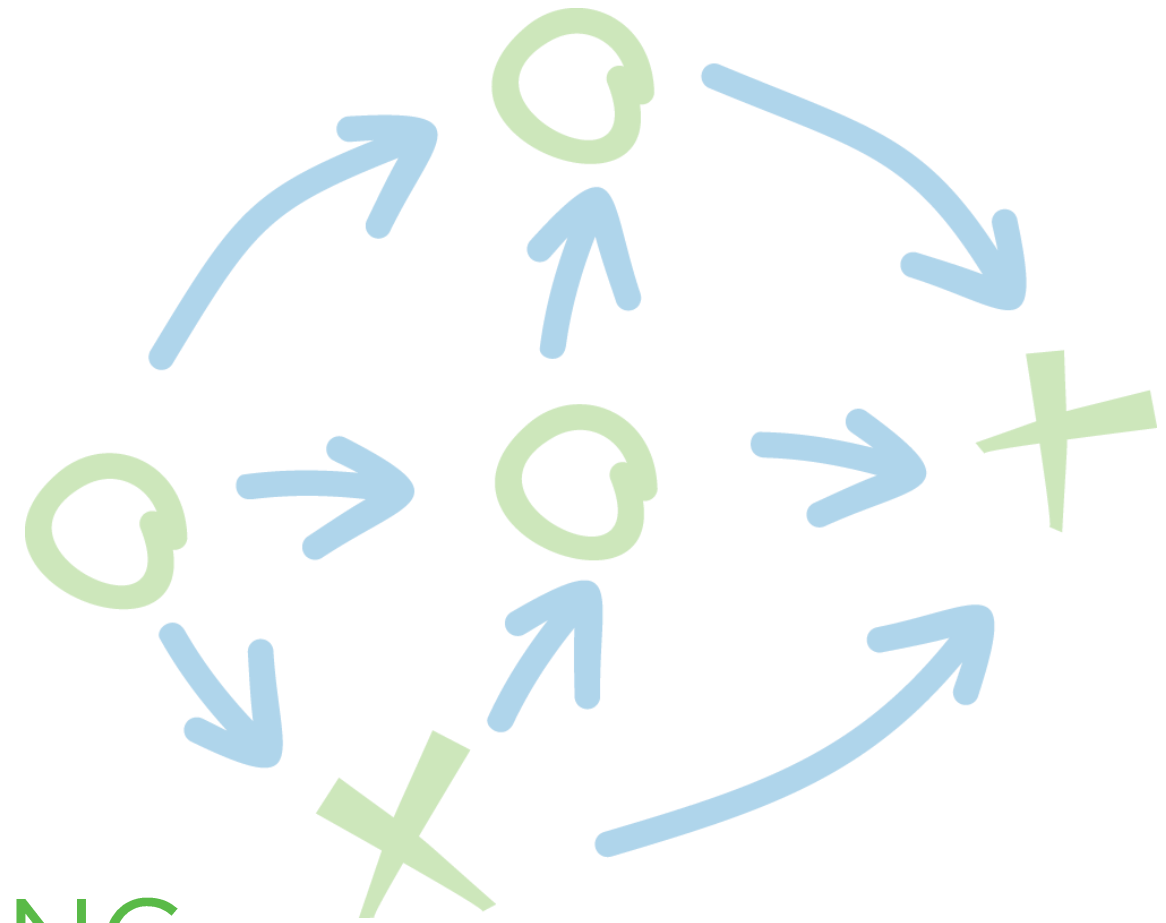


EXPAND YOUR REACH.

Growth Marketing in a Digital World

Presenter: Jason Abrahams of Next Play Marketing

Date: April 13, 2022



GROWTH MARKETING IN A DIGITAL WORLD

April 13, 2021

About Your Speaker: Jason Abrahams



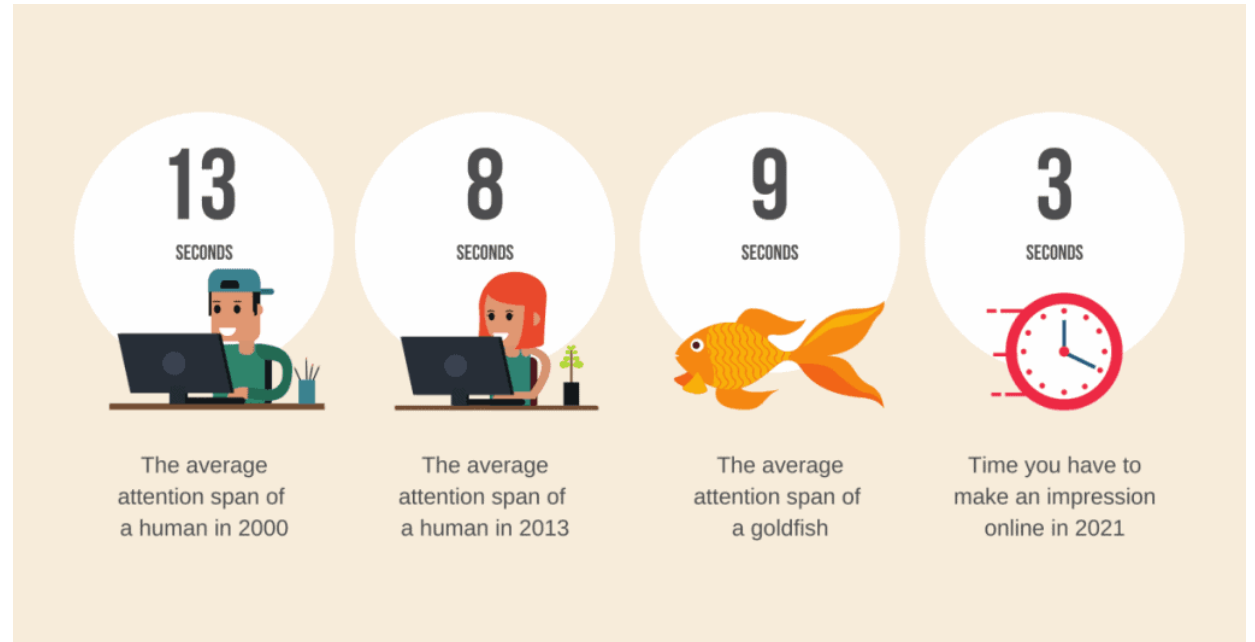
Jason Abrahams is a veteran marketing communications executive, growth strategist, and founder of Next Play Marketing. Utilizing his rich, market-tested playbook and the “next play” philosophy, Jason provides fractional marketing leadership to growth-focused small and mid-market businesses. Acting as an outsourced Chief Marketing Officer, Jason has a proven record of building stronger brands, driving client engagement, and attracting more leads while maximizing return on marketing spend. Before founding Next Play Marketing, Jason was a partner and led strategy at a Chicago-based full-service marketing agency. He has also held various client-side marketing leadership positions, was an instructor at the Digital Professional Institute at Tribeca Flashpoint, and frequently speaks on marketing trends and best practices.





COVID-19 IMPACT ON BRANDS

- Limited/no live events, experiential marketing, in-person sampling
- Messaging that didn't resonate
- Non-essential businesses finding ways to be essential
- Supply chain issues
- Crowded digital landscape
- Cluttered inboxes



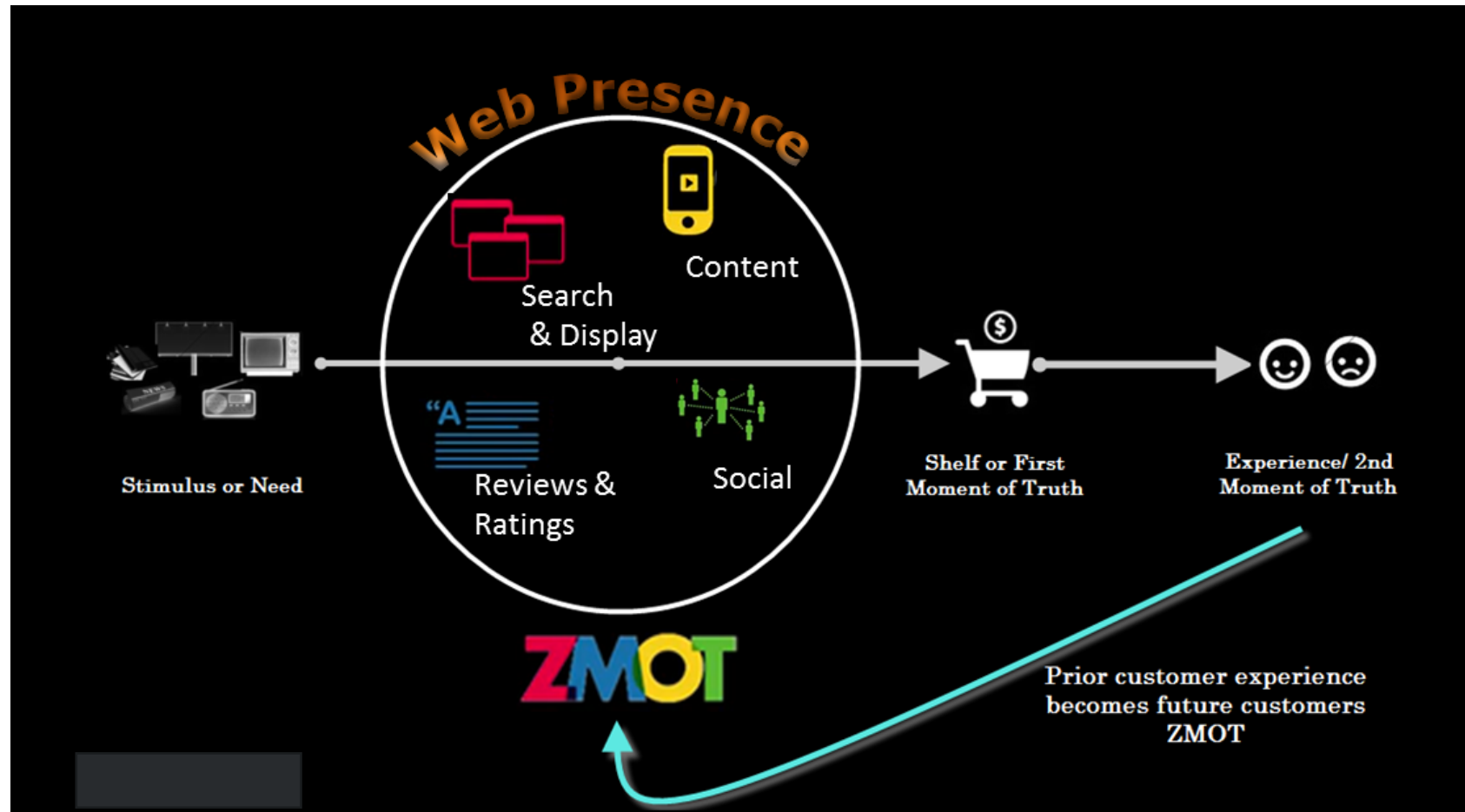
DIGITAL ACCELERATION

90% of B2B buyers start their buying journey with an online search. (Dialogtech)

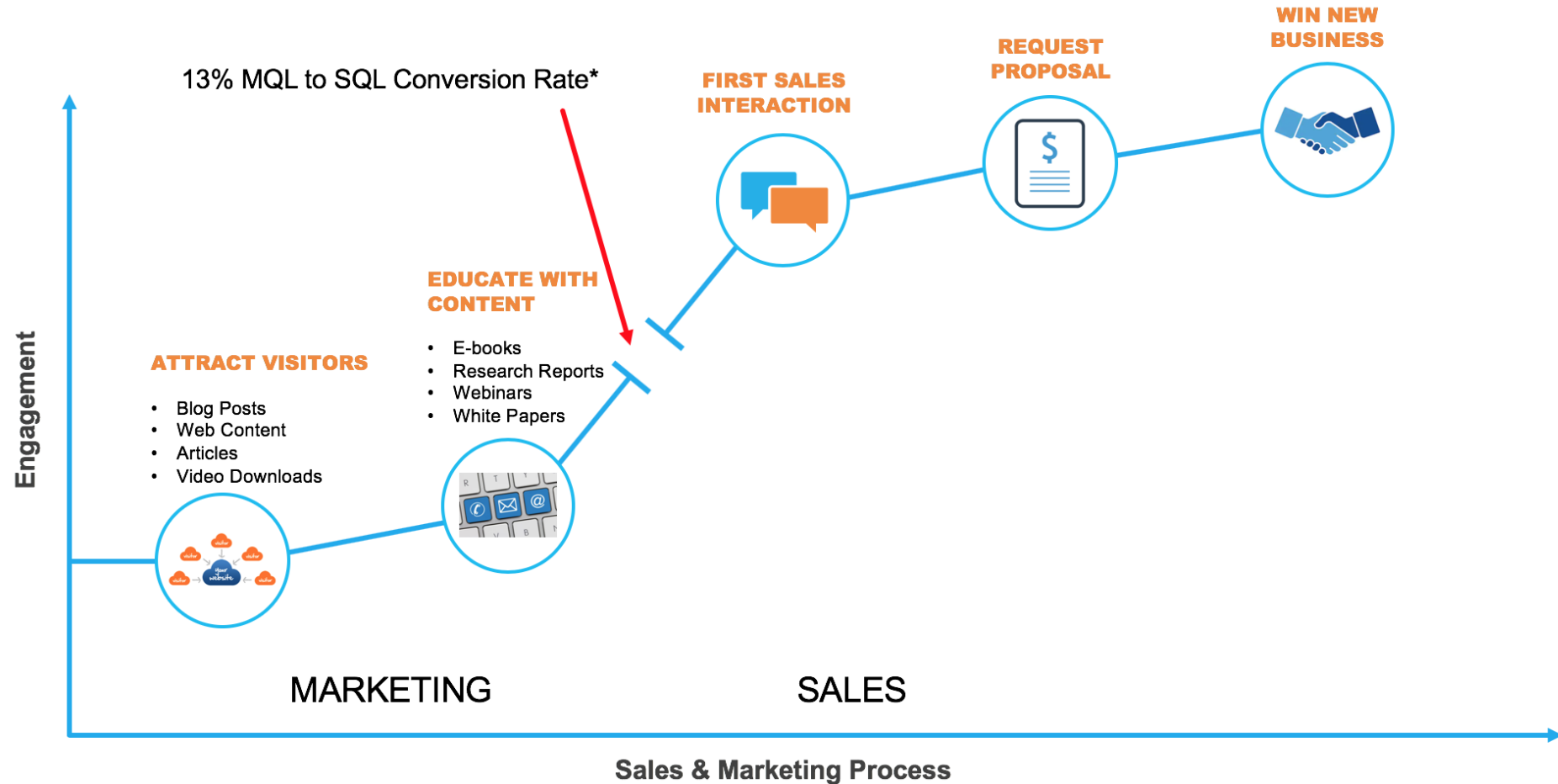
B2B buyers are **more than 50%** through the buying process before they reach out to a potential vendor. (WebFX)

66% of B2B marketers are currently planning, evaluating or implementing AI for marketing or sales initiatives. (Demand Metric)

THE ZERO MOMENT OF TRUTH

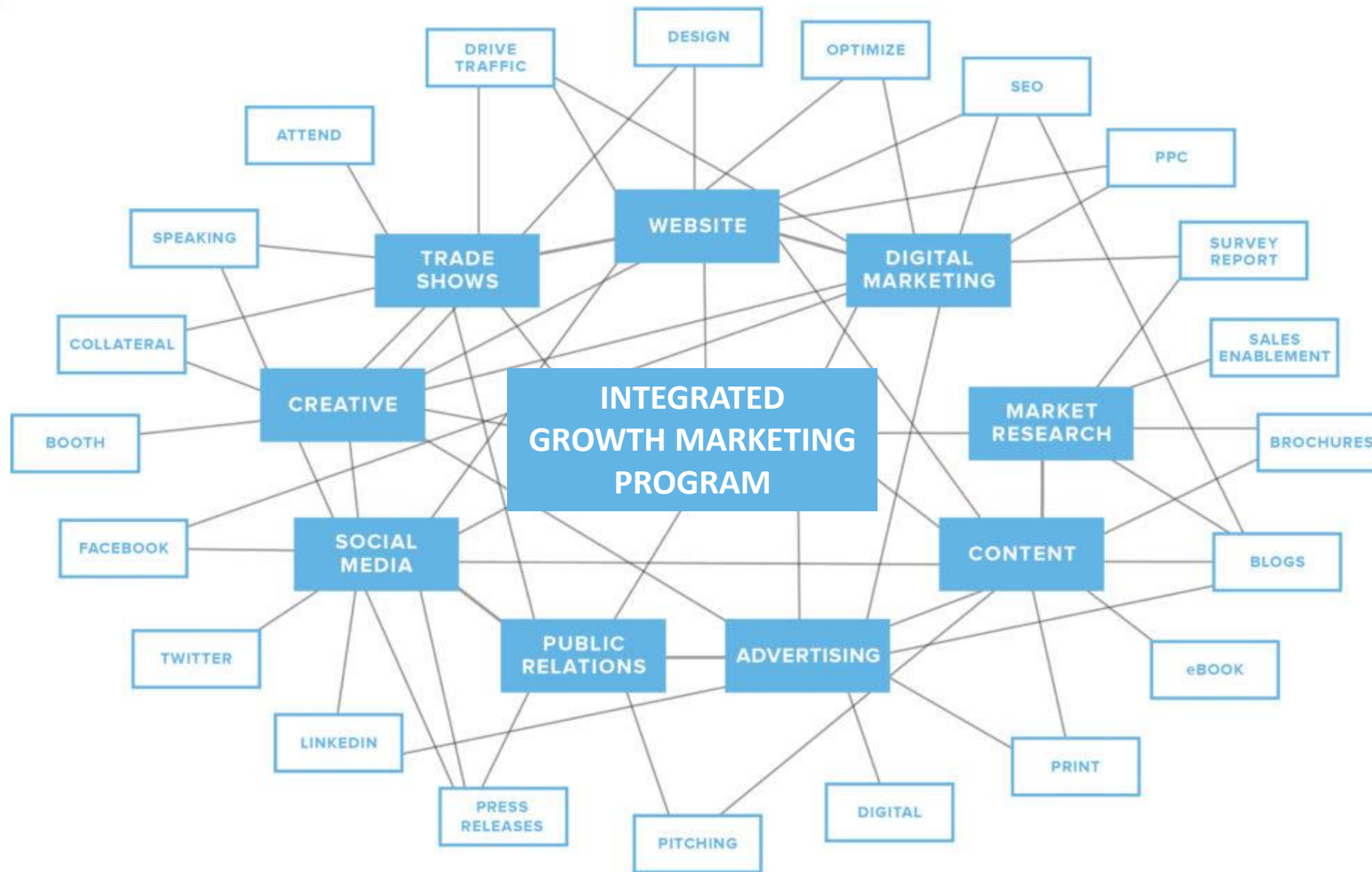


ZMOT IN THE B2B BUYER JOURNEY



TRADITIONAL VS DIGITAL

	Traditional Marketing	Digital Marketing
Balance of Power	Vendor (owned most information that buyer needs to make decision)	Buyer (has most information to make decision; decides if/when to engage with vendor)
Engagement Model	Vendor push (outbound)	Buyer pull (inbound)
Audience Focus	Broad ("spray and play")	Focused (personalized)
Message Focus	Product first	Solution delivering business value
Presence	Physical (tradeshows/events, direct mail, print ads)	Digital (web, social, email)
Management Focus	Activity and budget impact (anecdotal)	Outcome and revenue impact (metrics)
Planning Horizon	Long term and rigid	Short term and flexible
Process Execution	Manual	Automated



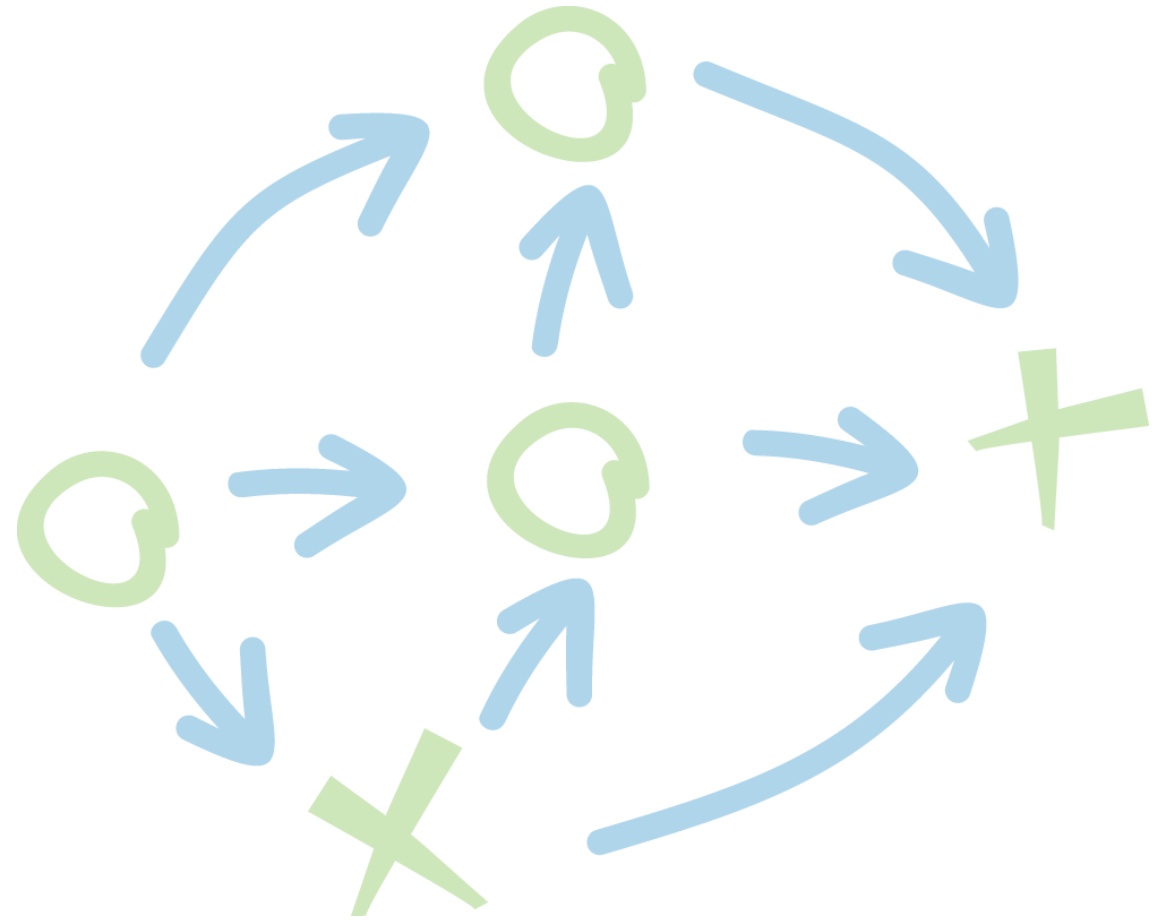
TIPS FOR GETTING STARTED

- Internal alignment is critical
- Put your client/customer at the center of the growth strategy
- Utilize at least 3 channels
- Integrated does not mean identical
- Implement technologies to drive efficiencies with automation
- Turn data into intelligence



THANK YOU!

QUESTIONS?



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