a recentional



How to Innovate within Digital Marketing

October 2024





"The of marketing is to create a customer who is so , they will never consider buying from anyone else."

Walt Disney

S M

How do we find the *right users?*



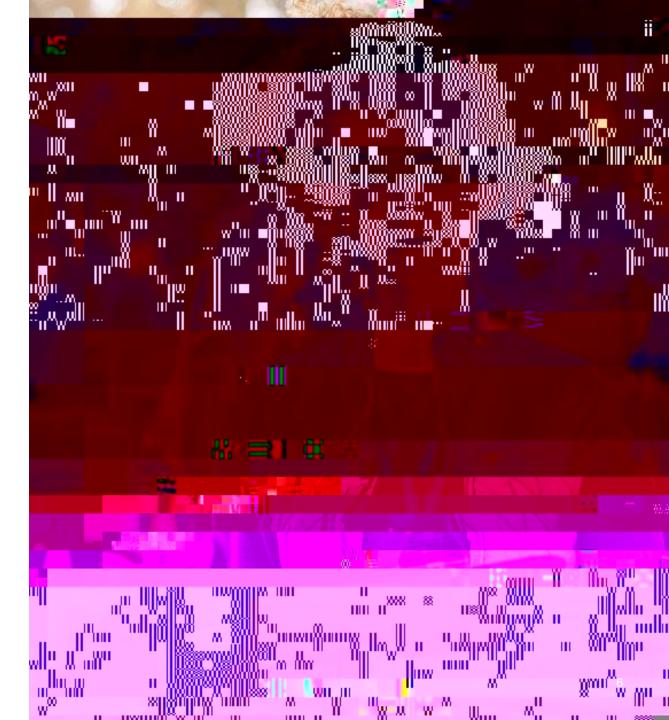


Finding the right users

Historically, you would have to physically speak to people, via <u>consumer surveys</u>.

We can now do this all online.

Direct user feedback and insights still play a massive part of understanding, who are the right users, what are their likes and dislikes.



Finding the right user

There are lots of companies that supply user data and insights, everything from;

Average UK Salaries New Car Sales by Brand

Social monitoring platforms tools, which collate information from across social platforms.







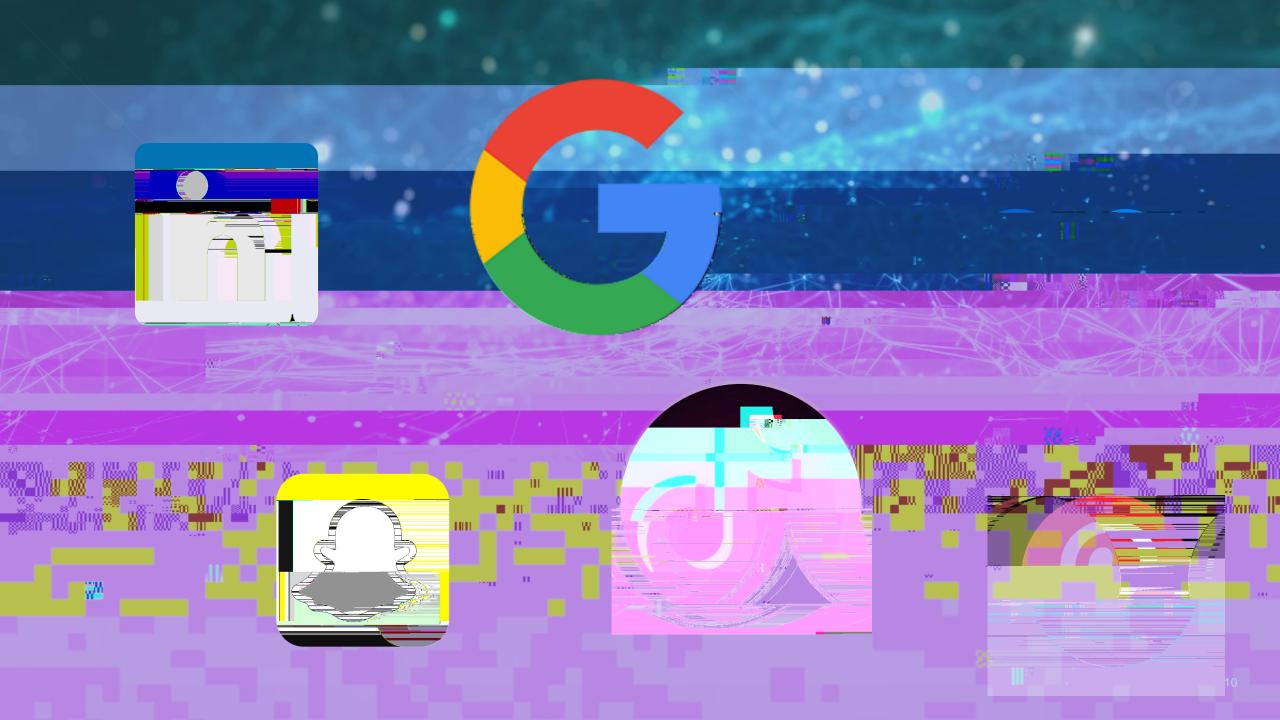
Perplexity

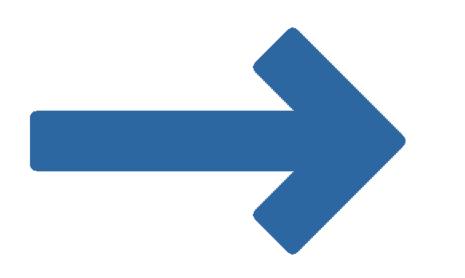
Perplexity AI is a knowledgesharing LLM, similar to Chat GPT.

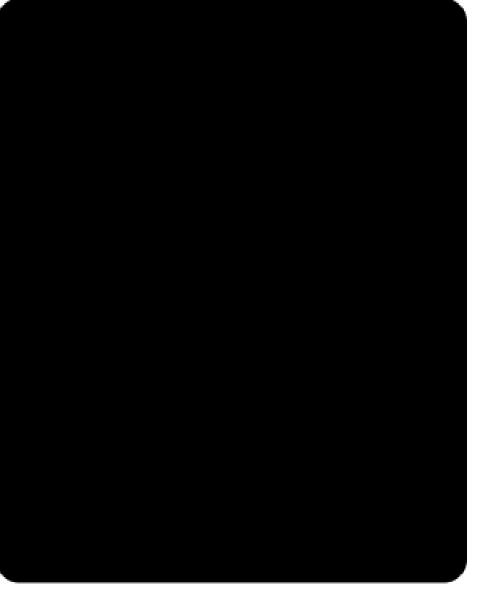
This tool is a conversational searc engine.

TIt5(18w]96T**5** 20.04 T<mark>f1 0 02]T</mark>I2o4set

What can we do with all these user insights?







Audience Expansion

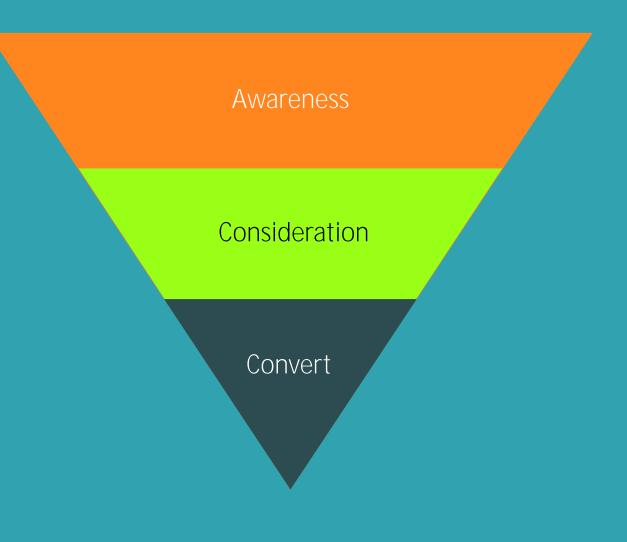
Once you have determined your audience, platforms can expand the sample size with *Lookalike* audience segments



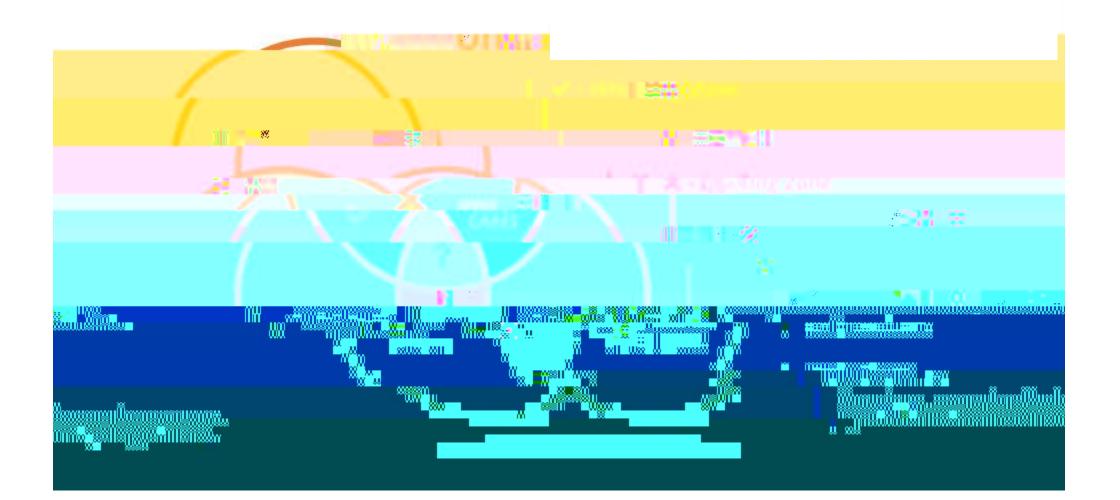
Consumer Journey

Once we understand who our consumers are, we can develop campaigns that nurture them through the purchase funnel.

Through the funnel, we can decide on the messaging, and channel tactics to intersect users at the correct stage of their journey.



Unique Selling Proposition



Copy Creation

Using *ChatGPT* we can generate lots of example ad copy, which can be used in our campaigns, simply by providing a short description.

a ádlez	in ghlight ng the denefits of study rip at the university to student life, and
	courses. I'll use a casual tone to angage students and encourage them to consider signing
	Awareness (Introduce the University)
	Head line:
	• "Study at Reditordshine in 2024. 今 "
	🔹 ""Woute Fundume Siterius an Deudricenderhinet 🌞 "
	🔹 "Bispilanes Our Courress fine 2004 🧬 "
	• "Direann Big at Bediorolshine University 🏕 "

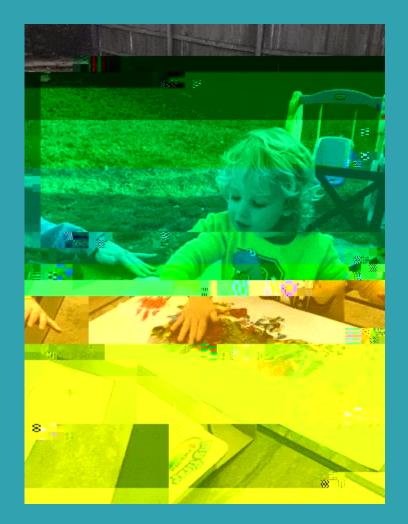
I need to create some ads, directed at students, who want to study at university. I work for Bedfordshire University, and I want to attract new

students to look at signing up to our courses next year.

Test, Test & More Testing

At Receptional, we are always testing our ads and creatives to see where we can find improvements.

Within our Agency, we also have a team of creatives.

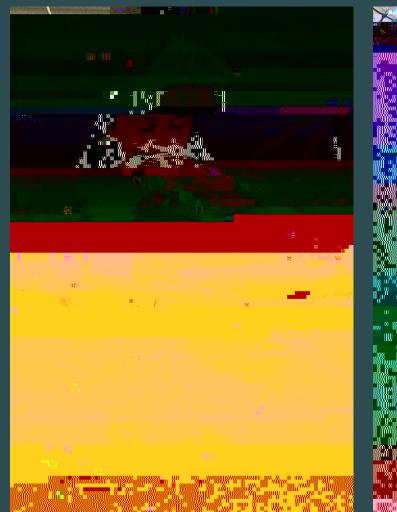


Al Image Creatives

However, sometimes Brands still look to push the

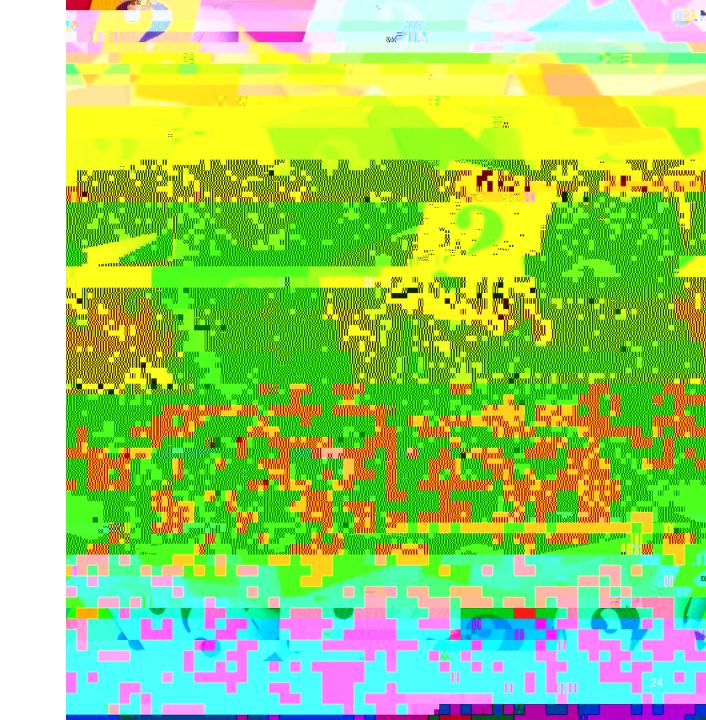


are now inserting their Brand into memorable moments.





Questions?





Thank you for your time