



Panel Discussion | **[Brand Engagement]** The Evolution of Digital Content Strategy



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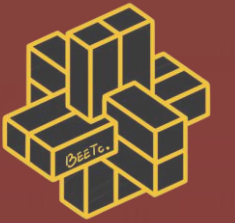
Top challenges faced in digital content strategy?

i Start presenting to display the poll results on this slide.

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Question 1

Could you share an overview of where your digital content strategy currently stands & the key focus areas you're prioritising to drive impact?

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Question 2

What are the biggest drivers of change in evolving your organisation's digital content strategy?



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Question 3

What challenges have you faced in evolving your digital content strategy, & what factors have had the greatest impact on its success?



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Q&A



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