyond Profiting the Brand



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What are the key MarTech stack you are looking at investing?

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As marketers, what are the key challenges you face?

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1. Understanding the role demand generation and lead generation plays in establishing your brand

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2. Shifting focus from demand generation roles to brand establishment roles

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3. How MarTech Stack is used to help accelerate the “Connectedness”?

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4. Good stories of value-driven marketing that target beyond profit build loyalty and retain your customers

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Key Takeaways

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Q&A



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