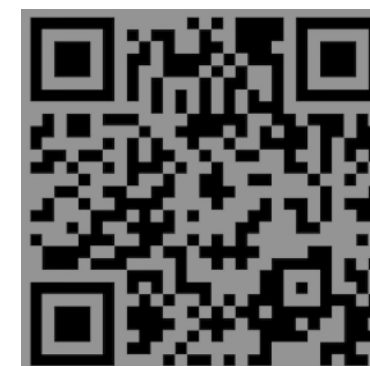


# MARKETING MAKEOVER

HOW TO FIX YOUR MARKETING AND DRIVE MORE REVENUE TO YOUR BUSINESS

Download Slides at [JamieTurner.Live/slides](https://jamieTurner.Live/slides)



20  
26





**YOU'LL LEARN MORE IN A CONVERSATION  
THAN YOU WILL IN A SPEECH**

**QUESTION: WHAT'S THE BIGGEST  
PROBLEM YOU'RE HAVING WITH YOUR  
MARKETING RIGHT NOW?**

A promotional image for a marketing video. It features a central glass of iced cola with several ice cubes. To the left is a red Coca-Cola can with its silver lid open. To the right is a blue Pepsi can with its silver lid open. In the foreground, there is a large pile of crushed ice. The background is a solid red color. The text 'WHAT'S THE PURPOSE OF MARKETING?' is overlaid in the center in a large, white, bold, sans-serif font.

# WHAT'S THE PURPOSE OF MARKETING?

**LET'S TEST YOUR ABILITIES**

# WHICH EXECUTION WON?

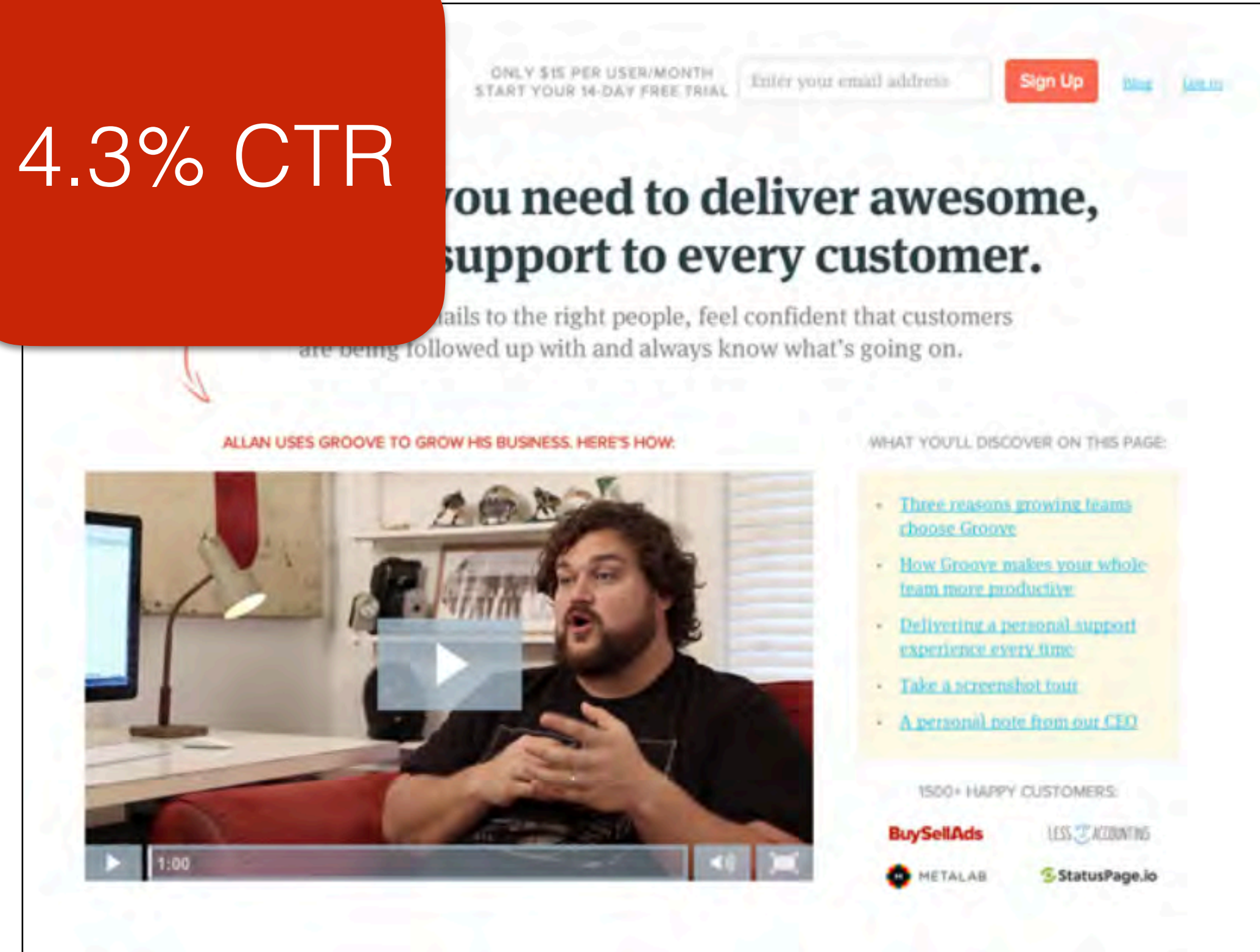
Groove wanted to improve the conversion rate on their landing pages so, after interviewing customers, they tested the original (left) vs. a new version (right).

2.3% CTR



Version A

4.3% CTR



Version B

# WHICH EXECUTION WON?

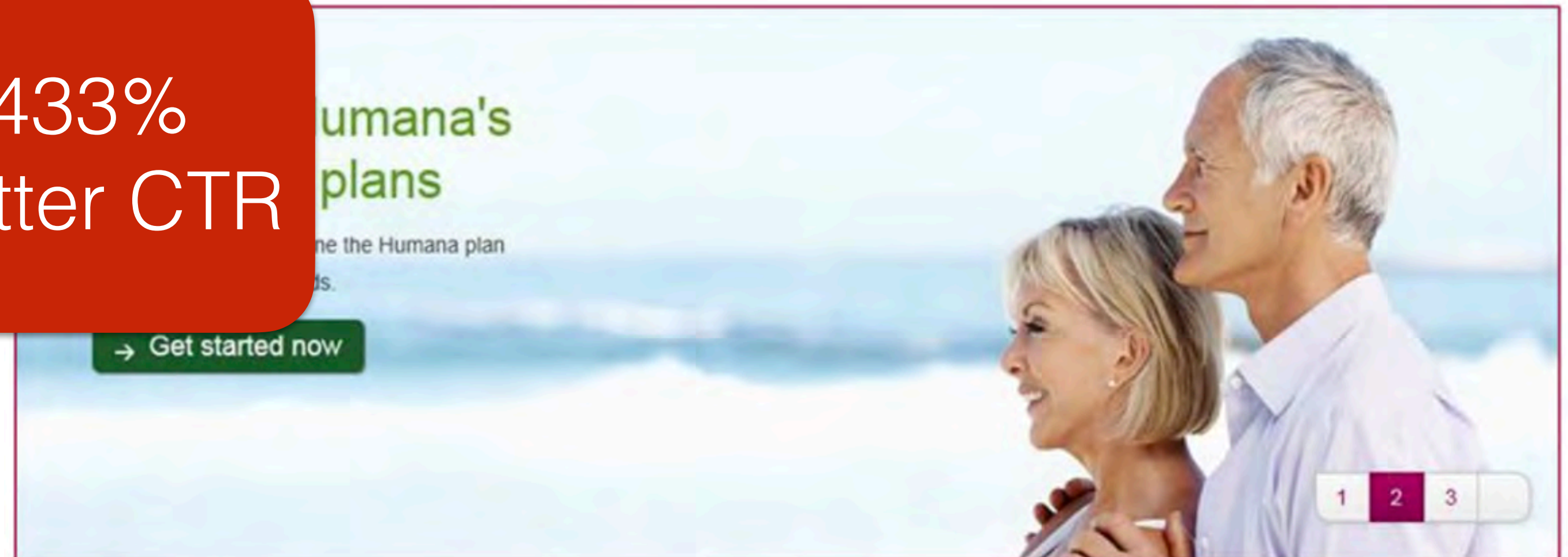
Humana wanted to test whether a “savings” headline would outperform a more generic version.

Which one won?

433%  
Better CTR



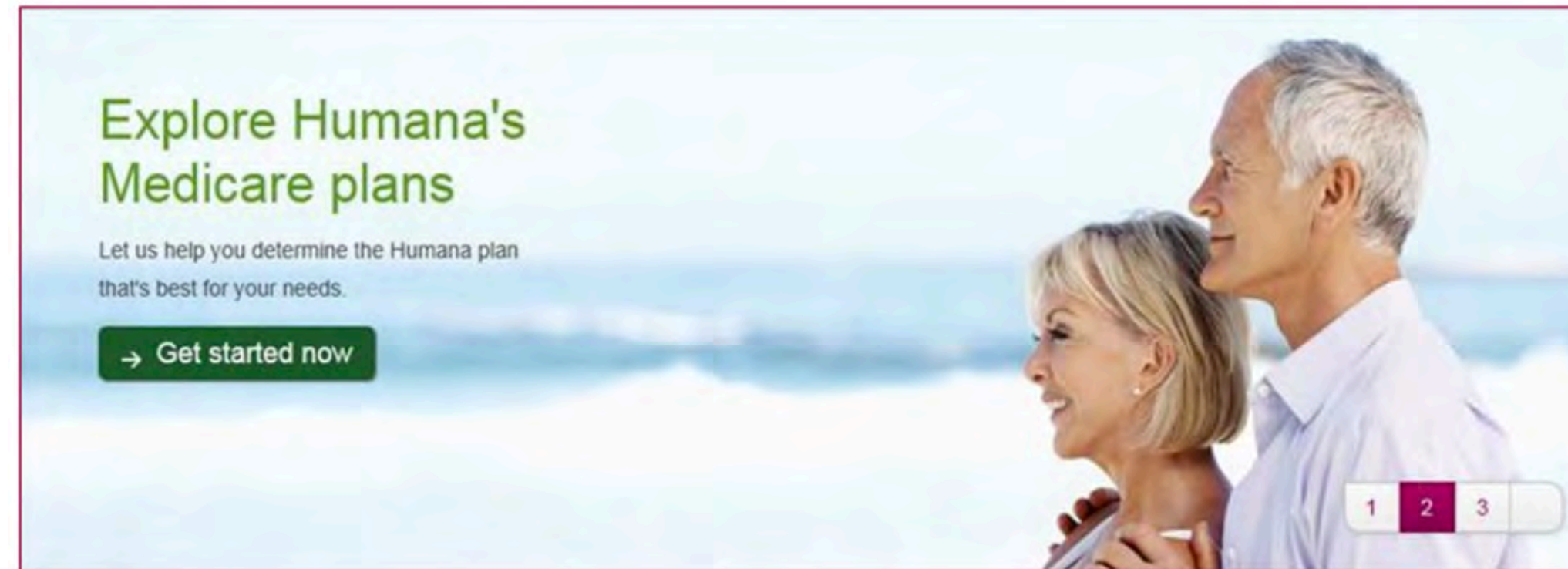
Version A



Version B

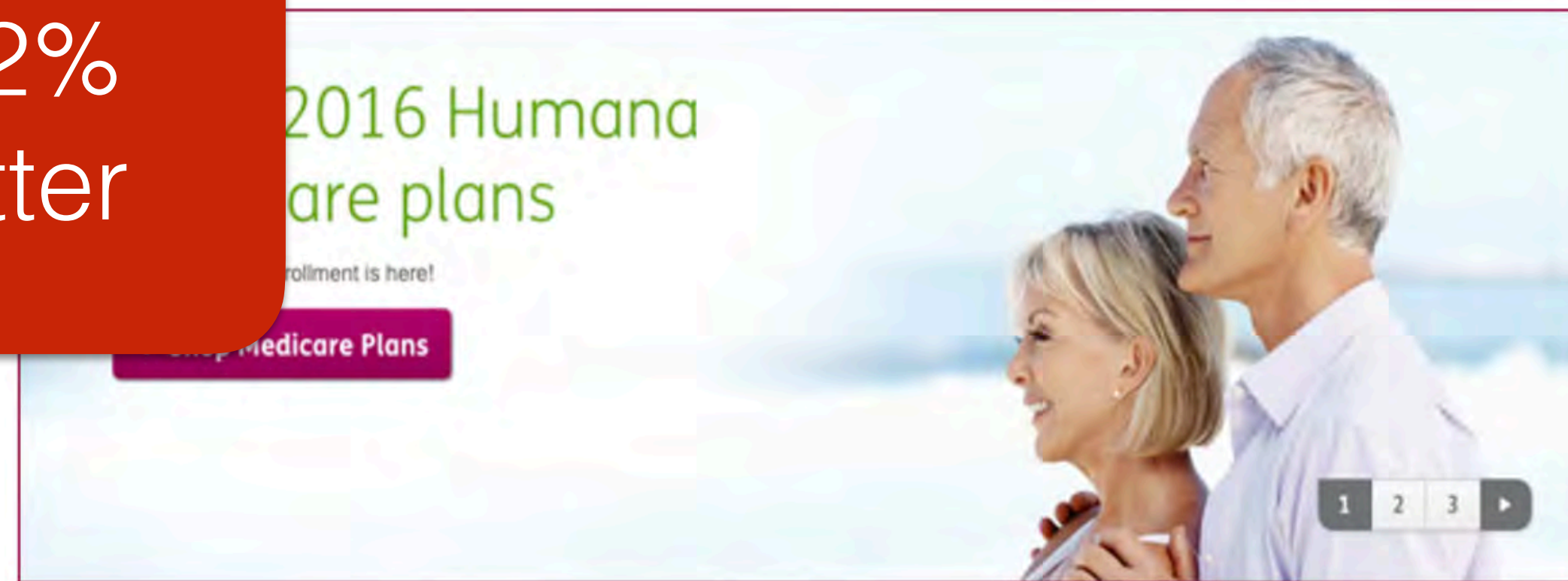
# WHICH EXECUTION WON?

Humana didn't stop testing. They decided to test another version, too.



Version B

192%  
Better



Version C

**KEY POINT: YOUR GUT INSTINCTS WILL  
NEVER BE AS ACCURATE AS ACTUAL DATA.**

**IN ORDER TO UNDERSTAND MARKETING, WE  
NEED TO UNDERSTAND HOW BUSINESS WORKS.**

# THE PRODUCTION ERA



1920

# THE SALES ERA



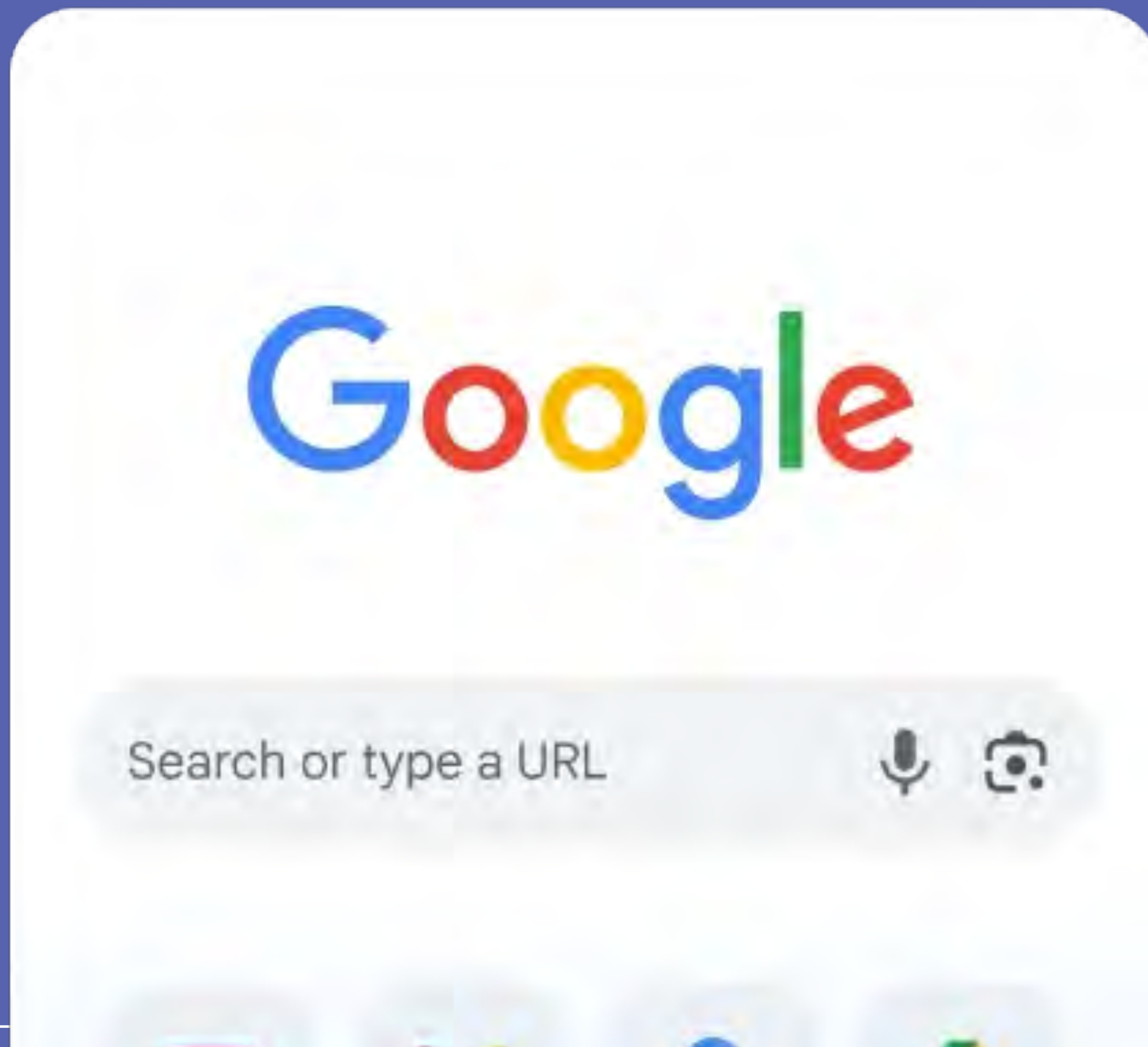
1950

# THE MARKETING ERA



1960

# THE GOOGLE ERA



2000

# THE AI ERA



2026

**LET'S LOOK AT WHY PEOPLE BUY**

# WHAT ARE YOU BUYING WHEN YOU BUY A PORSCHE?



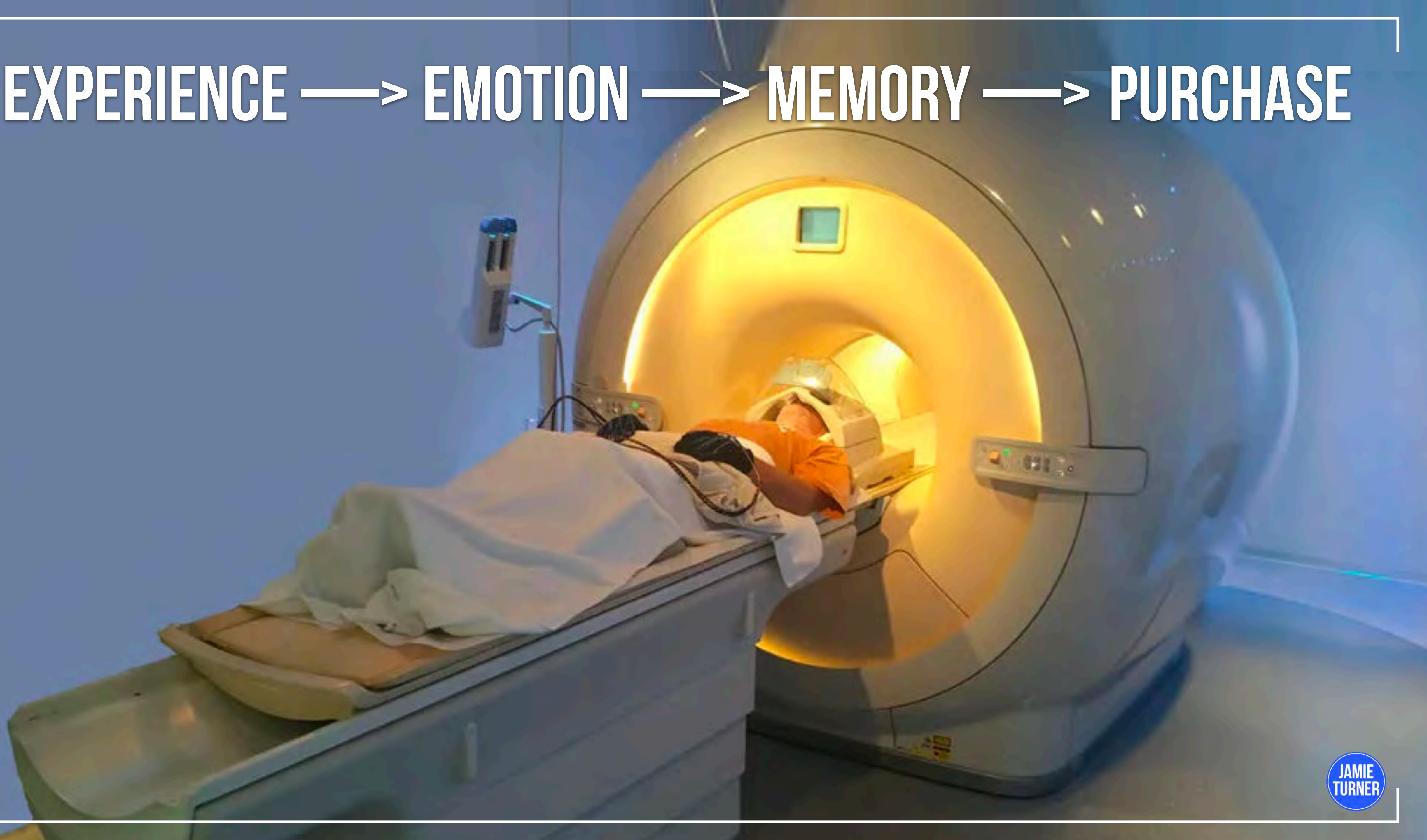
# WHAT ARE YOU BUYING WHEN YOU BUY A ROLEX?



# WHAT ARE YOU BUYING WHEN YOU BUY STARBUCKS COFFEE?



**EXPERIENCE —> EMOTION —> MEMORY —> PURCHASE**

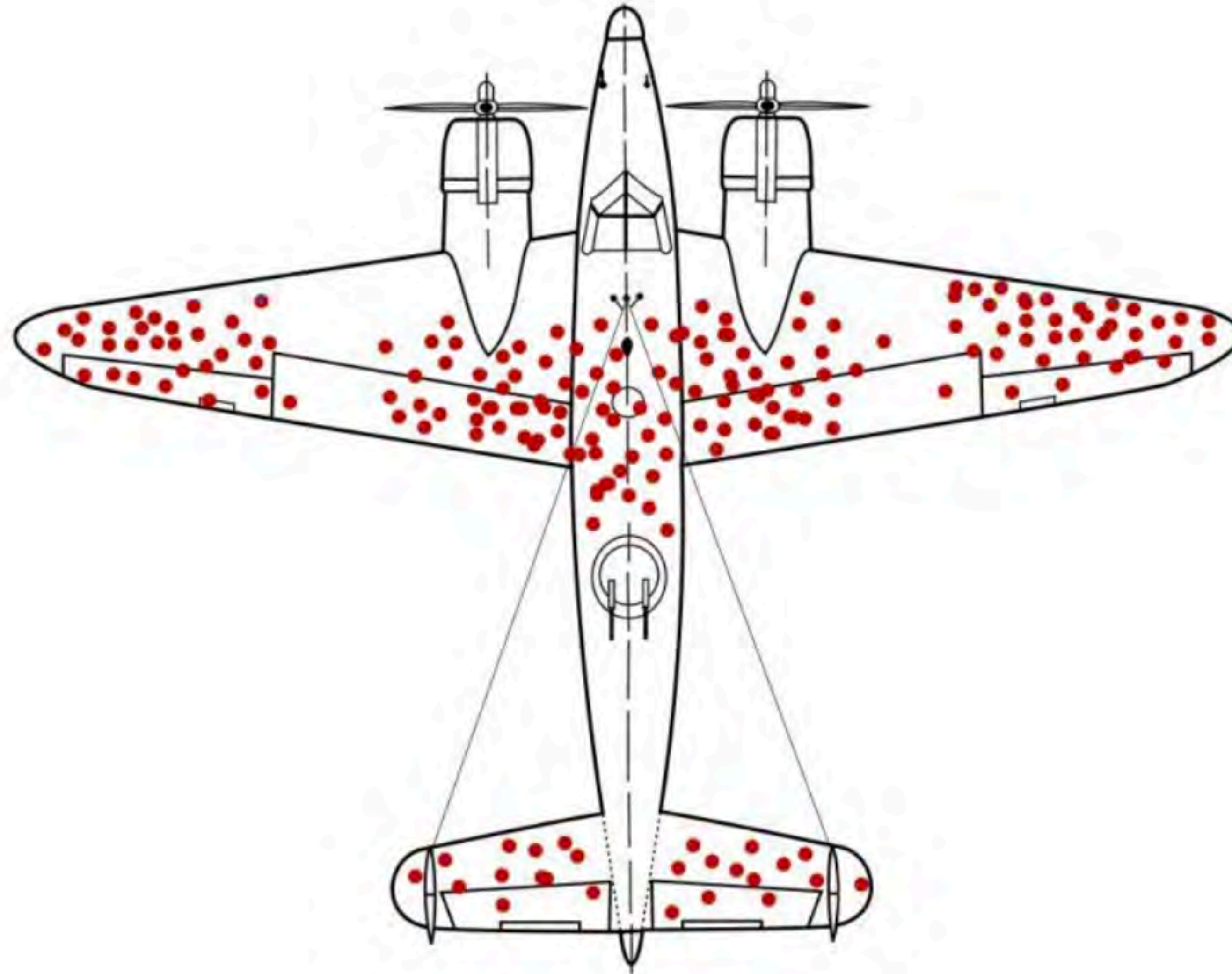


**EXPERIENCE —> EMOTION —> MEMORY —> PURCHASE**



**REMEMBER: PEOPLE OFTEN BUY PRODUCTS  
FOR EMOTIONAL REASONS AND THEN  
RATIONALIZE THEIR PURCHASE WITH LOGIC.**

**GOOD MARKETING IS NOT ABOUT  
INFORMATION. IT'S ABOUT INSIGHTS.**

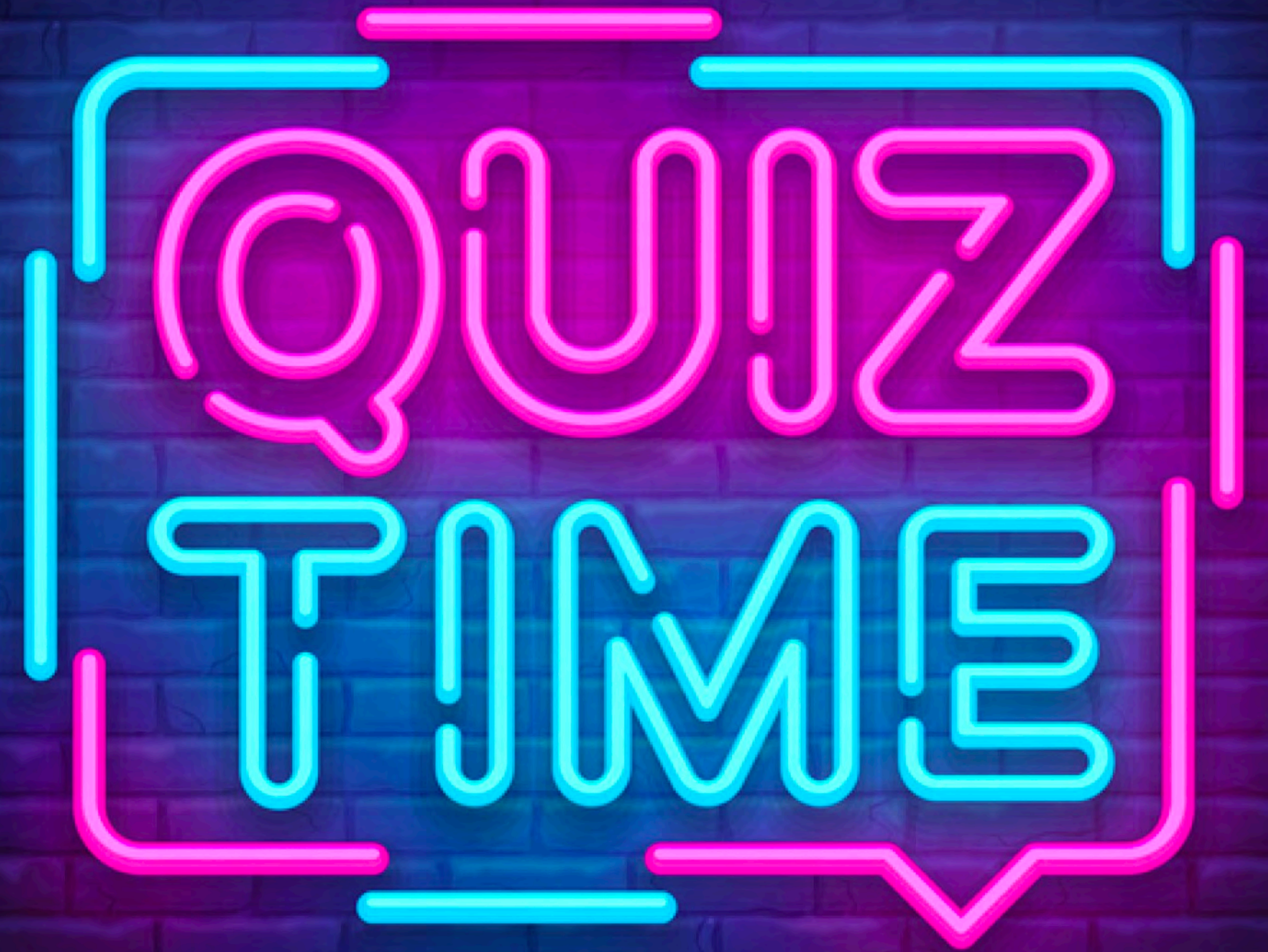


# A1 STEAK SAUCE

**REMEMBER: INFORMATION WILL HELP  
YOUR MARKETING. BUT INSIGHTS WILL  
TRANSFORM YOUR MARKETING.**

# IT'S QUIZ TIME!

- Your gut instincts will never be as accurate as actual \_\_\_\_\_.
- People often buy products for emotional reasons and then rationalize their purchase with \_\_\_\_\_.
- Good marketing isn't only about information. It's also about \_\_\_\_\_.



# FUNDAMENTALS OF BRANDING



# TERMINOLOGY

- **Brand:** The spoken and unspoken messages about a product or service
- **Position:** The unique position the brand holds in the consumer's mind
- **Messaging:** The articulation of the product positioning and the brand promise
- **Mission:** A description of your company's essence, target market, and role in the marketplace.
- **Vision:** A description of your company's desired legacy far into the future.

# MESSAGING IS DIFFERENT FROM BRANDING



Coca-Cola is happiness  
in a can.



At Dove, we see beauty  
all around us.



Nike is more than just a  
shoe. It's a reflection of  
who I am.


# A BRAND IS NOT A LOGO, ALTHOUGH A LOGO IS A COMPONENT

**01. Our Brand**

The W brand foundation is inextricably linked to the emotional and functional outcomes of our product and what we enable for our customers. Our defined promise, positioning, and philosophy reflect what the company was founded upon and our focus for the future.

**How we are built**

W is the most intuitive and enjoyable project everyday platform. We provide users with fresh info they need everyday to go on with their lives without a worry. From weather & traffic to stock market. What more one might need?



**Our Mission / Our Vision**

## More is less.


We utilize the principles of best practice in sustainable weather and management.

**03. Logo**

Our logo is a valuable element of our visual identity. The following examples are intended to demonstrate how to use the logo across a variety of situations to ensure it is always presented in the best light.


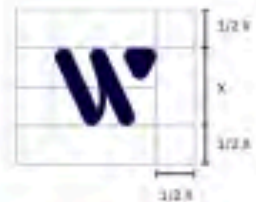
**Primary Logo**

The W logo is bold and playful, symbolic of our attitude that is inspired by our brand strategy. The logo represents our perspective on weather & traffic apps. The symbol is to reaffirm our promise of joy and celebration.




**04. Clear Space**

A minimum area of clear space must always surround the W logo. This area of isolation allows the logo to stand out by ensuring that any copy, additional identities, or other visual elements are kept clear from the logo.




**05. Do Not**

The success of the brand depends on the W logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.




**06. Colors**

Our brand colors have been carefully selected to balance our joyful personality with our technical aesthetic. The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications.



**07. Colors**

Our brand colors have been carefully selected to balance our joyful personality with our technical aesthetic. The color breakdowns defined here are meant to capture the purest emotional intent of our palette, allowing a consistent relationship across digital and printed applications.



**08. Typography**

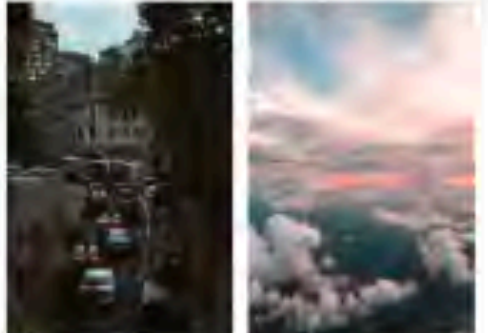
The carefully selected typefaces for maximum legibility both in app as well as in print. Primary monospace typeface makes life easier in general. Secondary serif typeface is great for longer bits of text such as articles and reports.

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789@!/?{}  
\*\*\*\*\* 187 543 210

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789@!/?{}  
\*\*\*\*\* 187 543 210

**09. Photography**

Photography plays an important role in communication towards the end user. That is why it is important to use photography that is not staged and our customers can relate to. But for the added artistic layer we often add simple effects or overlays so the photos look like they've been treated by a certain social media app.



**Gridlike Jane**

\*\*\*\*\* 187 543 210

**Weather**

\*\*\*\*\* 187 543 210

# WHICH ONE OF THESE WORKS BEST AND WHY?

**FRESH EGGS**

Fresh eggs

**FRESH EGGS**

The Ultimate Driving Machine. BMW

*The Ultimate Driving Machine. BMW*

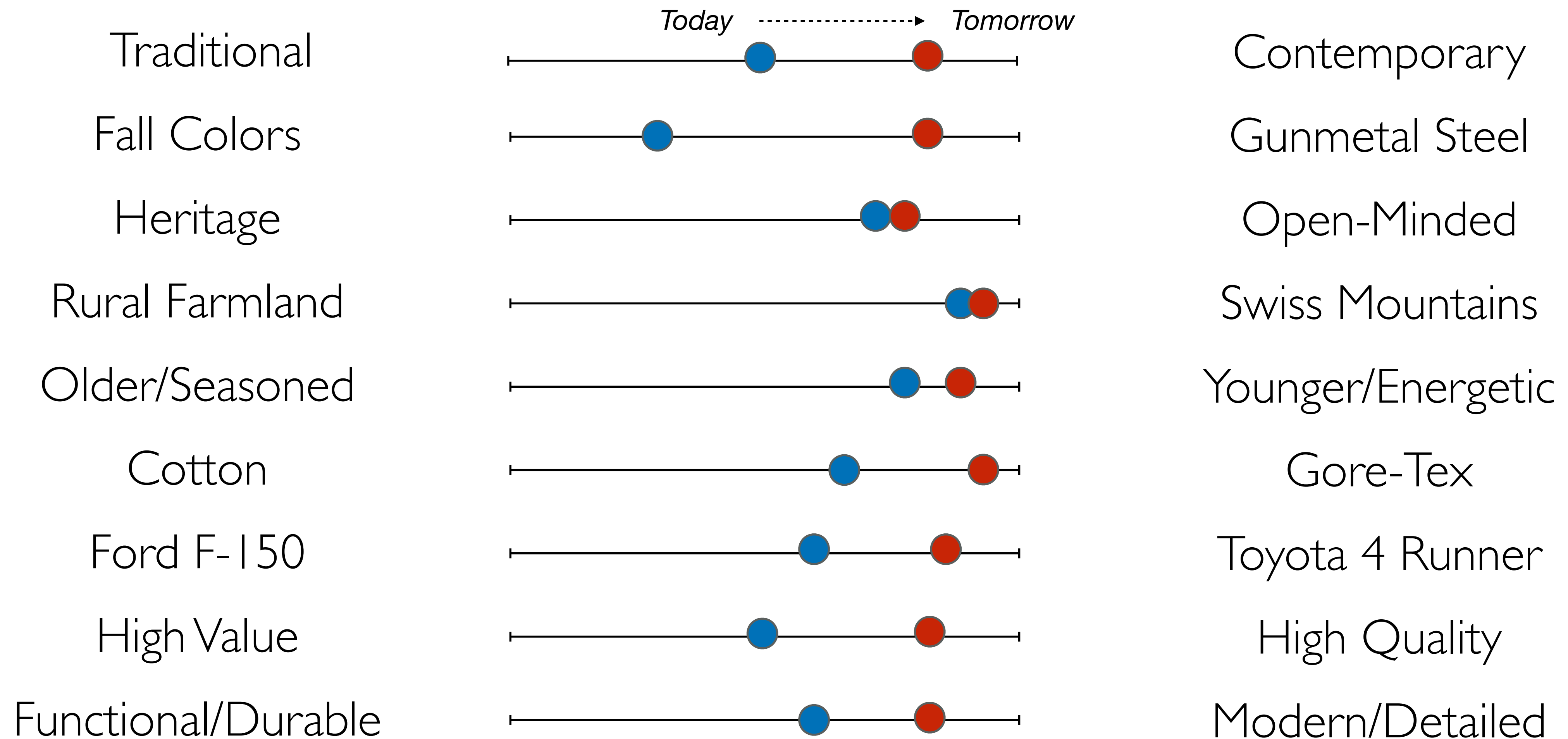
**THE ULTIMATE DRIVING MACHINE. BMW**

The Fighting Spirit of an Entire Nation.  
The *Marines*

The Fighting Spirit of an Entire Nation.  
The Marines

**THE FIGHTING SPIRIT OF AN ENTIRE NATION.  
THE MARINES**

# BRAND SPECTRUM ANALYSIS



**SETTING GOALS, OBJECTIVES,  
STRATEGIES, TACTICS, AND  
EXECUTION PLANS.**

# GOALS, OBJECTIVES, ETC.

**Goal:** A broad, overarching aspiration that defines the ultimate destination you or your organization want to reach.

**Objective:** A specific, measurable, and time-bound milestone that serves as a concrete step toward achieving a larger goal.

**Strategy:** The high-level "big picture" plan that outlines the unique approach or logic you will use to achieve your objectives.

**Tactics:** The specific actions, tools, and daily maneuvers used to implement and support the overarching strategy.

**Execution:** The consistent discipline of carrying out the tactics to ensure the strategy actually produces the intended results.



# GOALS, OBJECTIVES, ETC.

If you are planning a trip, the **Goal** is to see the Grand Canyon; the **Objective** is to reach the South Rim by 4:00 PM on Tuesday; the **Strategy** is to take the scenic backroads to avoid traffic and keep morale high; the **Tactics** are the specific turns you make and the gas stops you choose; and **Execution** is the act of actually getting behind the wheel and driving the car.



**UNDERSTANDING YOUR BRAND AND  
YOUR CUSTOMER PROSPECT ON AN  
EVEN DEEPER LEVEL.**



# THE PROSPECT

- What does our prospect *believe* in?
- How do they feel about the world around them?
- What drives them?
- What does a successful life look like to them?
- What are they afraid of?
- What is their greatest disappointment?
- What are they most proud of?
- What does their aspiration line look like?

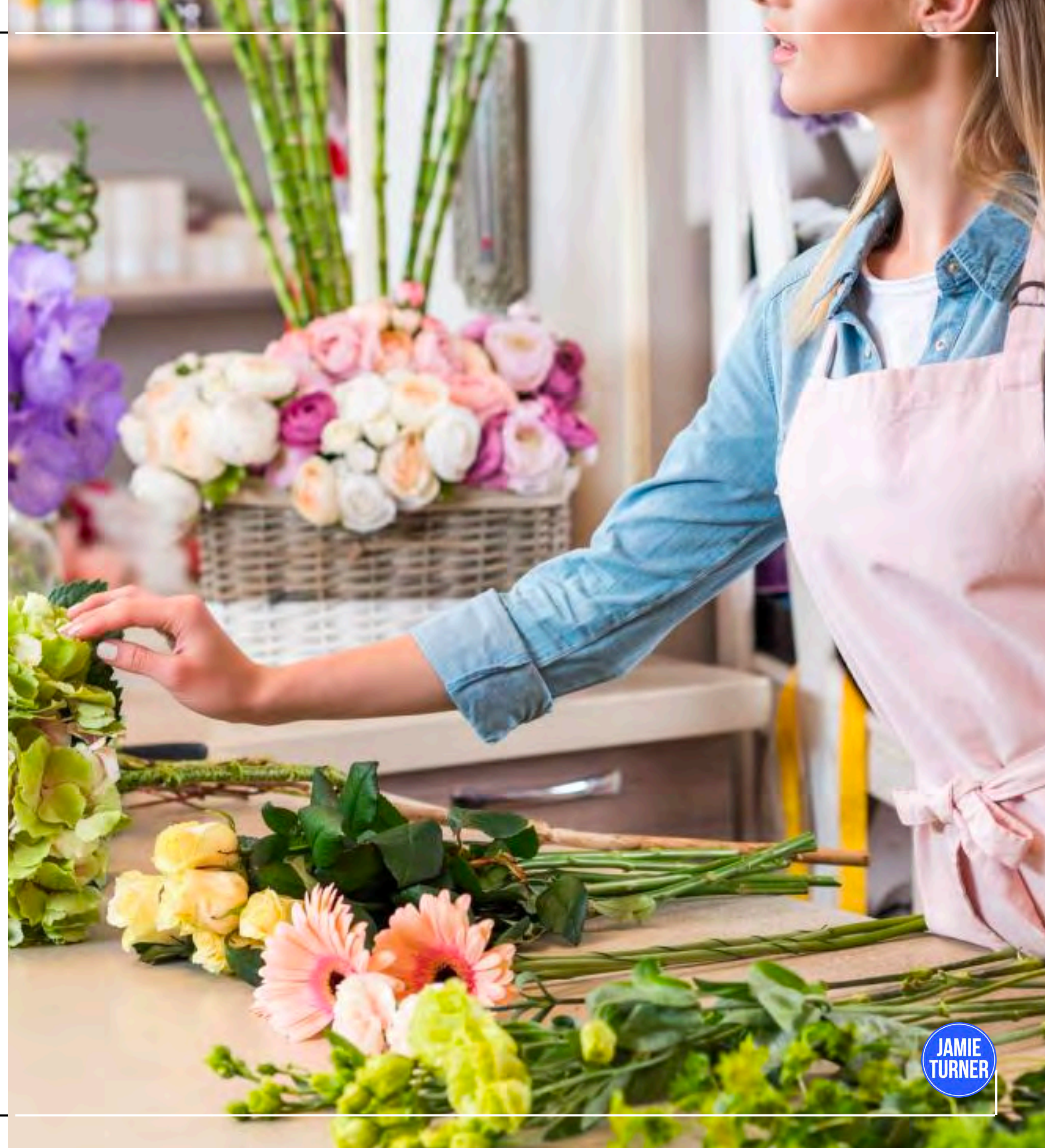
# THE PRODUCT

- Why does this product matter?
- Why does this brand matter?
- What does this brand bring to the consumer that goes beyond its function?
- What is the emotion behind the brand?
- Why should this brand exist when there are others that exist already?



# YOUR PEOPLE

- What makes our people different?
- What motivates them to go to work?
- What do they care about?
- What do they do to nurture themselves?
- Why should our prospect believe in our people?
- What can we say about our people that other brands can't?





# THE PROMISE

- What are people actually buying when they buy our product?
- What are their feelings when they buy the product?
- How is that communicated?
- How can we do that better?
- What else is competing for their time and money?
- What are we delivering above and beyond the product?

# ABSTRACT VALUES

- How would you describe your brand to a friend?
- How would you describe its style?
- What other brands would be its friends?
- What actor would be perfect to play your brand?



**THINKING OUTSIDE THE BOX**





# Traditional Marketing



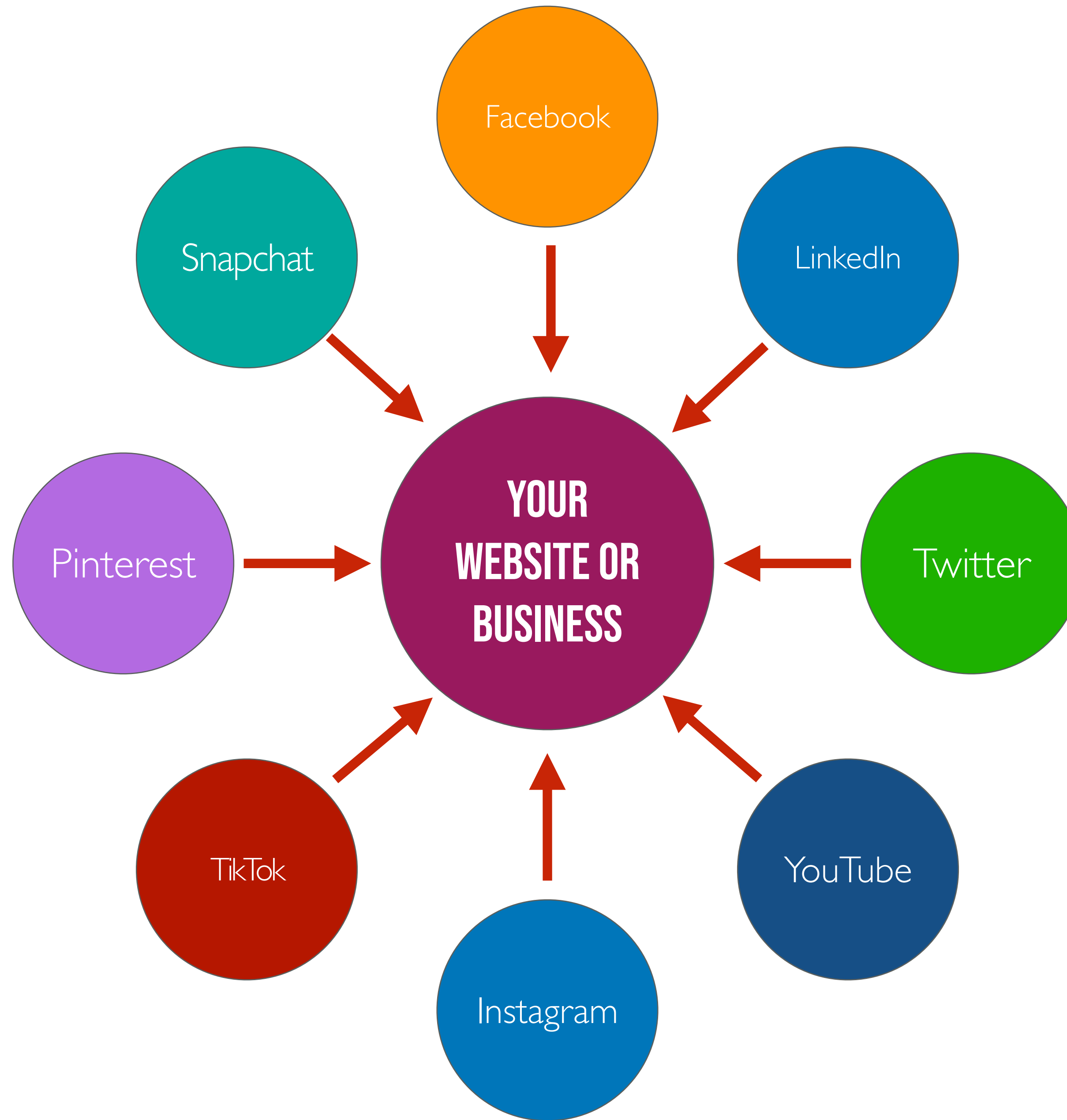
Jamie@JamieTurner.Live

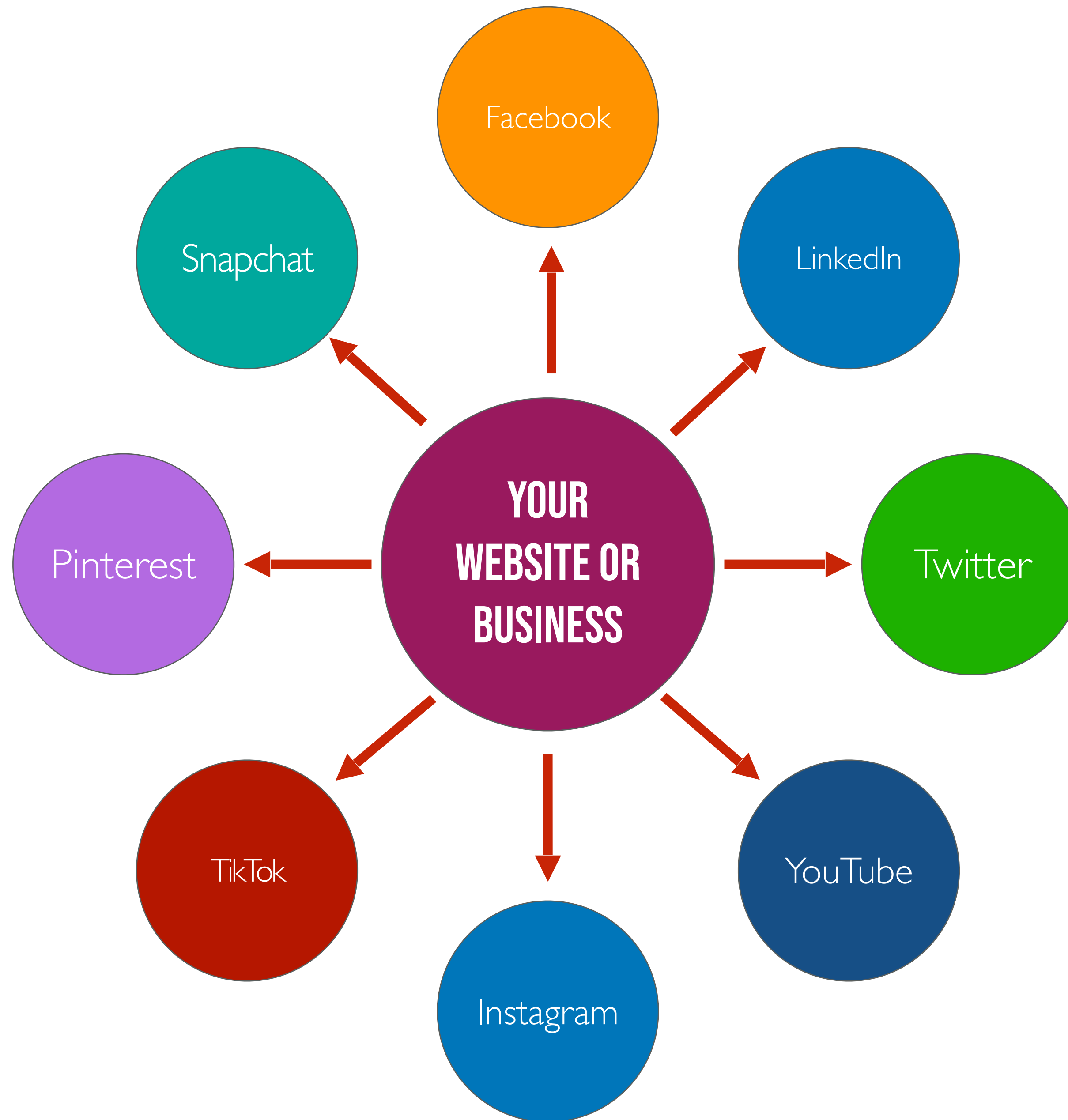
# Experiential Marketing



# JACKSON KAYAK







# COMPONENTS OF A PLAN

# COMPONENTS OF A MARKETING PLAN

**Executive Summary:** A brief overview of the entire plan

**Market Assessment:** A review of the market potential. Is it a mature market? An early market? Are we inventing a new category? Or redefining an old one?

**Situation Analysis:** The current situation for the brand. Do we have large market share? Small market share? Are we growing? Are we stagnant? Is there opportunity for growth?

# COMPONENTS OF A MARKETING PLAN

**Major Objectives:** What are we trying to accomplish? Increased awareness? Greater customer retention? Market share growth?

**Consumer Thought Process:** What are the features and benefits of our product? How does our consumer buy our product? What do they feel after they've bought our product? What consumer insight has been developed that can be leveraged to achieve our marketing objectives?

**Key Strategies:** What approach are we going to take in order to have a successful plan?

# COMPONENTS OF A MARKETING PLAN

**Brand Essence:** What is the essence of our brand? What is the fundamental thing that makes our brand different? What need are we fulfilling for our customers?

**Positioning:** How is our product currently positioned in the marketplace? How would we like it to be positioned?

**Essential Message:** What is the core message we would like our customers to know about our brand? Is it safer? Sexier? Cheaper? Does it fulfill some unspoken need?

**S.W.O.T. Analysis:** What are our strengths, weaknesses, opportunities and threats for our brand?

# COMPONENTS OF A MARKETING PLAN

**Competitive Review:** Who is our primary competition? How are they positioning themselves? What strategies are they utilizing? What have they overlooked?

**Media Considerations:** Where does our customer spend their time? What is on their mind when they're on those platforms? Which platform have we had the most success with? The least success with?

**Tactical Plan Overview:** Which tactics are we going to focus on? All brand building? All direct response? A combination of the two?

**Executional Specifics:** Is there seasonality in our industry? Is there a long sales cycle? How are we leveraging both of those to our benefit?

# TARGET MARKET PERSONAS



**My name is:** Monica Weatherby  
**I live in:** New York City and The Hamptons  
**I'm driven by:** Beauty and Elegance  
**I'm an Enjoy Flowers customer because:** I have a successful career and I entertain a lot, so I need my surroundings to reflect my standing in life.



**My name is:** Nancy Steveson  
**I live in:** Atlanta  
**I'm driven by:** Aesthetics and Fine Design  
**I'm an Enjoy Flowers customer because:** I love simple elegance, so I use flowers as a design element for my home.



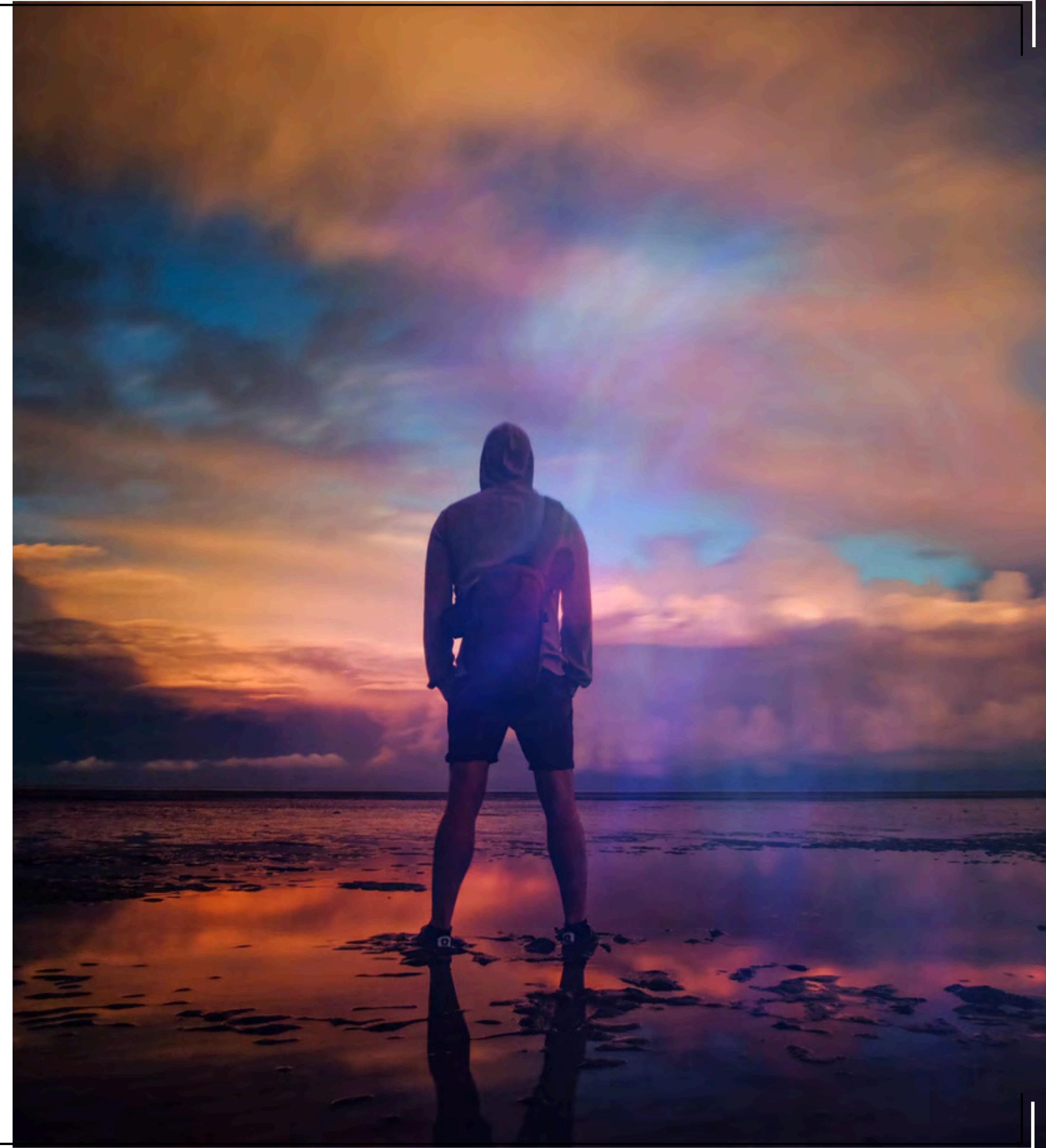
**My name is:** Davis Tucker  
**I live in:** San Francisco  
**I'm driven by:** My contemporary mindset and my progressive lifestyle  
**I'm an Enjoy Flowers customer because:** I use flowers as a way to reflect who I am and what I stand for.



**My name is:** Elizabeth Smith  
**I live in:** Dallas  
**I'm driven by:** My sense of sophistication and class  
**I'm an Enjoy Flowers customer because:** At this stage of my life, I like to surround myself with beautiful things.

# AUDIENCE PROFILES

Item	Answer
Persona	Working professional, sporting enthusiast
Tangible Attributes	Steel
Colors	Grey, black
Cultural mindset	Independent, open minded, adventurous
Physical surroundings	Big Sky country (Alps)
Demographics	Younger, energetic
Activities	Hiking, Hut-to-Hut Trekking
Price/Product	A well-crafted extension of themselves (Quality Tool)
Clothing	Hiking boots, sunglasses
Physical persona	Younger, healthy, fit
Textures	Gore-Tex
Views product as...	A hand-crafted, functional work of art (A durable, technical tool)
Landscape	Wilderness
Spends their time...	In nature
Drives a...	SUV
Looking for...	Best product at a higher price-point (Value: Best features for price)
Products are...	Modern, streamlined, sexy, detailed
Would drink	Craft beer, bourbon (Wine)



# **GLOSSARY OF DIGITAL MARKETING TERMS**

# GLOSSARY OF MARKETING TERMS

- **Click-Through Rate (CTR):** The percentage of people who click an online display ad, an email marketing link, a paid search ad or some other digital marketing technology.
- **Cost Per Thousand (CPM):** What it costs you to have 1,000 people see your digital ad.
- **Cost Per Click (CPC):** What it costs you to have one person click your digital ad.
- **Cost Per Acquisition (CPA):** What it costs you to convert one prospect into a customer.
- **Customer Lifetime Value (LTV):** The amount of profit you generate on a per customer basis over the course of the average customer's engagement with your business.

**WHICH AD IS BEST?**





**GOOD OR BAD?**

# GOOD? OR BAD?

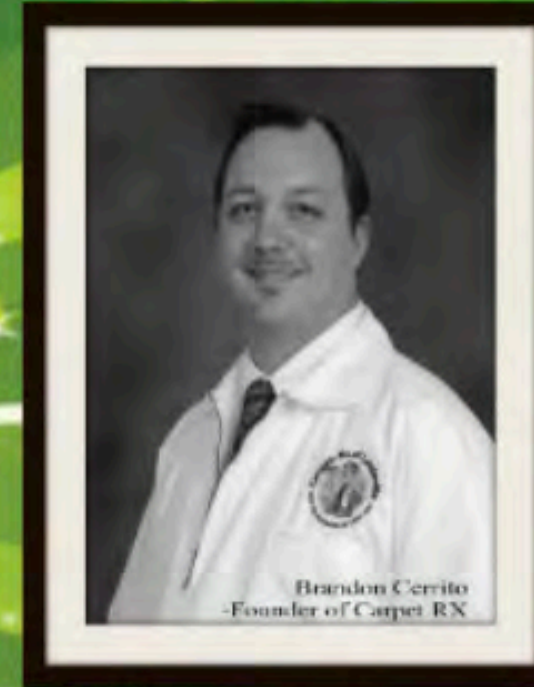


# GOOD? OR BAD?

## FINALLY, HEALTH CARE YOU CAN AFFORD...

Carpet-Rx understands the importance of a healthy living environment, and has equipment with unmatched cleaning capability to get the job done professionally.

- COURTESY CALL
- PROMPT ARRIVAL
- NO HARSH CHEMICALS
- STEAM CLEAN WITH TRUCK-MOUNTED EQUIPMENT
- COLOR BRIGHTENERS
- SCOTCHGARD PROTECTOR
- SPEED DRYING
- FREE BOTTLE OF SPOT REMOVER WITH **FREE REFILLS FOR LIFE**



Family owned and operated business since 2010  
So how can I say we were founded in 1982?  
**Because I was born to do this!**

CALL WHEN VISITING A PET OWNER  
502.767.2455

**CARPET VITAMINS**  
GENERAL SPOT REMOVER

www.carpetrxoflouisville.com  
Mon-Fri 9am-5pm  
or  
**24/7 water emergency**

Free 16oz. Spot Remover

SCOTCHGARD  
advanced  
repel  
technology

Complimentary Speed Drying

Design for the Environment  
U.S. EPA

VISA  
DISCOVER

# GOOD? OR BAD?



# GOOD? OR BAD?



# GOOD? OR BAD?

**Trust Me, I'm A Lawyer!**  
*(My Dogs Do)*

*Robert (Tito)  
Meyer*

**Free Consultation For:**

- Truck, Car & Motorcycle crashes
- Wrongful Death

**524-4540**  
**therpeople.law.com**

ATTORNEY

# FIVE MINUTE EXERCISE

# FIVE MINUTE EXERCISE

- Gather into a group of 3 people
- Each of you should spend 60 seconds describing a marketing or sales technique that has worked for you ... or not worked for you.
- At the end of the exercise, the other people should come away with knowledge of something that they should adopt or avoid for their own organization.



**SCAN THIS QR CODE:**



# THE DIGITAL MARKETING LANDSCAPE

# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

ONLINE  
DISPLAY

SEO

CONTENT  
MARKETING

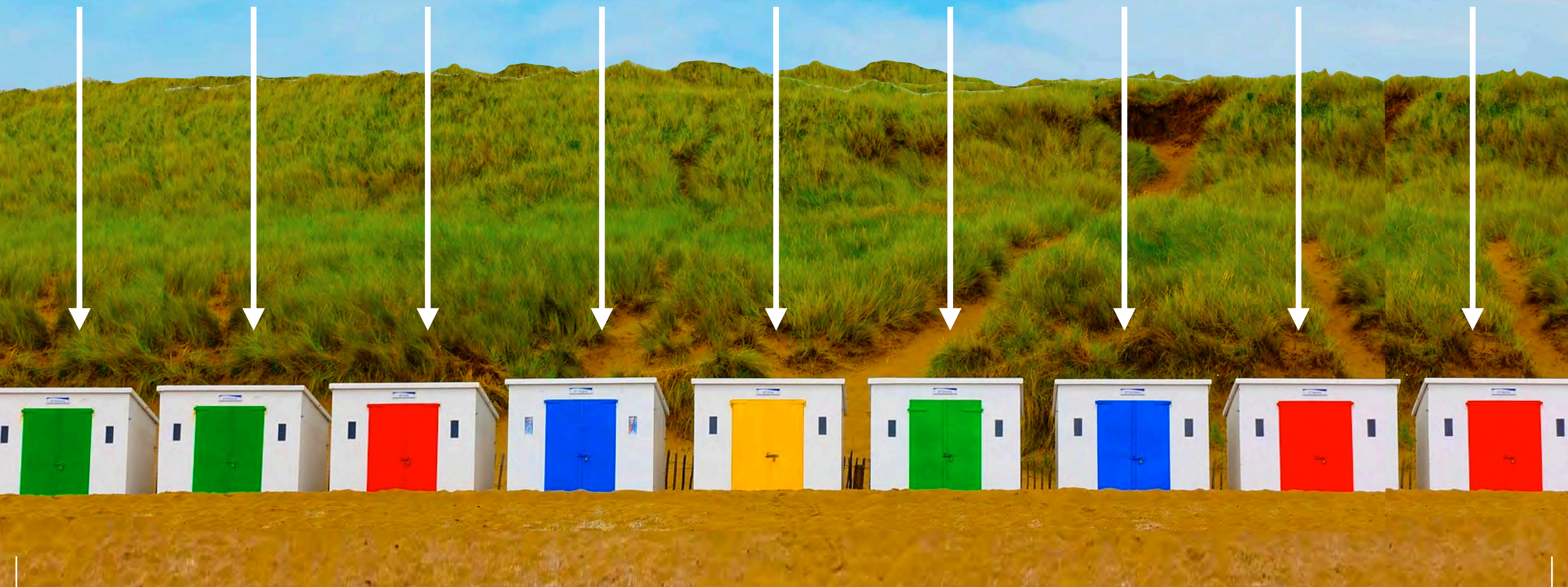
PAID  
SOCIAL

ORGANIC  
SOCIAL

INFLUENCER  
MARKETING

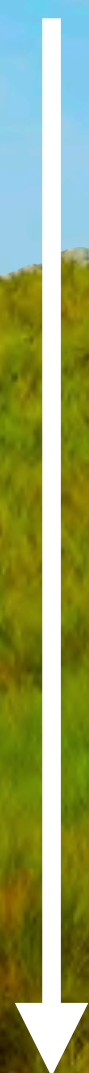
MARKETING  
AUTOMATION

OTHER  
CONCEPTS



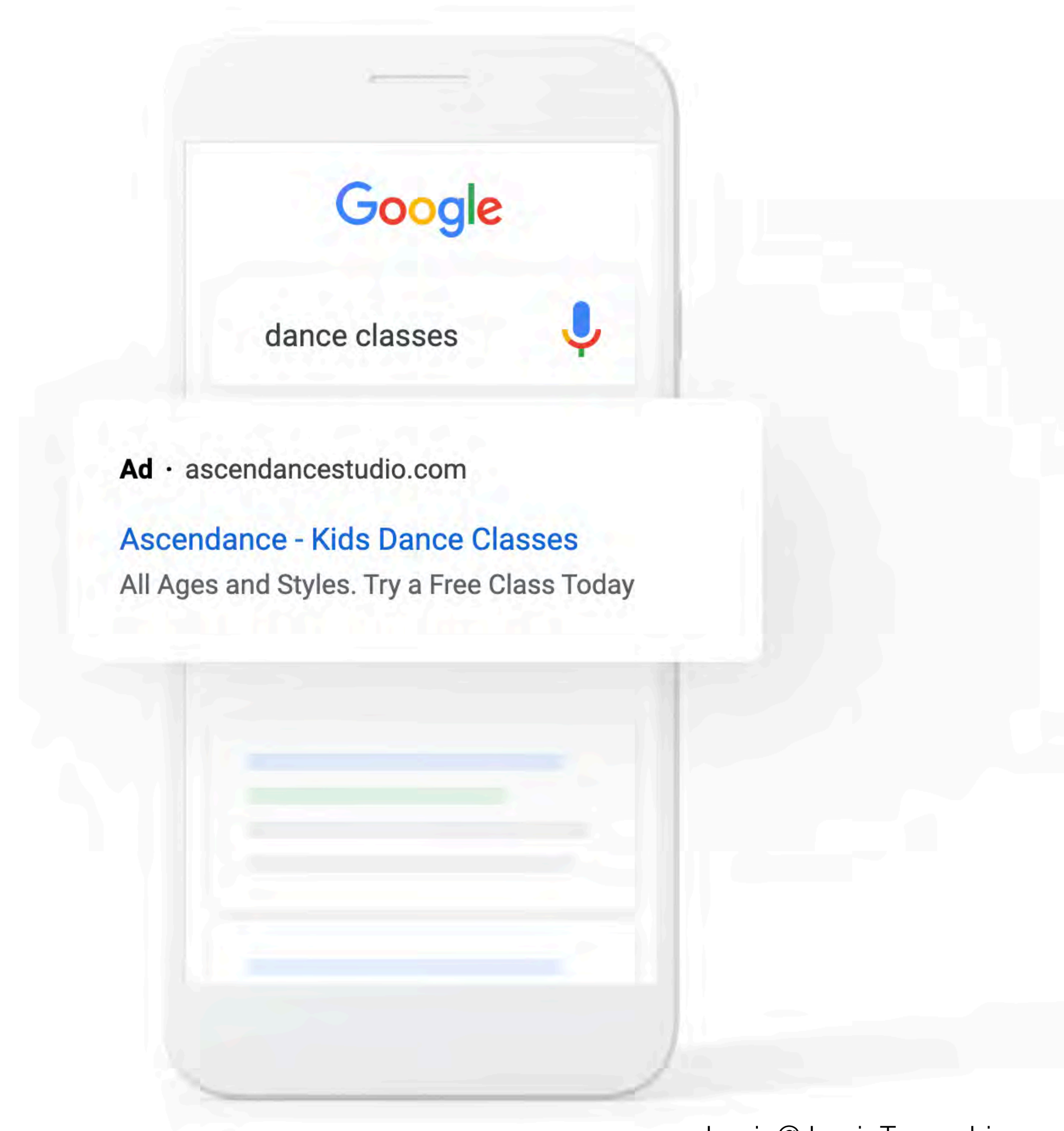
# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH



# PAID SEARCH BEST PRACTICES

- Paid search drives leads to your business who are actively searching for your products and/or services.
- You can use it to drive website visits, generate in-bound phone calls, or increase store visits.
- Paid search ads work on a cost per click (CPC) basis. Therefore, your goal (counter-intuitively) is to discourage clicks from “tire kickers” and encourage clicks from real prospects.



# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

ONLINE  
DISPLAY

SEO

CONTENT  
MARKETING

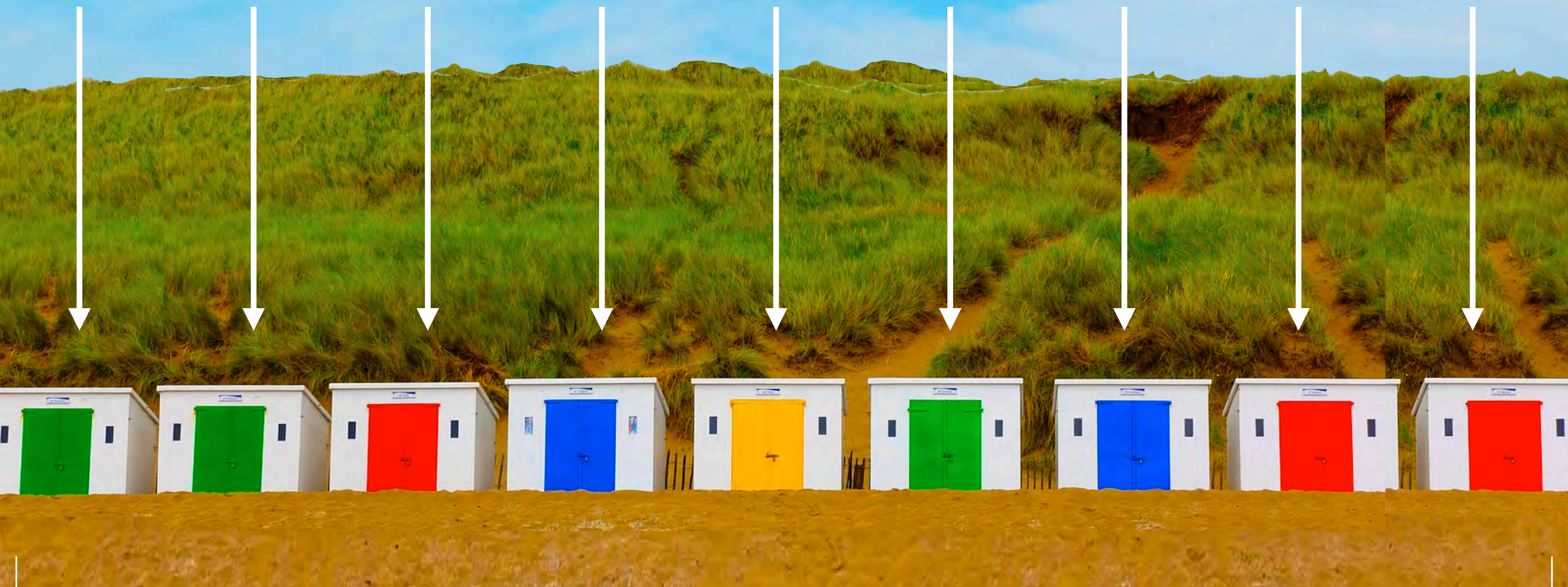
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ORGANIC  
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MARKETING

MARKETING  
AUTOMATION

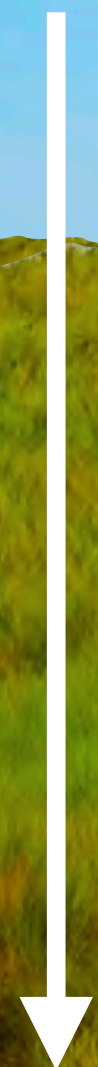
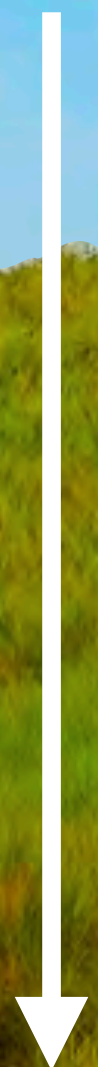
OTHER  
CONCEPTS



# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

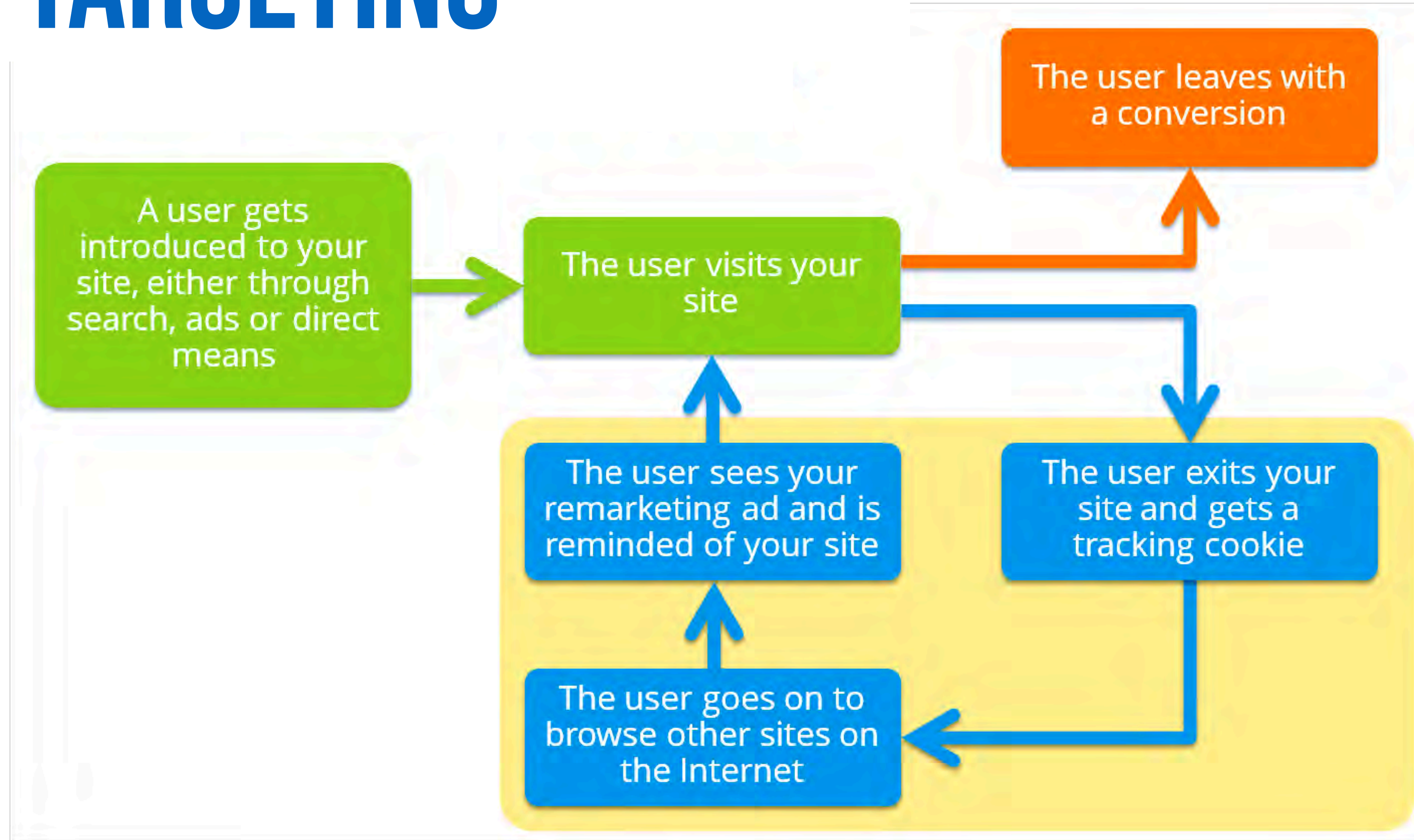
ONLINE  
DISPLAY



# ONLINE DISPLAY ADS



# RE-TARGETING



# FACEBOOK, GOOGLE, AND OTHER PLATFORMS HAVE DISPLAY AD NETWORKS



# ONLINE DISPLAY BEST PRACTICES

- The average consumer only looks at a banner ad for one or two seconds, so keep copy on banner ads to 5 or 10 words.
- Include a clear call to action (CTA) such as Sign Up Now, Learn More, or Try It for Free.
- Be consistent with the look, feel, and messaging across channels.
- To improve conversions, use a GIF to attract attention.



# ONLINE DISPLAY BEST PRACTICES

- Use a border around the ad to set it off from the rest of the website.
- Most websites have a white background, so using colorful images can help your display ad pop.
- People often ignore banners on the right hand side, so when possible, place your banner ad on the left side or top side of the website.

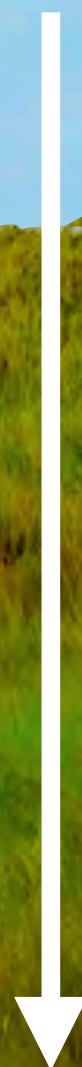
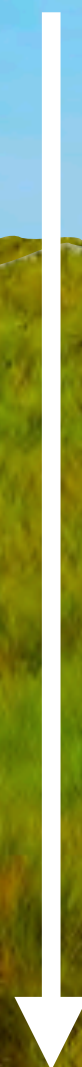
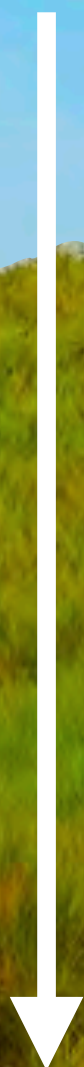


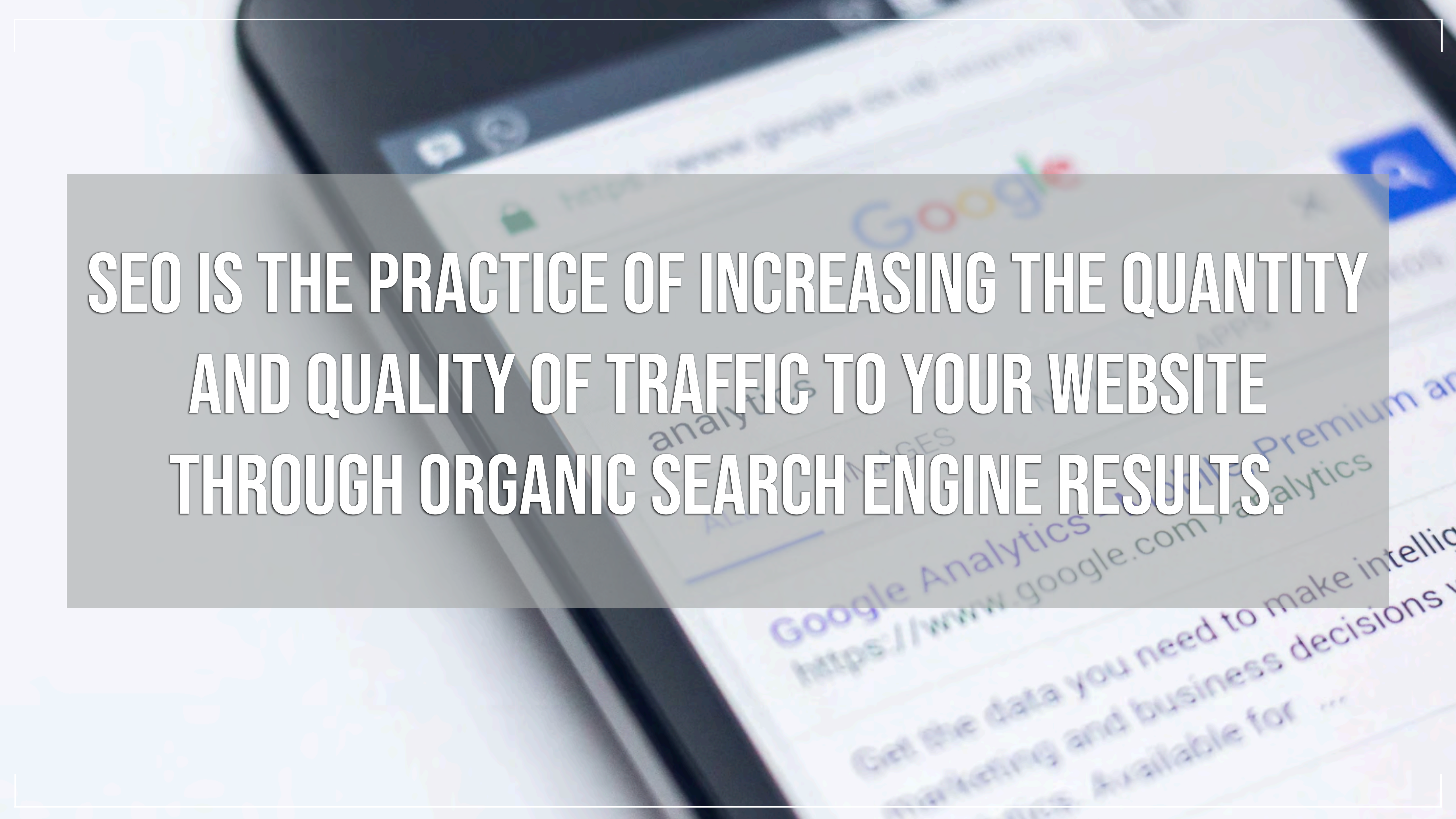
# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

ONLINE  
DISPLAY

SEO



A close-up, slightly blurred image of a smartphone screen. The screen shows a Google search interface with the search bar containing the text 'Google Analytics'. Below the search bar, the Google logo is visible. The search results show a link to 'Google Analytics' with the URL 'https://www.google.com/analytics'. Below the link, there is a snippet of text: 'Get the data you need to make intelligent marketing and business decisions'. The background of the phone is a light blue color.

**SEO IS THE PRACTICE OF INCREASING THE QUANTITY AND QUALITY OF TRAFFIC TO YOUR WEBSITE THROUGH ORGANIC SEARCH ENGINE RESULTS.**

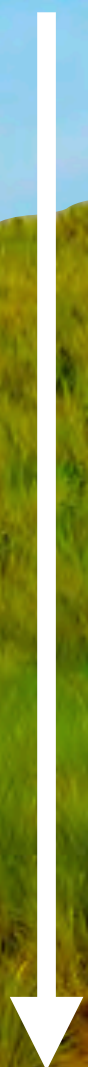
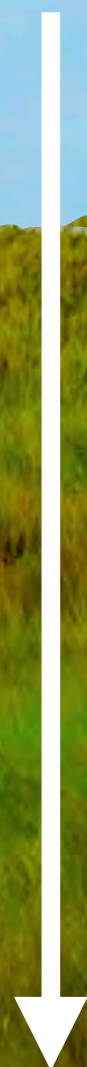
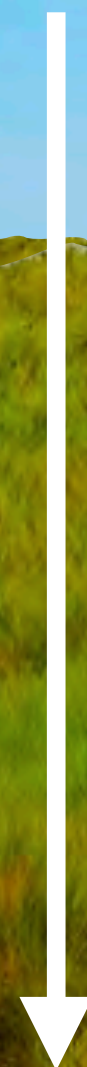
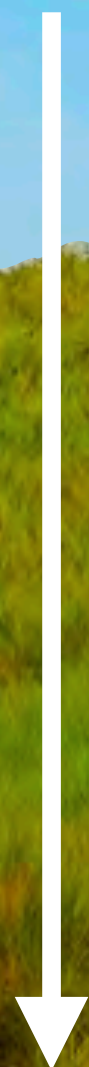
# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

ONLINE  
DISPLAY

SEO

CONTENT  
MARKETING



**CONTENT MARKETING INCLUDES BLOGS,  
EBOOKS, PODCASTS, VIDEO, AND INFOGRAPHICS**



# CONTENT MARKETING BEST PRACTICES

- Prospects who read, watch or listen to your content should say “This content was created specifically for me.”
- Be sure to have a personality behind your content. As more and more organizations use content marketing, having a distinct point-of-view will be important.
- Remember the importance of amplification. Generating content is one thing, but letting people know about the content is very important, too.



# THE DIGITAL MARKETING LANDSCAPE

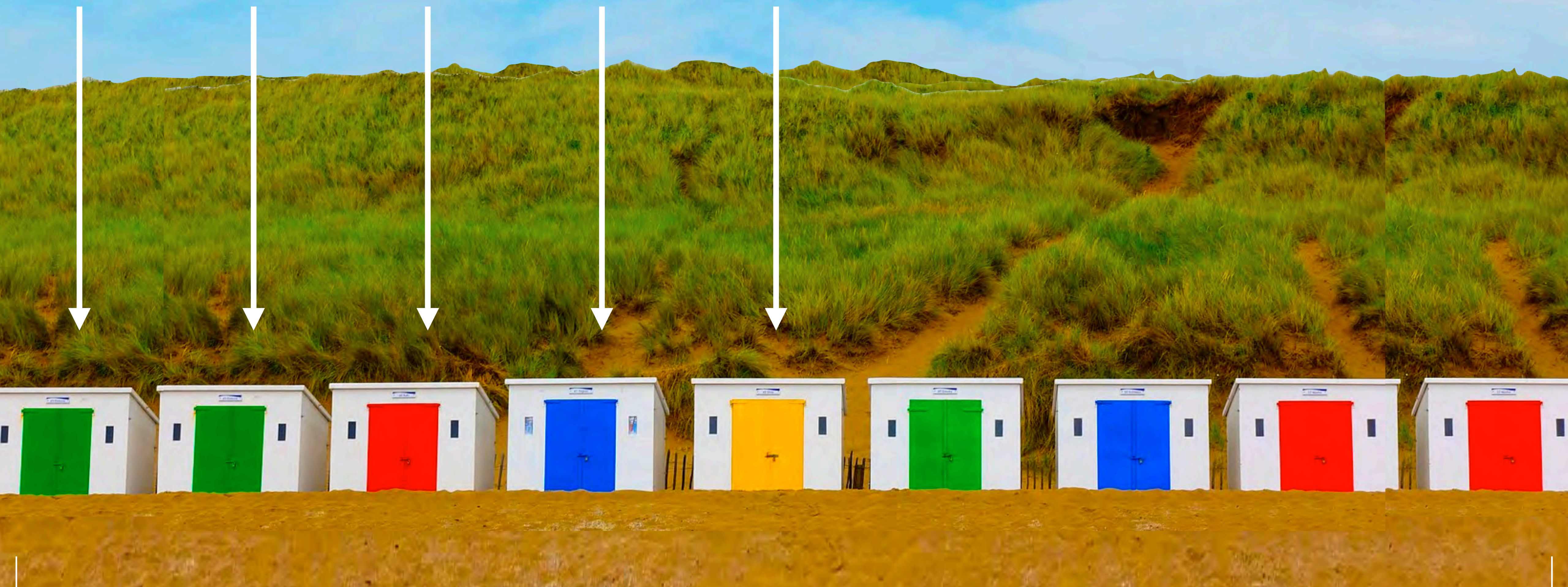
PAID  
SEARCH

ONLINE  
DISPLAY

SEO

CONTENT  
MARKETING

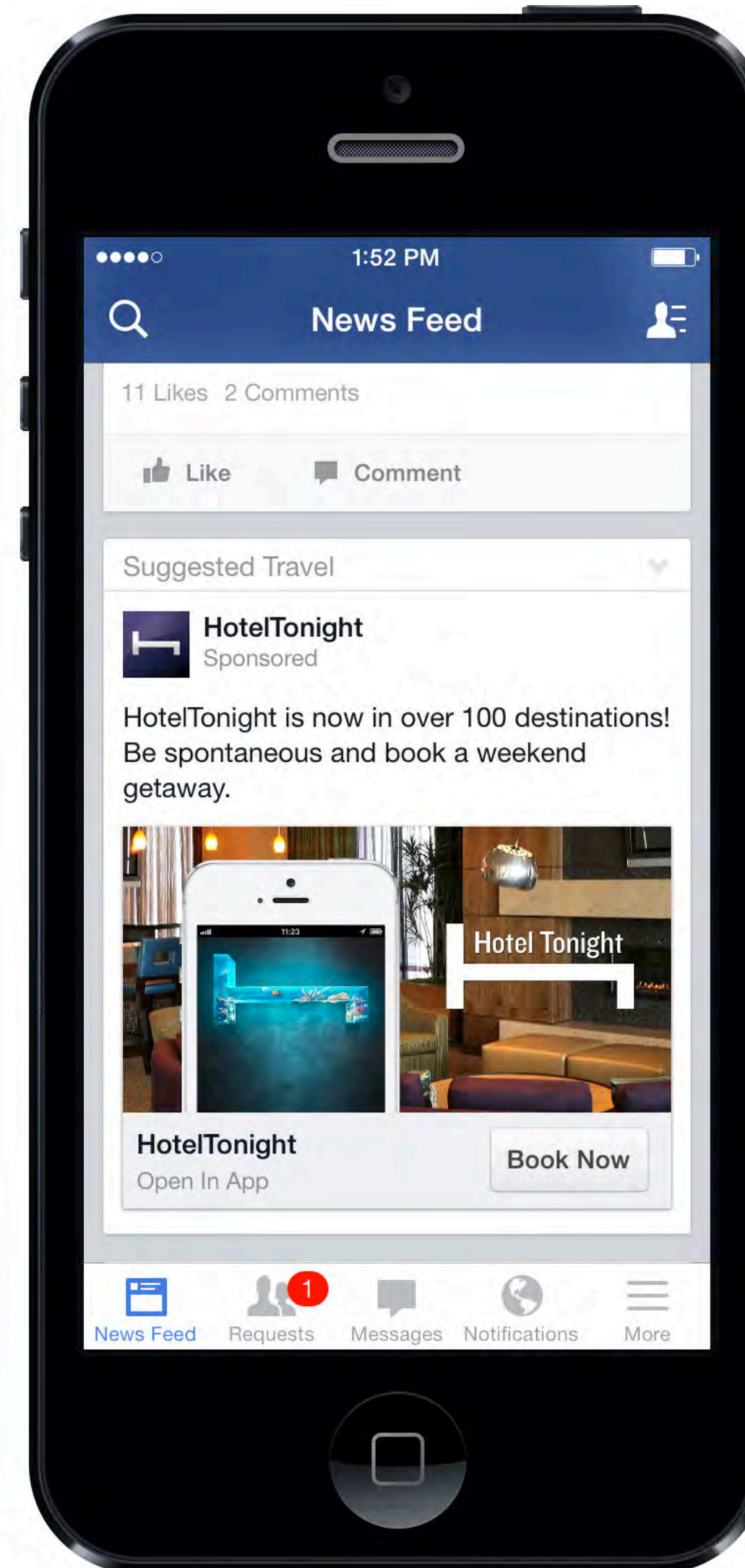
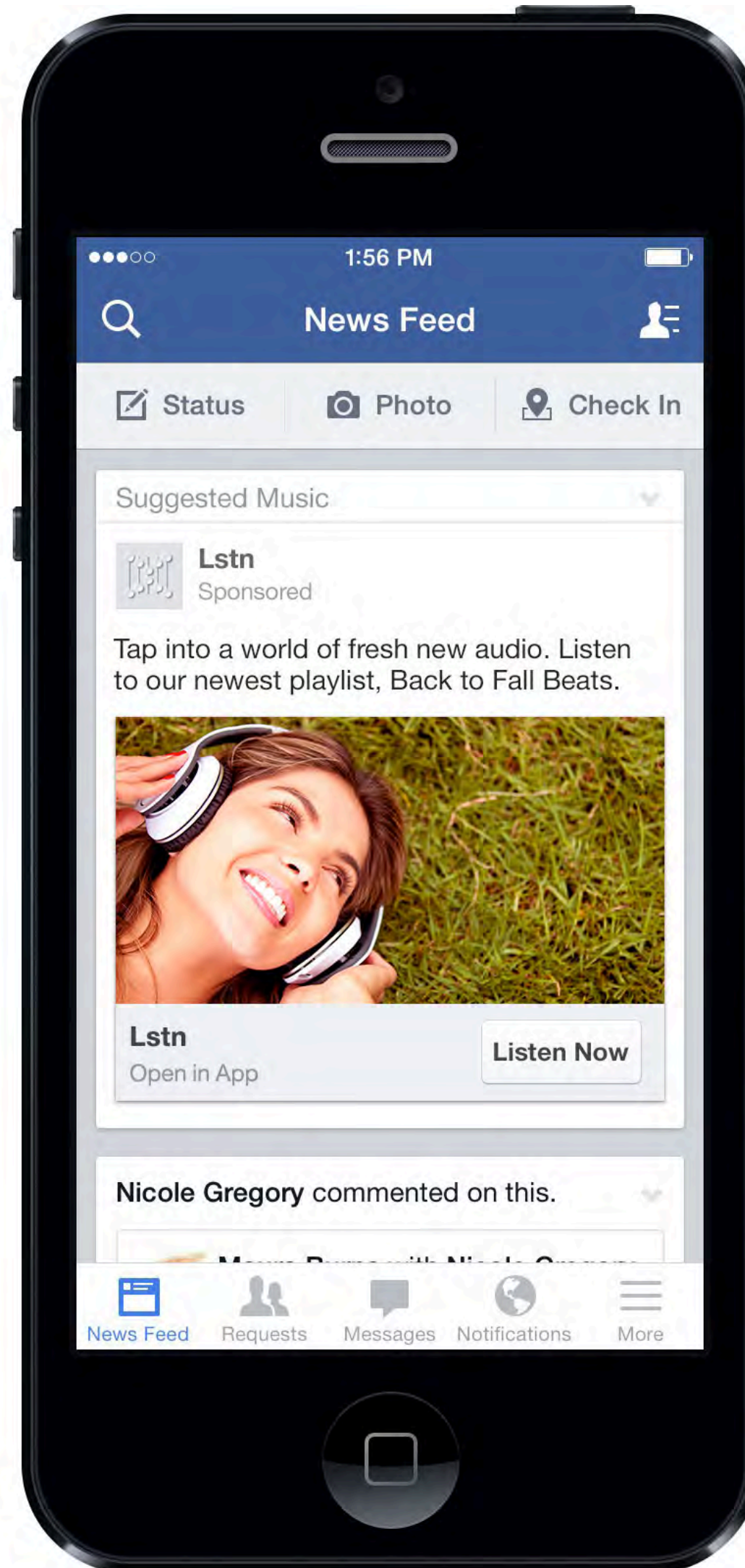
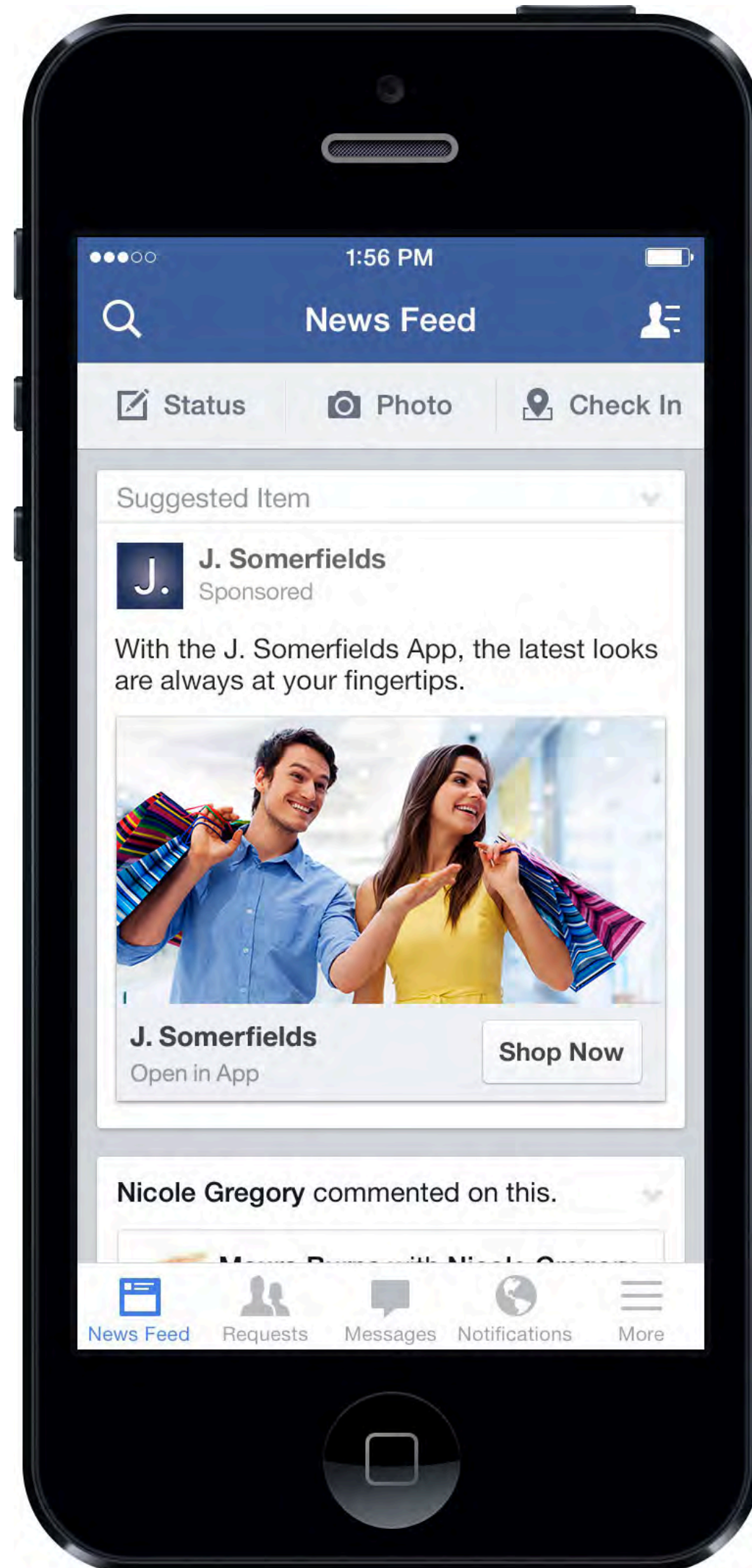
PAID  
SOCIAL



# PAID SOCIAL MEDIA OPTIONS



# FACEBOOK



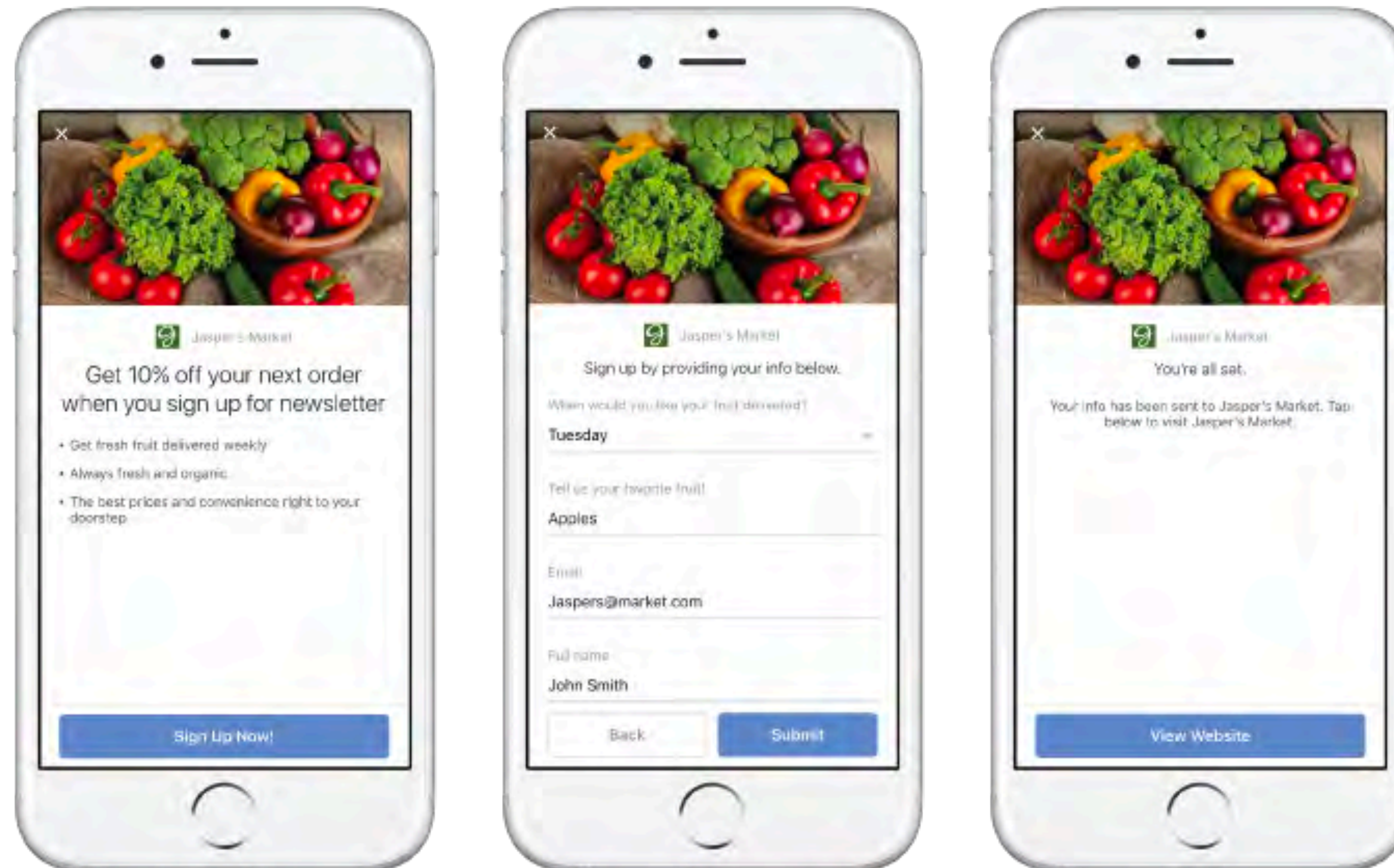
# FACEBOOK LEAD ADS

- Lead ads make it easy for people to give you their contact information without a lot of typing.
- They're perfect for collecting newsletter subscriptions, signing someone up for a trial, or allowing people to ask for more information.
- Tokio Marine, an insurance company, used lead ads to generate 11,000 leads in just 17 days.
- Messenger bots were used to further qualify potential new clients.



# FACEBOOK LEAD ADS

When someone clicks on a lead ad, they are presented with a form that's pre-populated with information from their Facebook profile. The rest can be completed in a few easy taps.



# YOUTUBE TARGETING OPTIONS



## Location

Where is your customer located?

Around the corner or around the world, you can show your video ads to a whole country or just a town – or a combination of both.



## Demographic

Who is your customer?

YouTube viewers come from all walks of life. Think about the age, gender, parental status and household income of your customers.

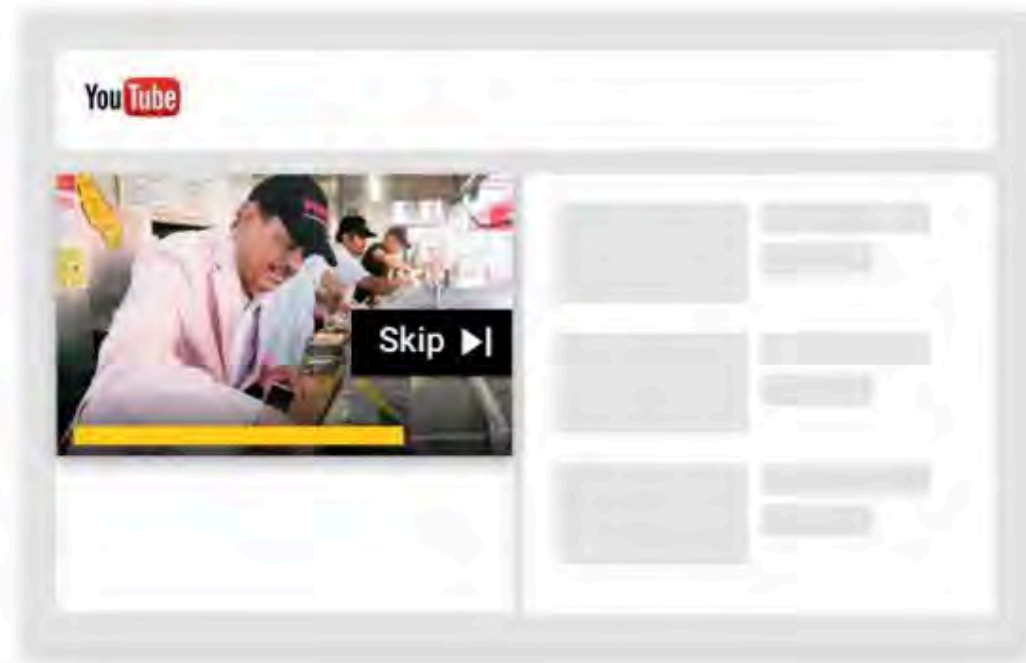


## Interests

What's your customer into?

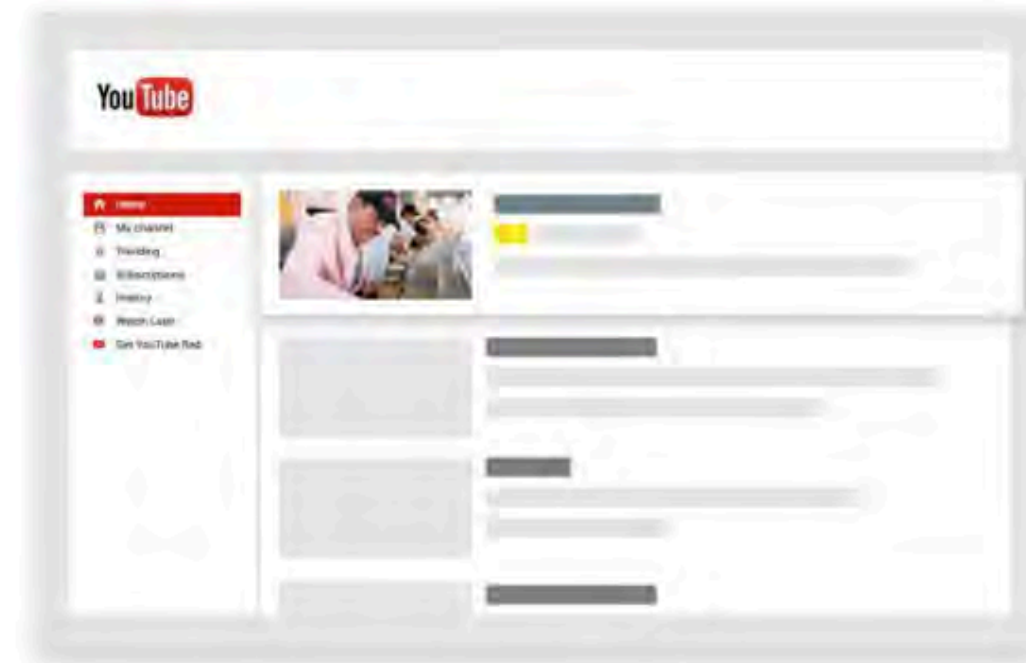
You'll be able to choose from over 100 interests to narrow in on specific customers. Mix and match interests to tailor who you reach.

# YOUTUBE AD FORMATS



## Reach a captive audience before they watch a video

TrueView in-stream ads get the video ads your business creates in front of the right people, right before they watch the main video.



## Show up when customers search for videos

TrueView discovery ads appear on the YouTube homepage or when people are searching on YouTube. Use this format when you're looking to reinforce your message.



## A short video ad perfect for smartphones

Bumpers are only 6 seconds. They're a good way to capture people's attention on smartphones. Use them alone or alongside a TrueView campaign.



### Awareness

Promote your Tweets and maximize your reach.



### Tweet engagements

Promote your Tweets and get more Retweets, likes, and replies.



### Followers

Promote your account and grow your Twitter following.



### Website clicks

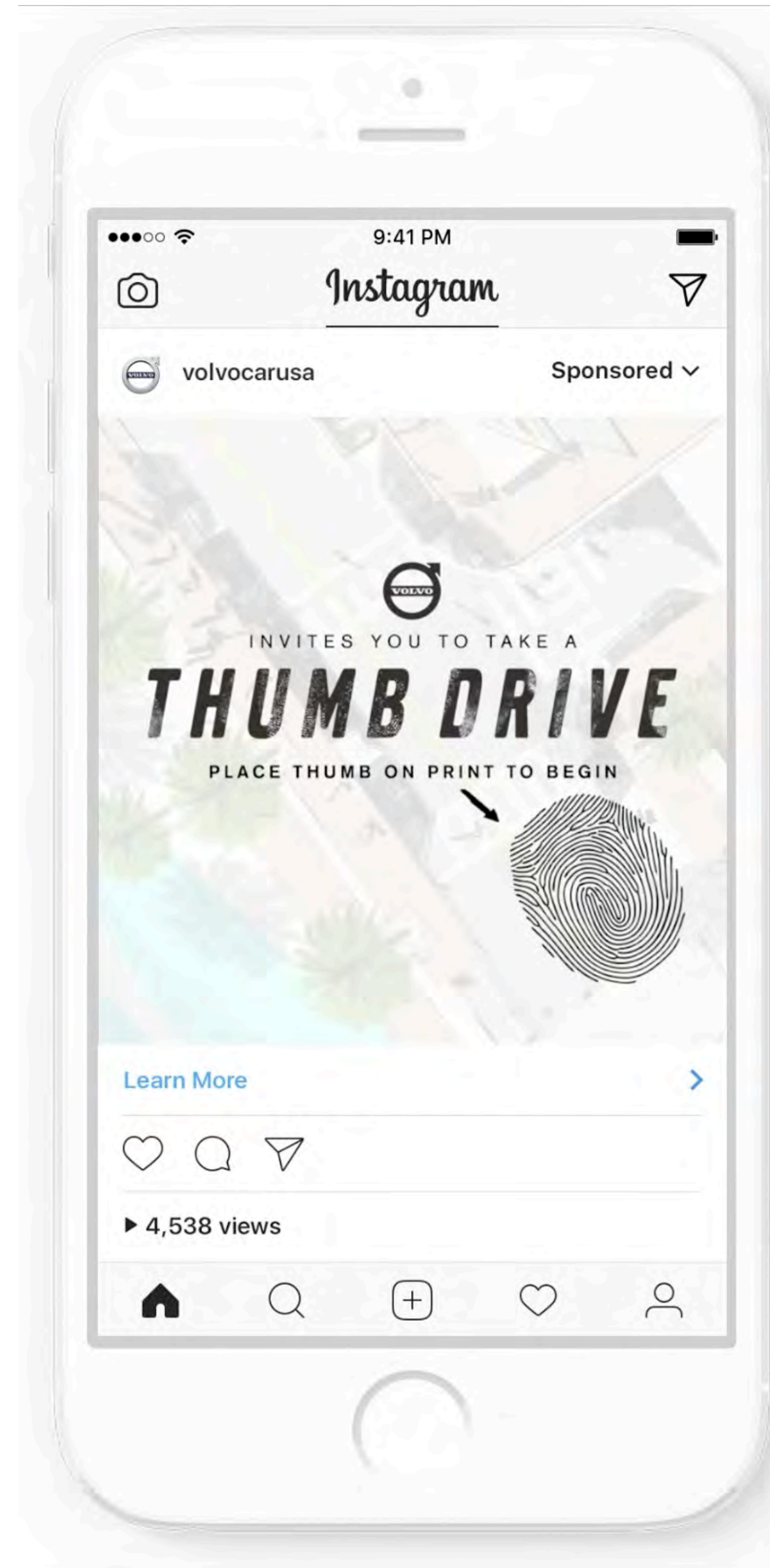
Promote your website and get more traffic.

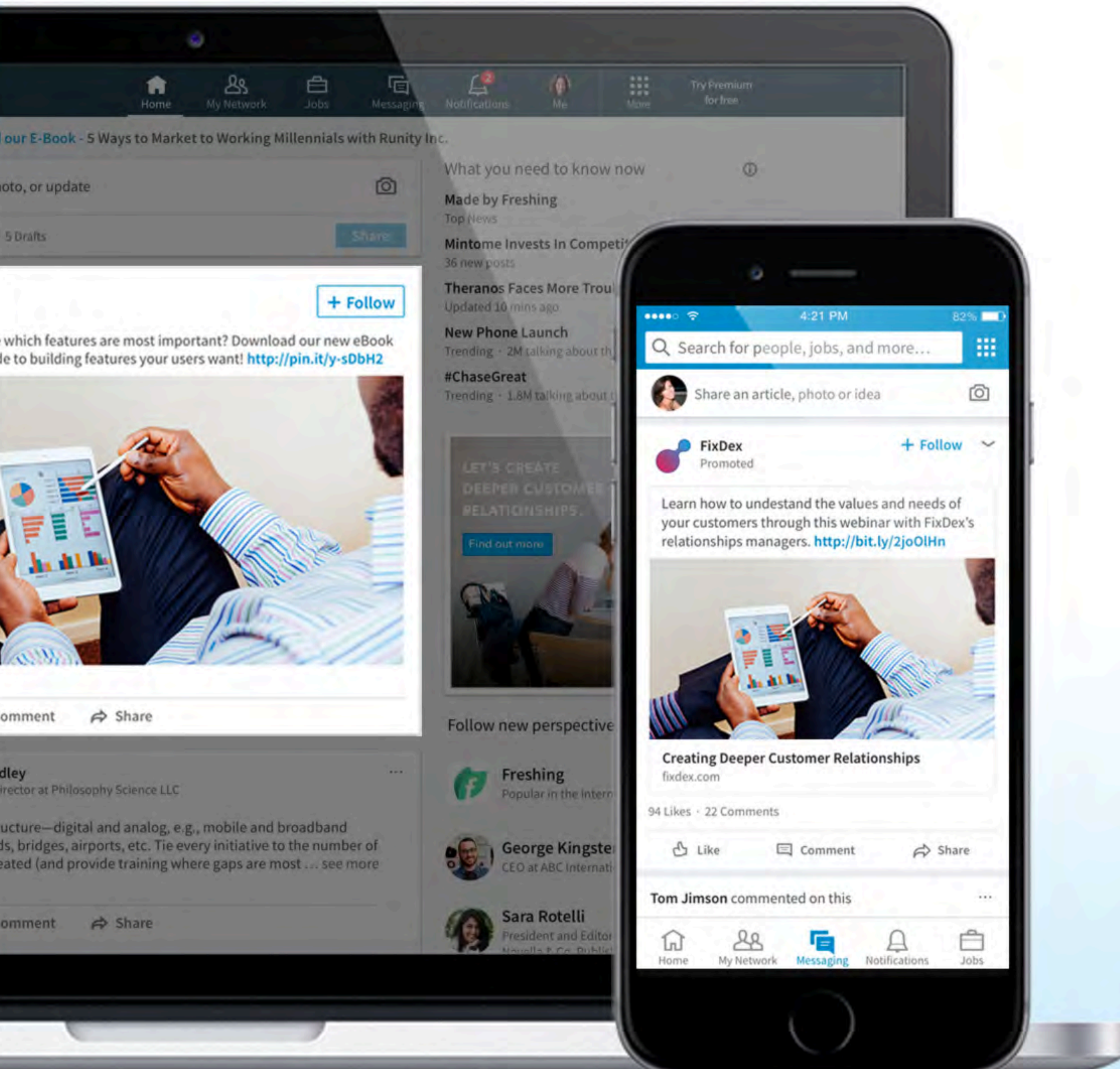


### App installs

Promote your mobile app and get more downloads.

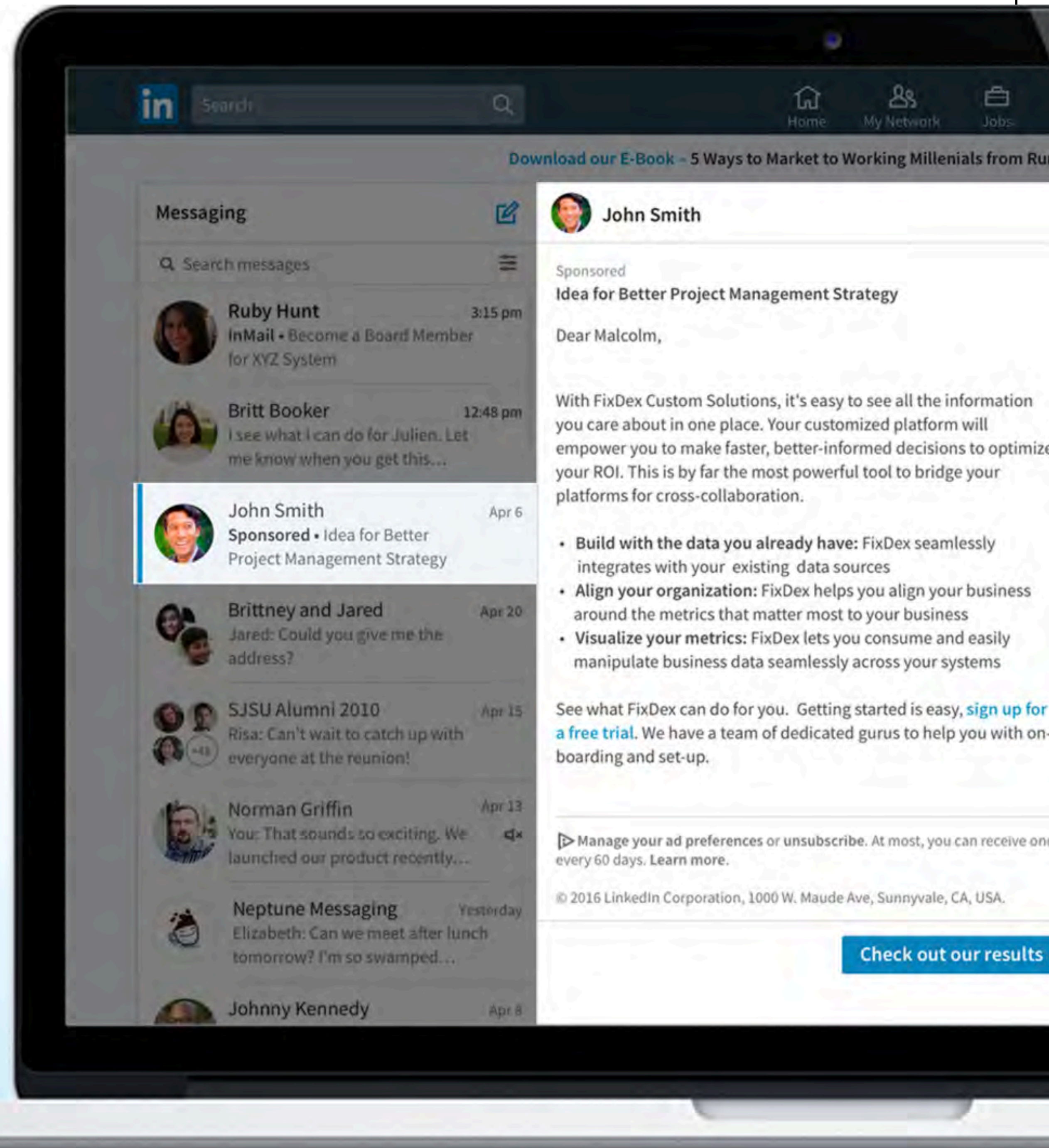
# INSTAGRAM





# LINKEDIN SPONSORED POSTS

# MESSAGE ADS



### Ads You May Be Interested In



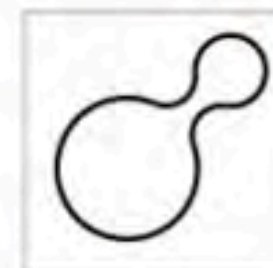
#### Propel Your Job Search – Fast!

On the job hunt? Get your work in front of the right people and let top tier companies compete for you.



#### Simple Prototyping

Create realistic animations and bring your designs to life as interactive prototypes. No code required.

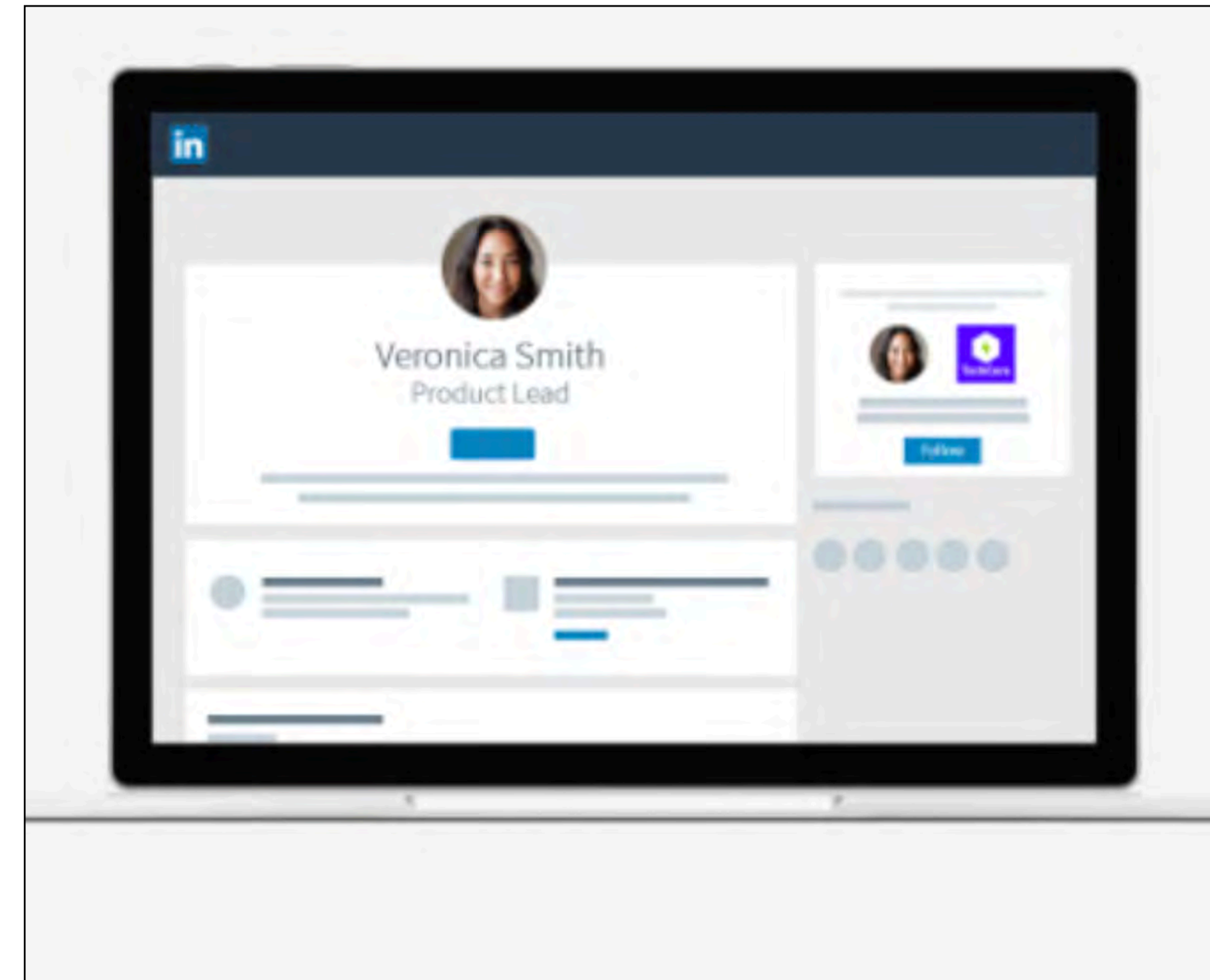


#### Deeper Customer Relationships

Take connections with customers to the next level with FixDex. Call today for a free trial!

# LINKEDIN TEXT ADS

# DYNAMIC ADS



# THE DIGITAL MARKETING LANDSCAPE

PAID  
SEARCH

ONLINE  
DISPLAY

SEO

CONTENT  
MARKETING

PAID  
SOCIAL

ORGANIC  
SOCIAL



# LET'S TALK ABOUT HOW YOU USE ORGANIC SOCIAL MEDIA



# THE DIGITAL MARKETING LANDSCAPE

PAID  
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DISPLAY

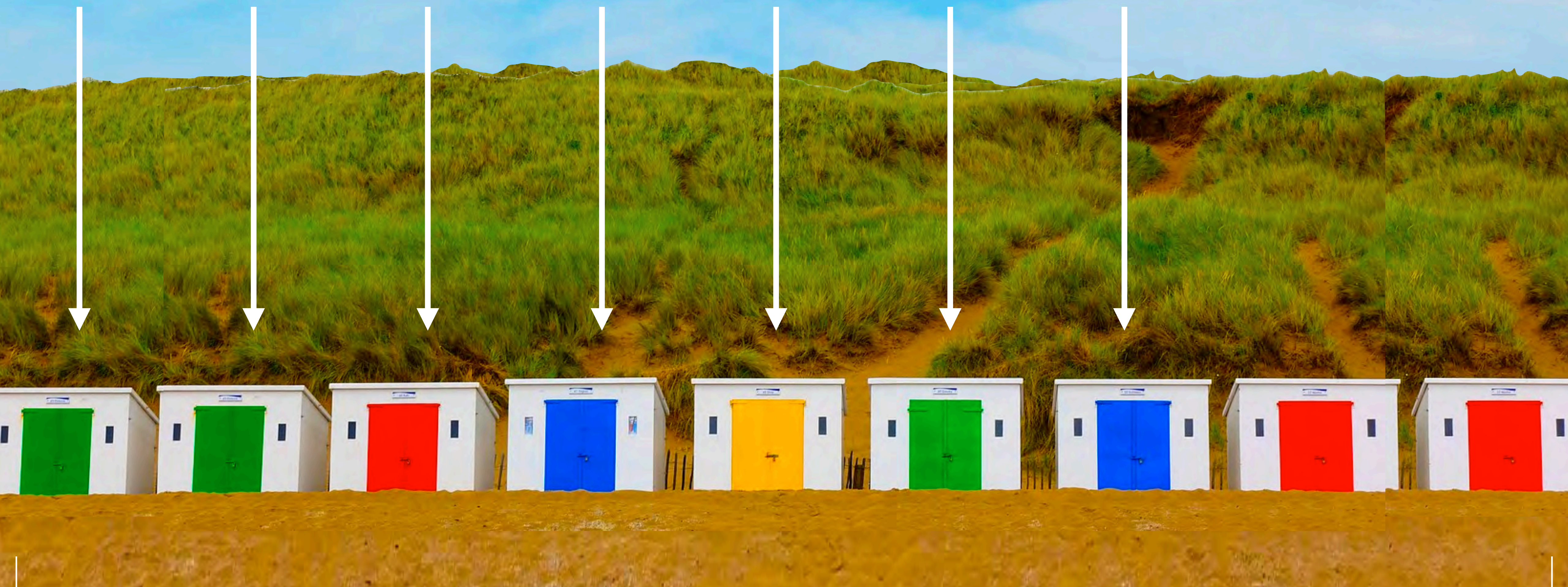
SEO

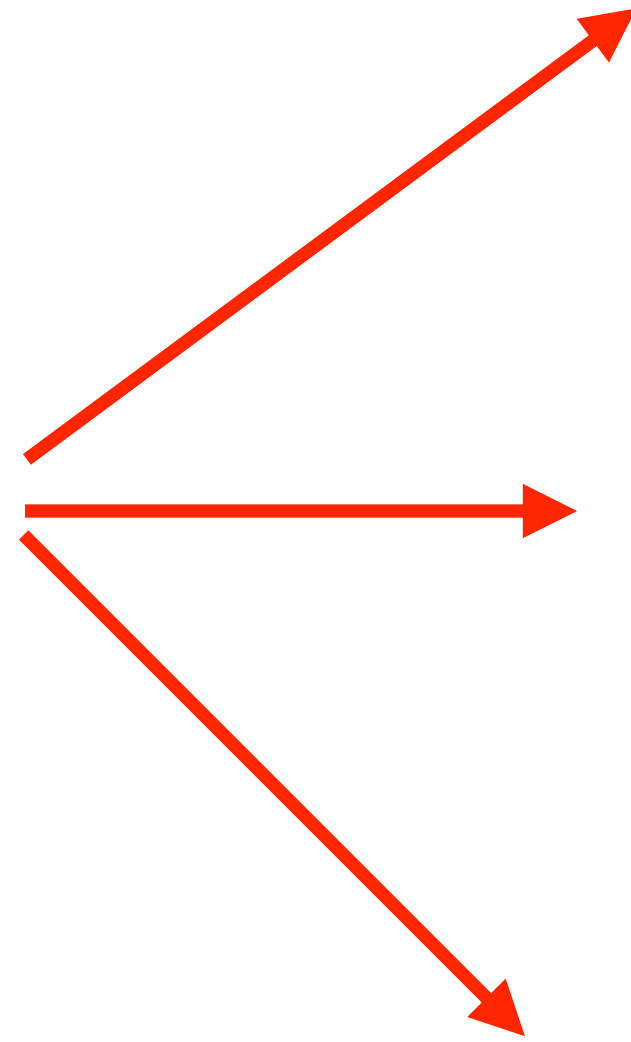
CONTENT  
MARKETING

PAID  
SOCIAL

ORGANIC  
SOCIAL

INFLUENCER  
MARKETING





# TOP INFLUENCER MARKETING PLATFORMS

- **Famebit** (owned by YouTube) is one of the largest influencer marketing platforms for creators across Instagram, YouTube, Facebook, Twitter and Tumblr.
- **Grapevine** boasts a network of over 115,000 creators with a hefty focus on YouTubers, though the platform has recently embraced Instagram as well.
- **Shoutcart** is a marketplace for buying shoutouts. Though some of the prices can be very cheap, it's also a fairly open platform, so be sure to carefully assess any influencers you want to work with.



grapevine



# THE DIGITAL MARKETING LANDSCAPE

PAID  
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DISPLAY

SEO

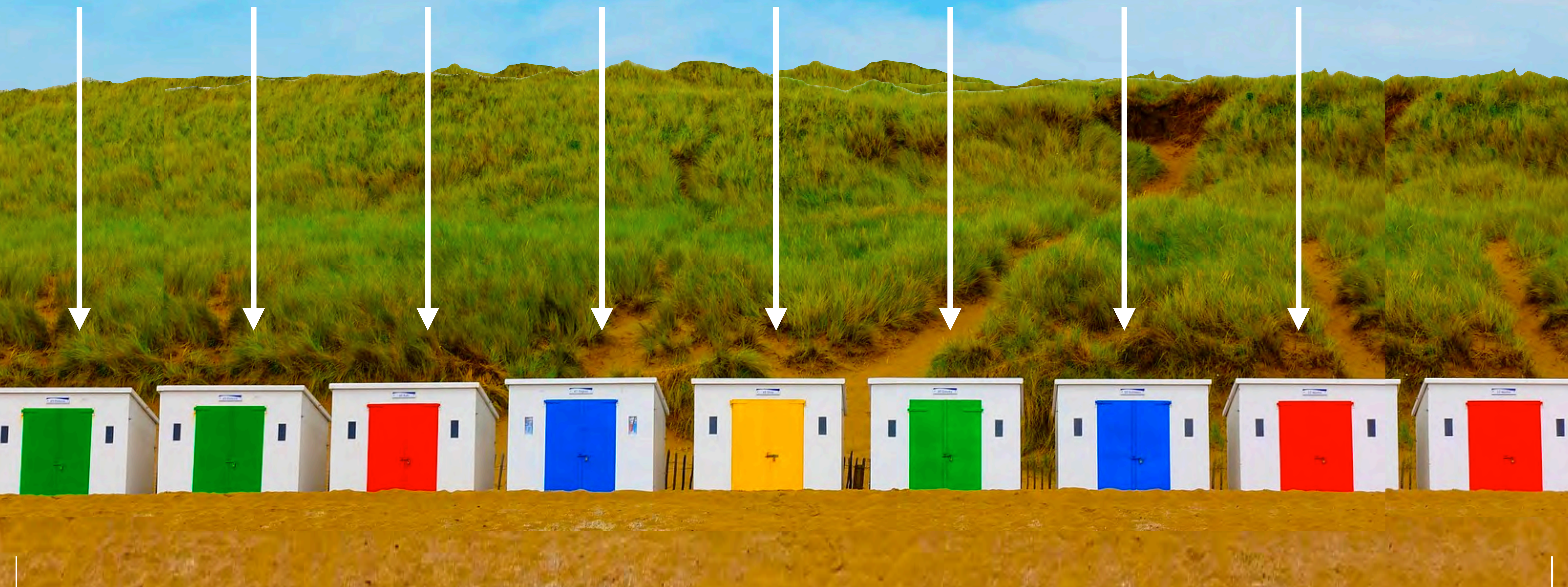
CONTENT  
MARKETING

PAID  
SOCIAL

ORGANIC  
SOCIAL

INFLUENCER  
MARKETING

MARKETING  
AUTOMATION



# WHAT IS MARKETING AUTOMATION? EMAIL MARKETING ON STEROIDS



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



Integrations  
(GoToWebinar)



Training & Support

# THE DIGITAL MARKETING LANDSCAPE

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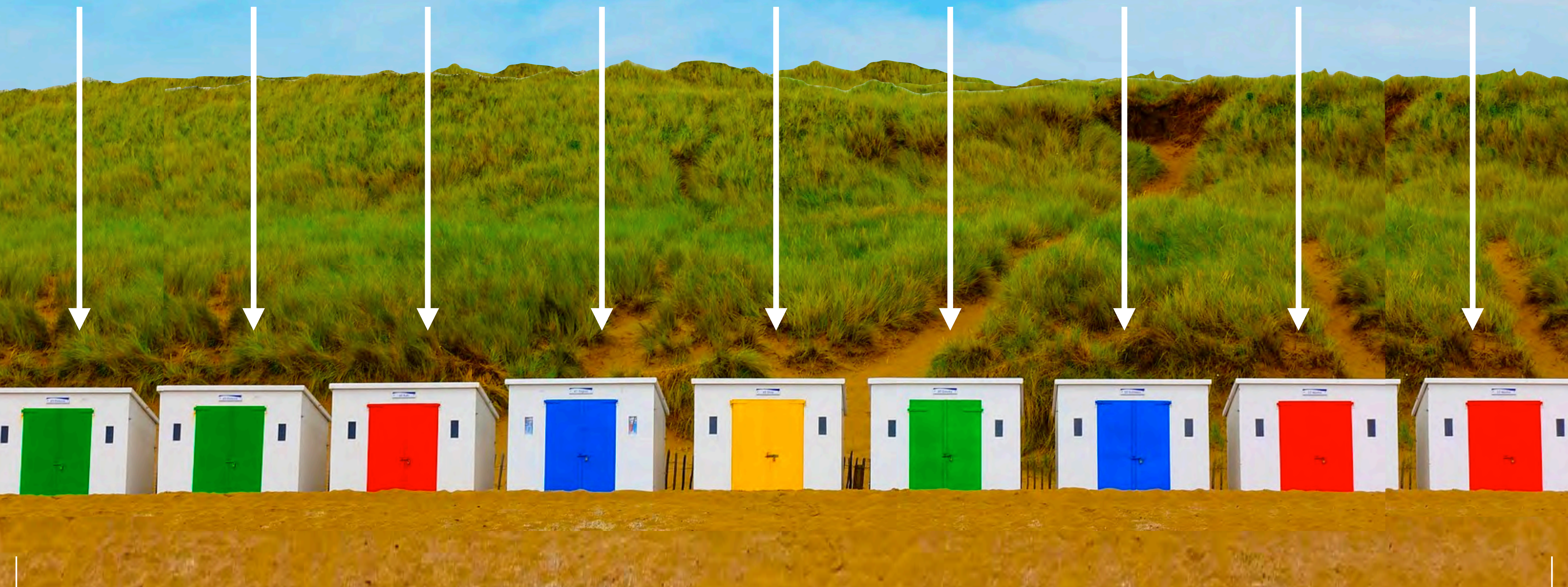
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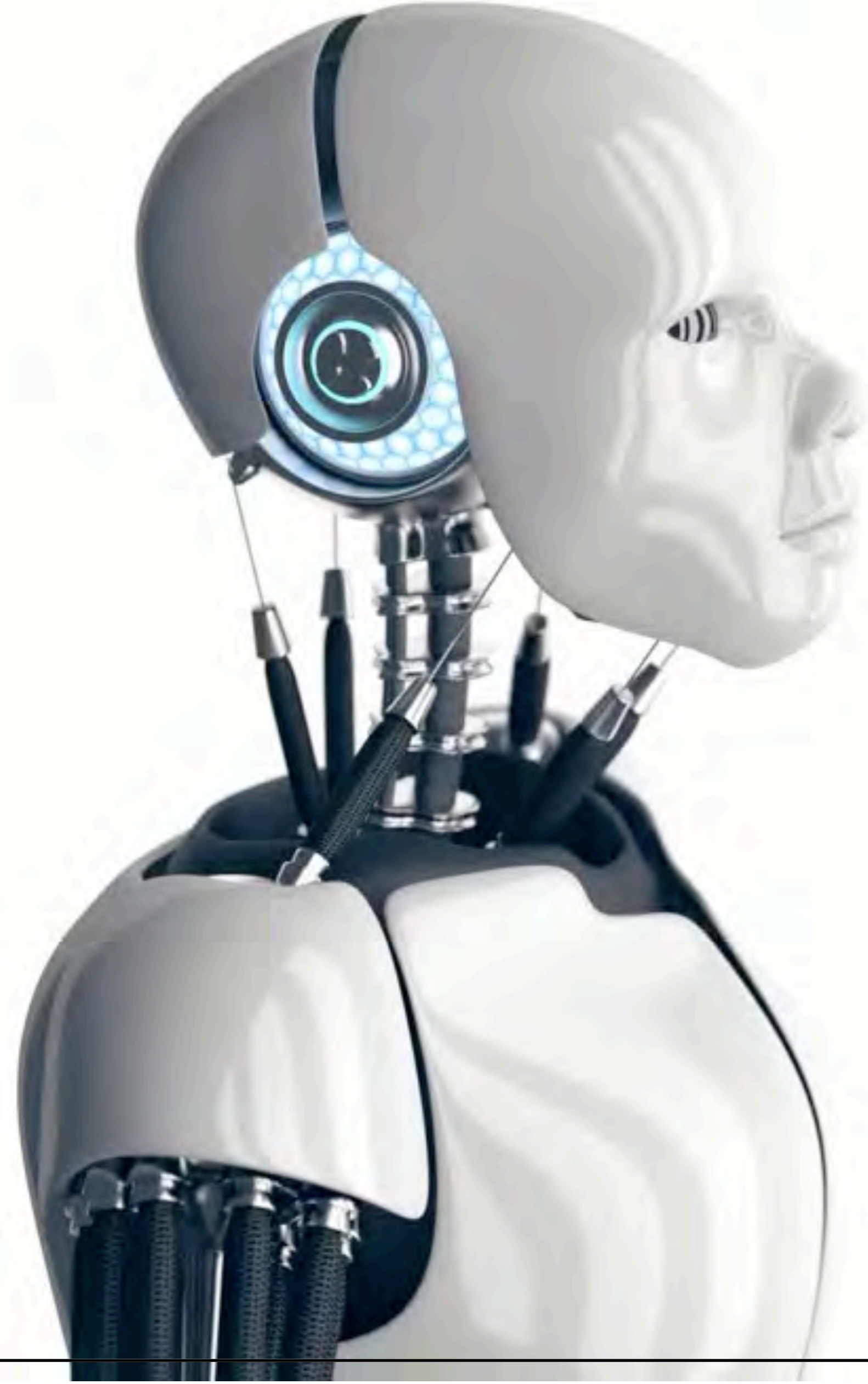
ORGANIC  
SOCIAL

INFLUENCER  
MARKETING

MARKETING  
AUTOMATION

OTHER  
CONCEPTS





# ARTIFICIAL INTELLIGENCE

**AN INTRODUCTION TO  
AUGMENTED REALITY (AR),  
VIRTUAL REALITY (VR) AND  
MIXED REALITY (MR).**

# INTRODUCTION TO AR



# INTRODUCTION TO VR



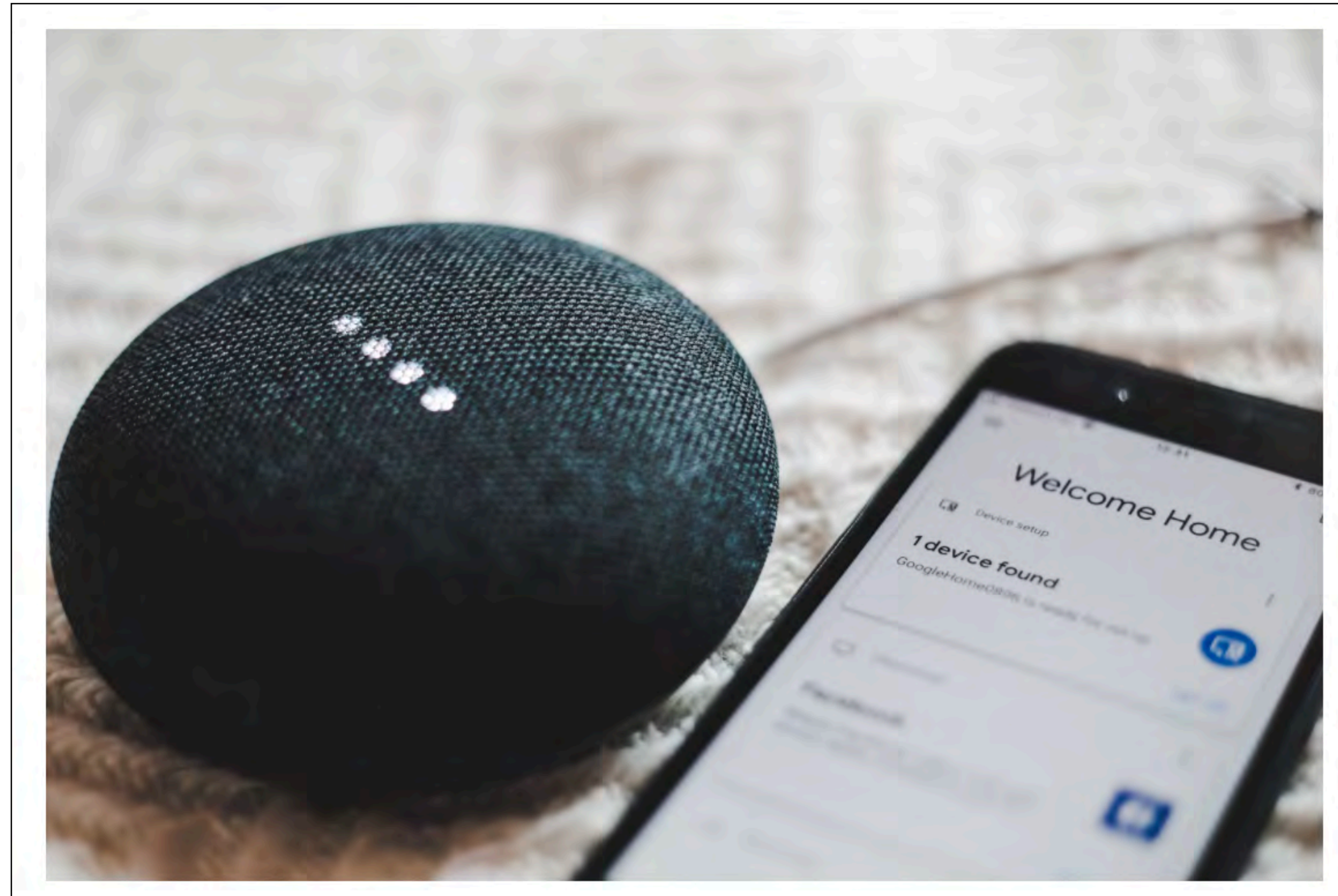
# **INTRODUCTION TO MIXED REALITY**



00:38 / 01:34



# LET'S DISCUSS VOICE ASSISTANTS



**PUTTING WHAT YOU'VE LEARNED  
INTO ACTION**

**SMALL CHANGES ADD UP**







**JAMIE TURNER**  
**SPEAKER | WORKSHOP LEADER | MENTOR**  
**JAMIE@JAMIETURNER.LIVE**

