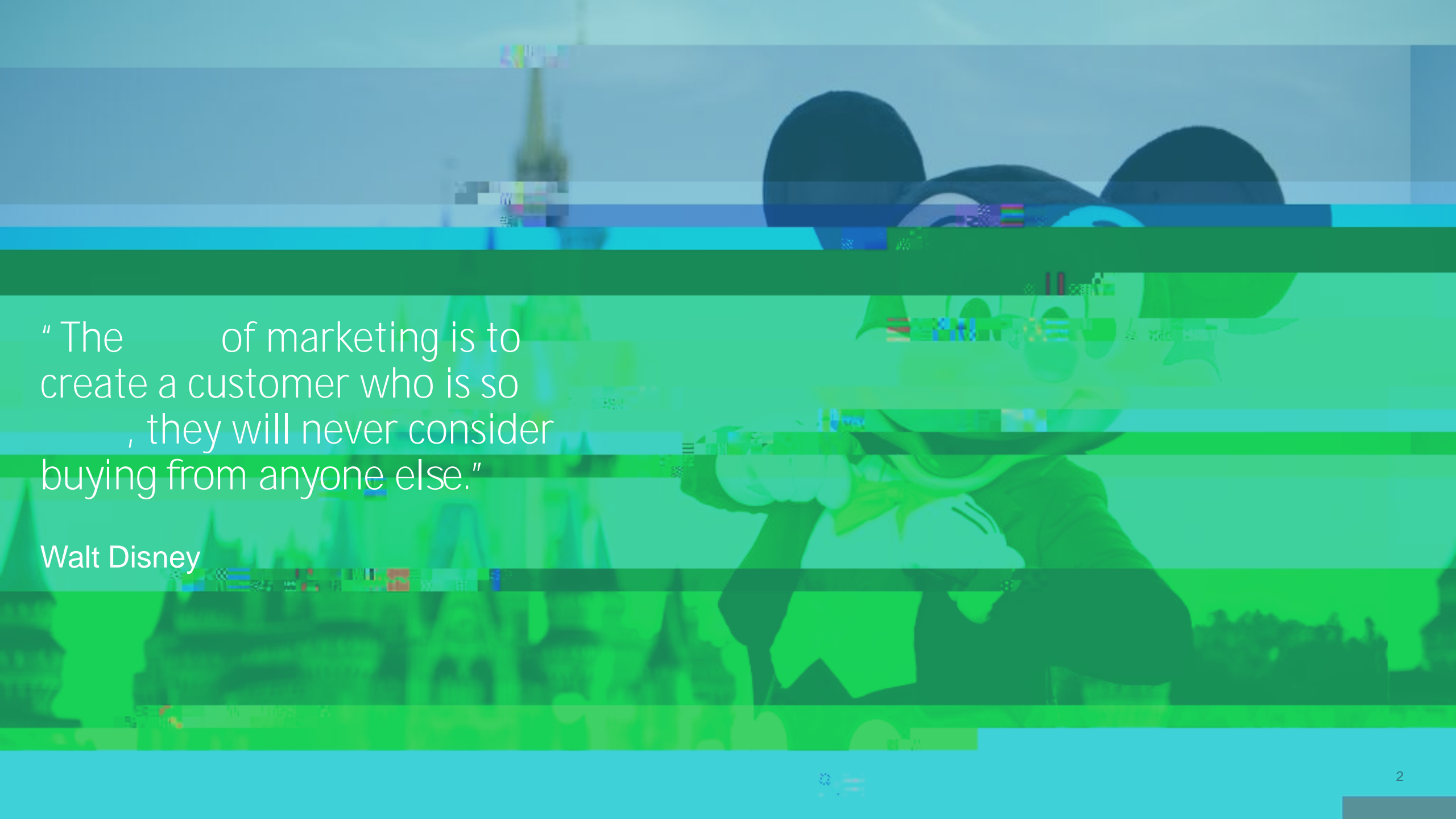


How to Innovate within Digital Marketing

October 2024





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

Walt Disney





How do we find the *right users*?



Finding the right users

Historically, you would have to physically speak to people, via consumer surveys.

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 knowledge-sharing LLM, similar to ChatGPT.

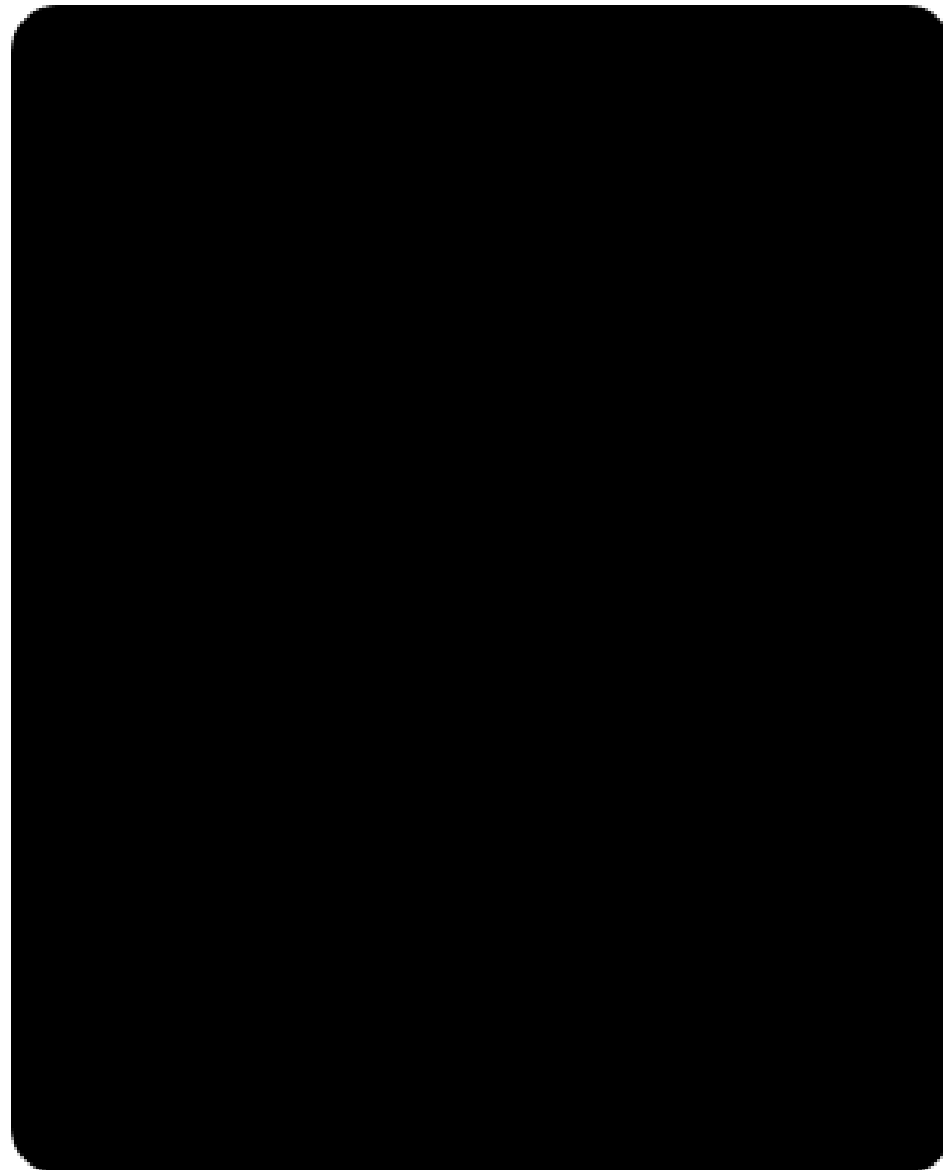
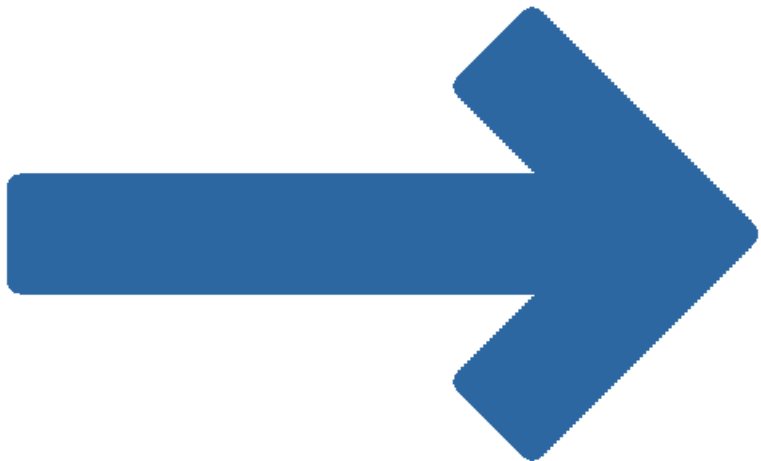
This tool is a **conversational search engine.**

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What can we do with all these
user insights?





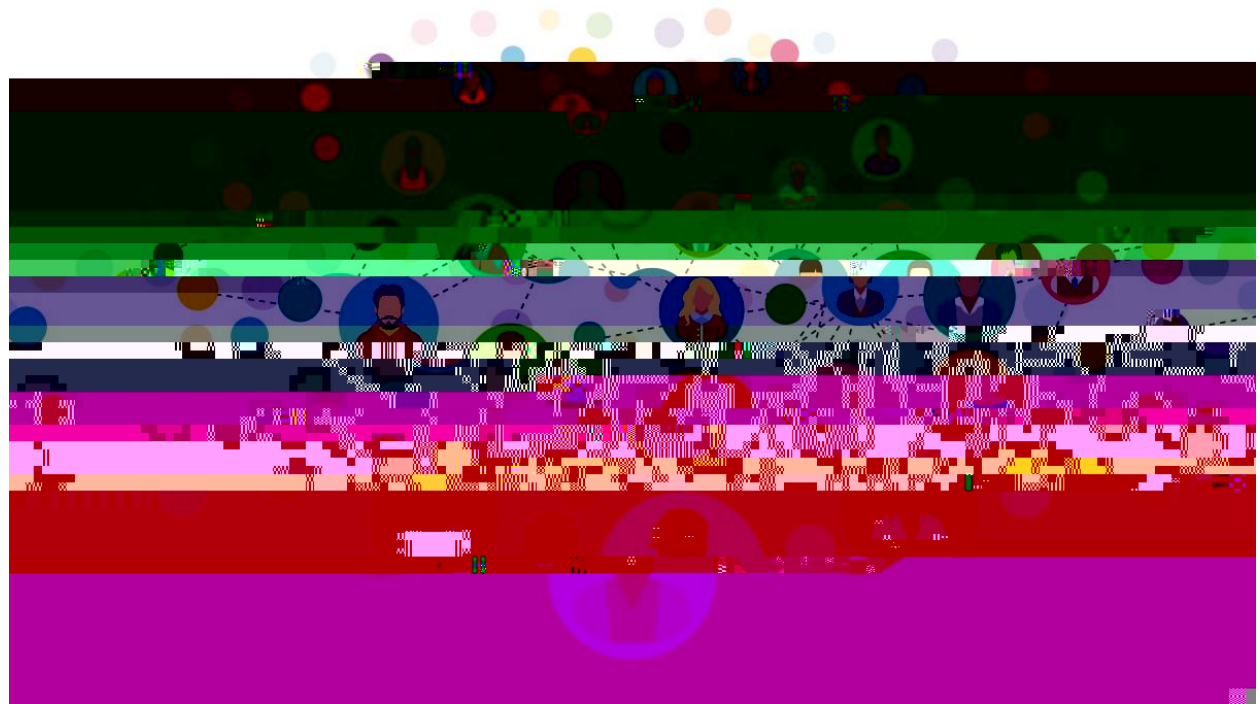
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Audience Expansion

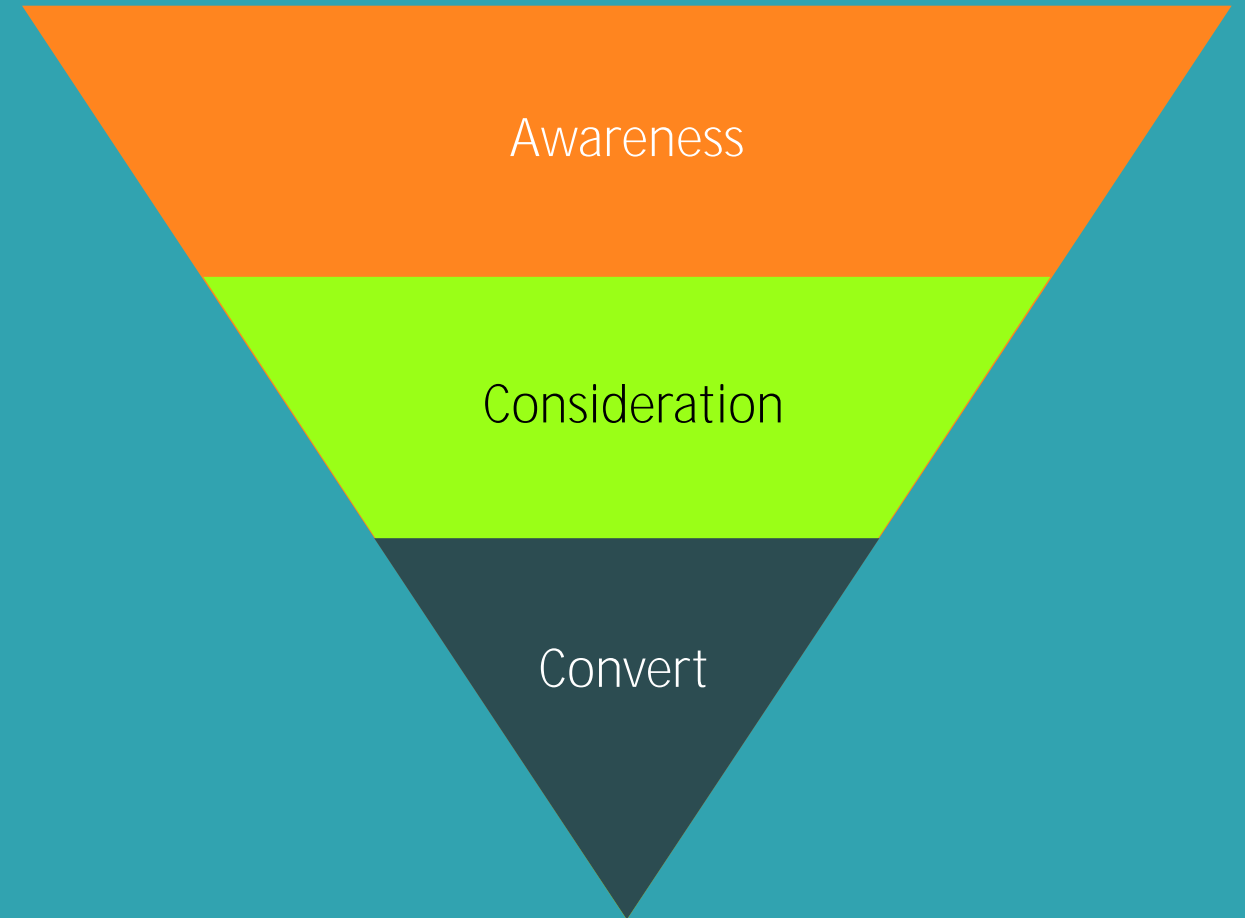
Once you have determined your audience, platforms can expand the sample size with **Lookalike** audience segments



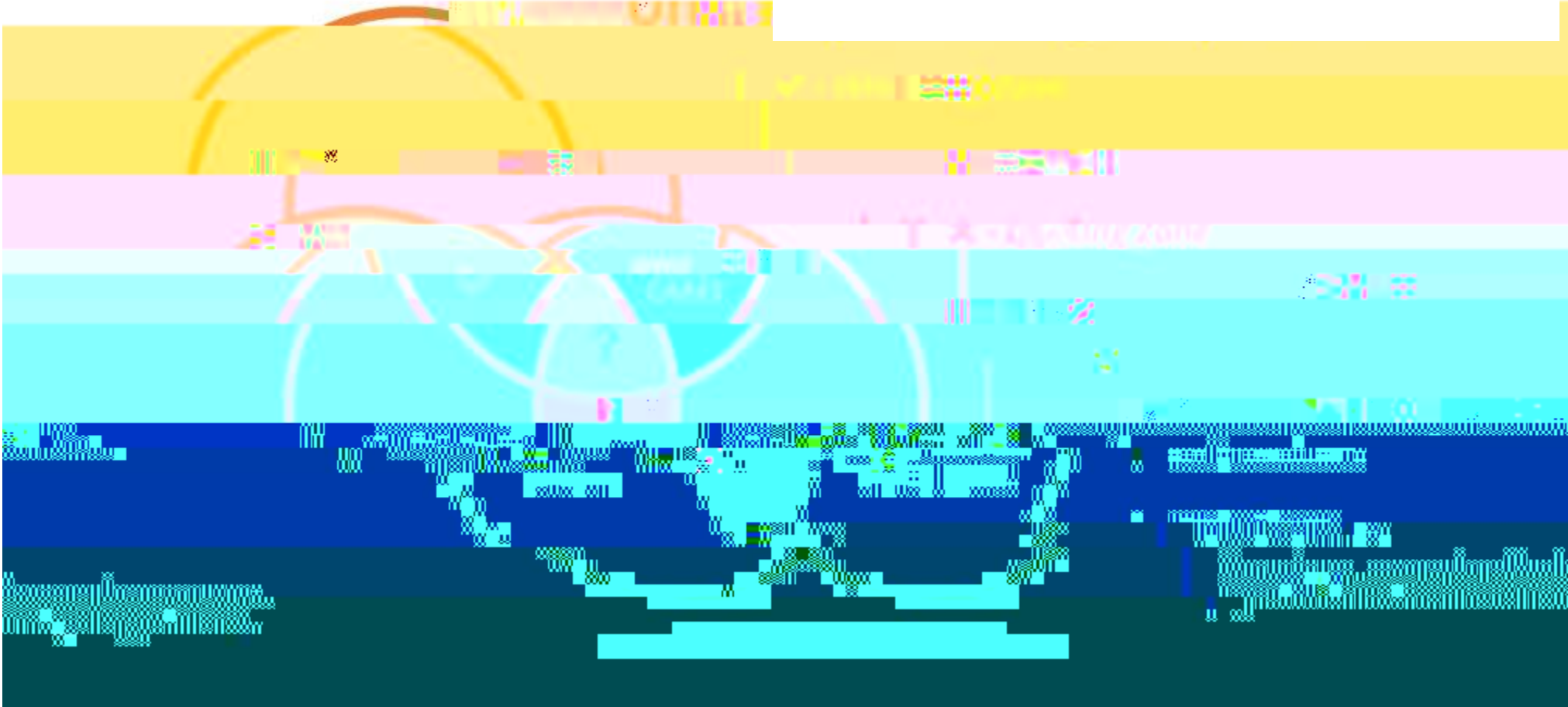
Consumer Journey

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.

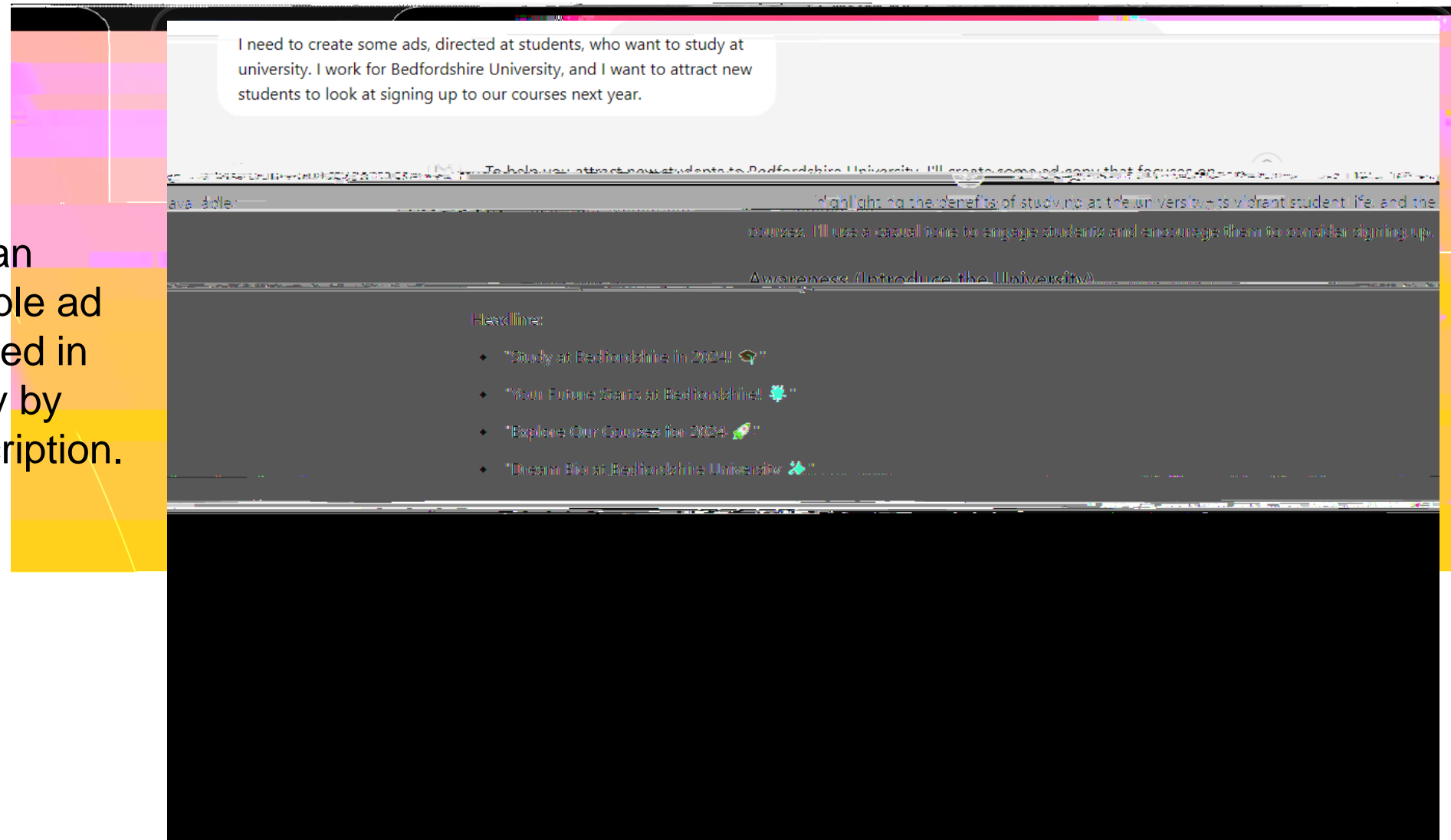


Unique Selling Proposition



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.



Test, Test & More Testing

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



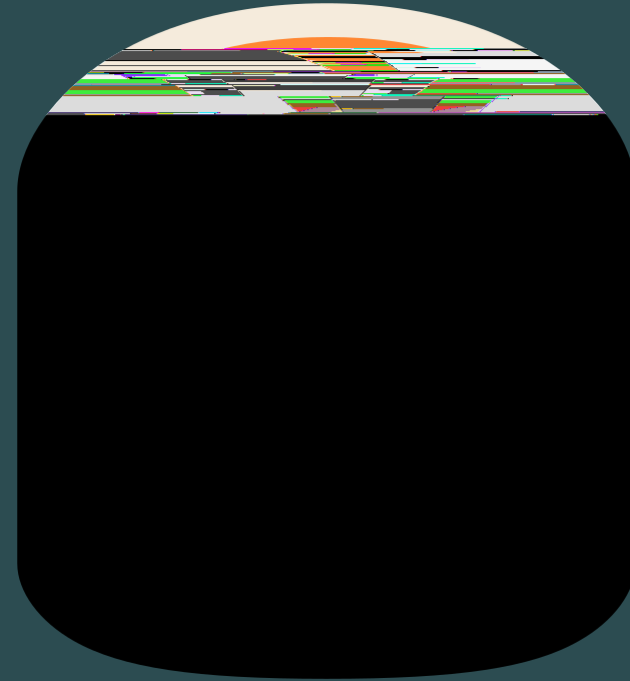
Within our Agency, we also have a team of *creatives*.



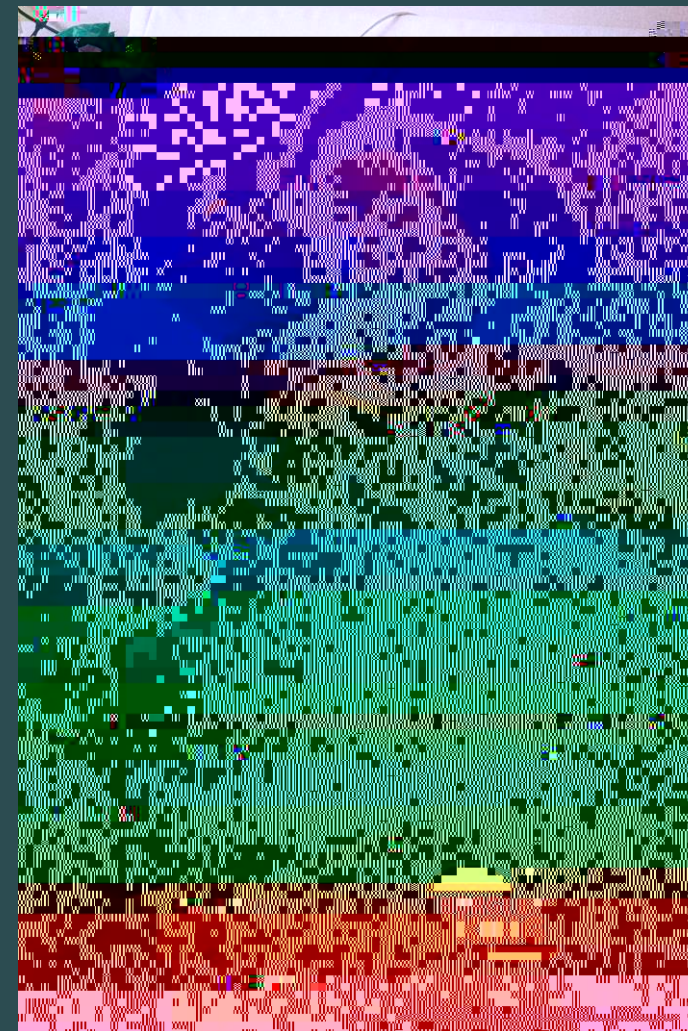
AI Image Creatives



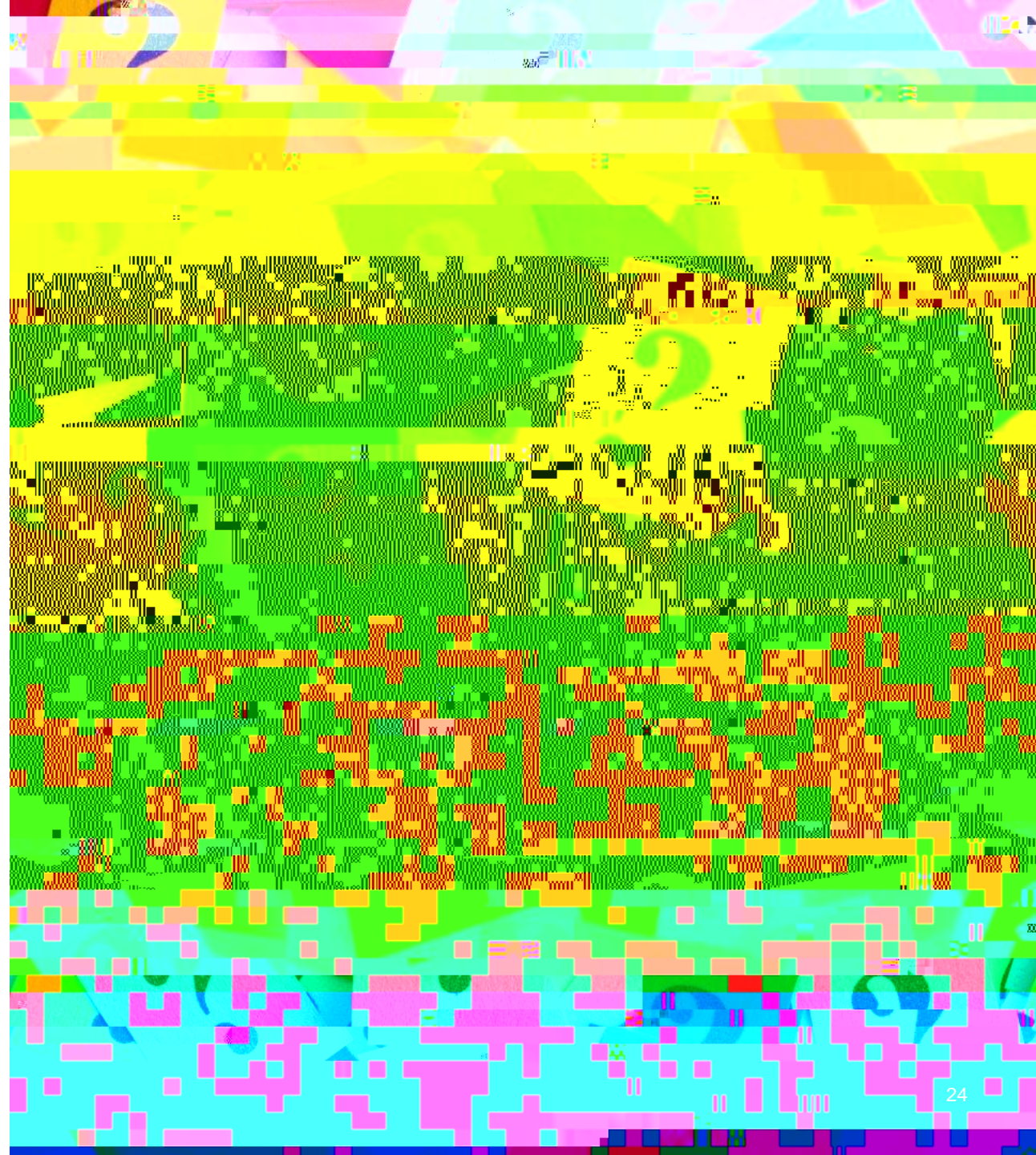
However, sometimes Brands still look to push the



are now inserting their Brand into memorable moments.



Questions?





Thank you for your time