

Panel Discussion | [Digital Experience]

Digital Experience Led Growth: Navigating the Future of Marketing



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What would be the digital trends in 2024?

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Question 1

The Evolution of Consumer Expectations in the Digital Age

Given the rapid shift towards a digital-first consumer mindset, how are your brands evolving their strategies to meet these heightened expectations, and what are the challenges you need to overcome?

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Question 2

B2C vs. B2B Digital Experiences

What are the differences in the digital experiences in the B2C and B2B sectors for both customers and organisations, what are the unique challenges you are facing and how do you see these evolving in the future?

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Question 3

The Role of Data (and AI) in Shaping Digital Experiences

With data (and AI) at the forefront of creating tailored digital experiences, how are companies balancing the benefits of hyper-personalisation with potential risks, including privacy concerns and the possibility of becoming overly intrusive?

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Key Takeaways

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Roundtable Discussion

- How have you created the digital experience that your audience demands?
- Latest trends and best practices in creating meaningful and impactful digital experiences that drive growth.

Panel Discussion | [Social Media Marketing] Redefining Your Branding Strategy on Social Media to Engage with Customers

Congratulations, **mango lovers!**
You are the moderators 😊

