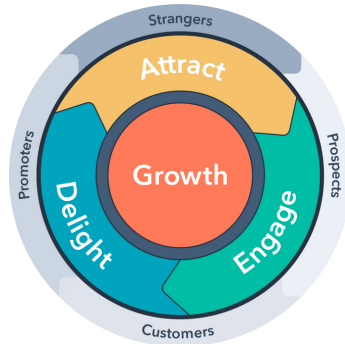


SWIPE RIGHT FOR MORE CONNECTIONS

TRENDS

- Adaptability is key
- The world is your competition
- Embrace digital marketing
- Listen to what your customers are saying
- Share your Values
- Analytics vs. Privacy
- Video is the new King
- Over the Top Customer Service
- Make it Personal
- Feelings Matter



NEW TIPS OF THE TRADE

- MEAN WHAT YOU SAY: THERE ARE TATTLE TALES EVERYWHERE.
- THERE'S A DIFFERENCE BETWEEN A CAUSE, ACTIVISM, VALUES AND PRINCIPAL. KNOW THE DIFFERENCE AND MAKE WISE DECISIONS.
- DESCRIBE HOW YOU CAN SOLVE SOMEONE'S PROBLEM.
- MARKETING RULE: 70% TO SUSTAIN, 40% NEW BUSINESS DEVELOPMENT, 10% ATTRITION.
- DON'T LET ANYONE HIJACK YOUR MESSAGE.
- IF YOU ARE NOT MARKETING, YOU ARE INVISIBLE.
- GREAT TRADITIONAL MARKETING STILL EXIST.
- MAKE A PLAN. EMBRACE IT. OWN IT.

BE CONSISTENT.
BE ENGAGED.
BE HONEST.
BE INNOVATIVE.

Thank You Project U
Session Sponsor



- REACHING SATURATION-AVE 2 HR & 24 MIN DAY
- MORE ENTERTAINING & MORE CONNECTING
- FACEBOOK & YOUTUBE STILL DOMINATE
- TIK TOK & INSTAGRAM PRIMARILY INFLUENCERS
- SHARED EXPERIENCE THROUGH GAMING
- TRADITIONAL VS. DIGITAL MEDIA DEBATE

PREFERENCES HAVE CHANGED

PRODUCTS - JANUARY 2020	PRODUCTS - 2022
PRICE CHOICE QUALITY CONVENIENCE DELIVERY/SHIPPING RETURN/ CANCELLATIONPOLICY	CONVENIENCE DELIVERY/SHIPPING RETURN/CANCELLATION POLICY QUALITY CHOICE PRICE
SERVICE - JANUARY 2020	SERVICE - JANUARY 2022
REPUTATION PRICE/VALUE CONVENIENCE CUSTOMER SERVICE	24 HOUR ACCESSIBILITY DIGITAL COMMUNICATIONS REPUTATION PRICE/VALUE

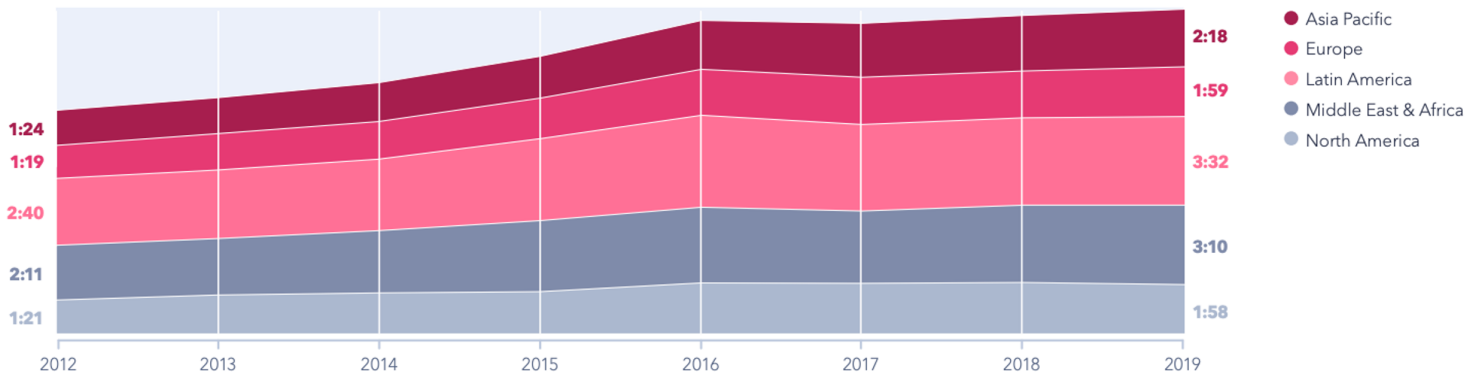
MY FAVORITE RESOURCES & TOOLS

- | | |
|----------------------------|-----------------------------|
| www.bestplaces.net | www.surveymonkey.com |
| www.factfinder.census.gov | www.hubspot.com |
| www.datausa.io | GeoFencing |
| www.creativemarket.com | YouTube/Vimeo |
| www.digmap.com | Zoho/PipeDrive |
| www.smartinsights.com | www.canva.com |
| www.envato.com | www.postermywall.com |
| www.dreamstime.com | www.pexels.com |
| Constant Contact/MailChimp | Facebook/LinkedIn/Instagram |

SWIPE RIGHT FOR MORE CONNECTIONS

DAILY TIME SPENT ON SOCIAL MEDIA

Average h:mm spent engaging with/connected to social networks/services during a typical day



globalwebindex.com

MOTIVATIONS FOR USING SOCIAL MEDIA

% who say the following are among their main reasons for using social media

