

Panel Discussion | **[Brand Strategy]** Helping Conventional Brands Acquire New, Profitable Customers



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Which aspect of brand strategy do you believe has the most significant impact on helping conversational brands acquire new, profitable customers:

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Question 1

The challenge of where we are today

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Question 2

In a digital age...how important is brand in terms of marketing performance and growth?

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Question 3

**In the virtual world how are we using tech to make sure
the brand is authentic**

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Question 4

How do attribution models (and customer journey data) influence the allocation of budgets and build new & long-lasting relationships with customers?

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Key Takeaways

- **Hannah's Takeaway:** Knowing what your customers really think about your brand is the key to unlocking your brand truth. We talk a lot about authenticity, authentically connecting but we can't achieve that without really getting to the heart of your brand.

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Q&A



Scan here to submit your questions!