

Fireside Chat | **[Customer Engagement]** Biggest Digital Trends that Will Help Organisations Fire Up Their Marketing & Make an Impact in 2024



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Which of these projects is the most important for you in 2024?

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Question 1

In your opinion, what are the top digital trends that you see that can help organisations fire up their marketing strategy?

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Question 2

To implement these changes, what are your view around tools, technologies & platforms that can catalyse this journey?

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Question 3

Post adoption of tools & platforms, what are those business outcomes/ ROI that organisations look forward to and how do we measure those?

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Key Takeaways

- **Faisal's Takeaway:** Consumers will continue to be more discerning and selective of the products and brands they shop with, while organisations will accelerate their adoption of AI across all facets of the business. New AI ecosystems will show up, starting with Co-pilot, which will boost productivity.
- **Kyle's Takeaway:** Generative AI will continue to be the biggest digital trend in 2024. If used expertly, generative AI can take on complicated as well as menial tasks and enable all of us to unleash a renaissance of creativity in our professional and personal lives. Using ChatGPT Voice as a brainstorming buddy is a game changer.
- **Rohit's Takeaway:** Over next few years, content strategy will further evolve to hit MoFu (Middle of funnel) customer base. Hence robust, cognitive insights driven content types that works on target audience segment and hyper-personalize to their behaviour & preferences would be critical to retain & expand businesses. Hence, predictive insights led by customer data platform would see adoption at large scale.

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Q&A



Scan here to submit your questions!