



CONNECTING WITH DIGITAL NATIVES

ANDREW DAVIS



Nothing Has Changed Professionally!!





Something



Somewhere



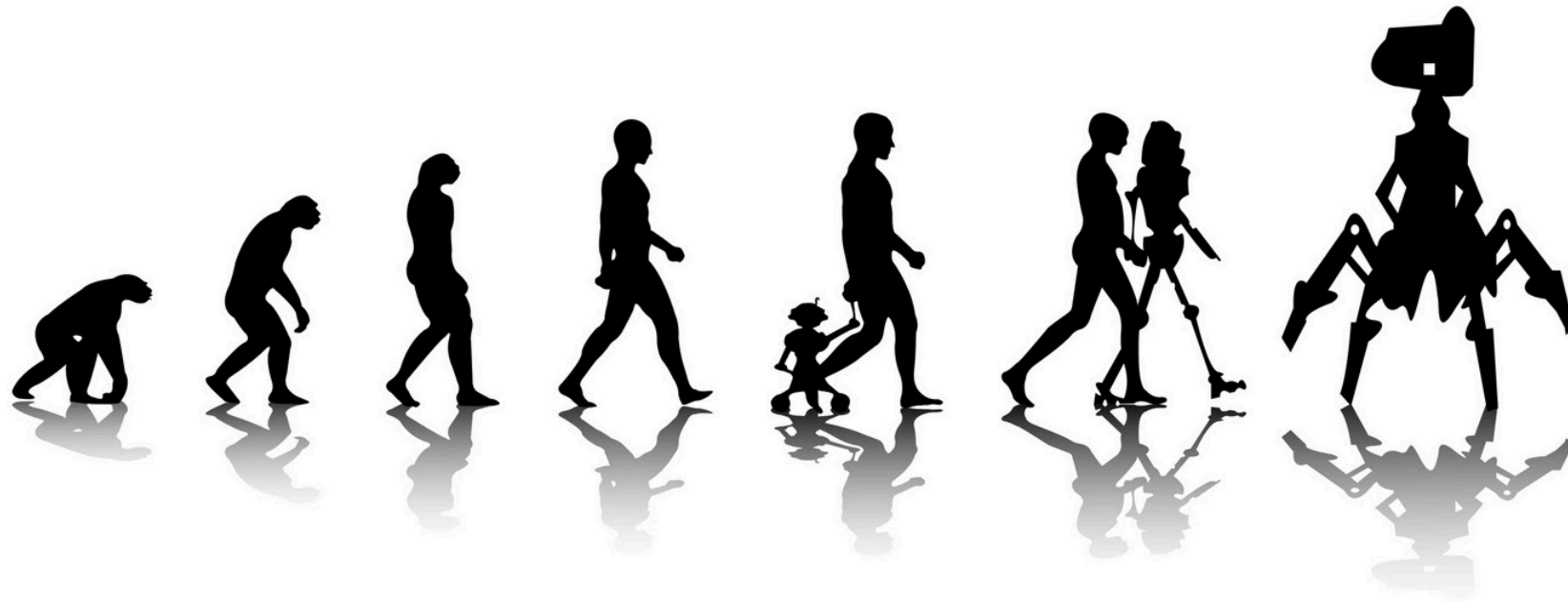
Someone

Behaviour



Technology

Intelligence, Machine Learning & Automation



The Realities



Platforms (Established & Emerging)



Tik Tok

Mobile Changed Everything



Decrease In Attention Span



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2000



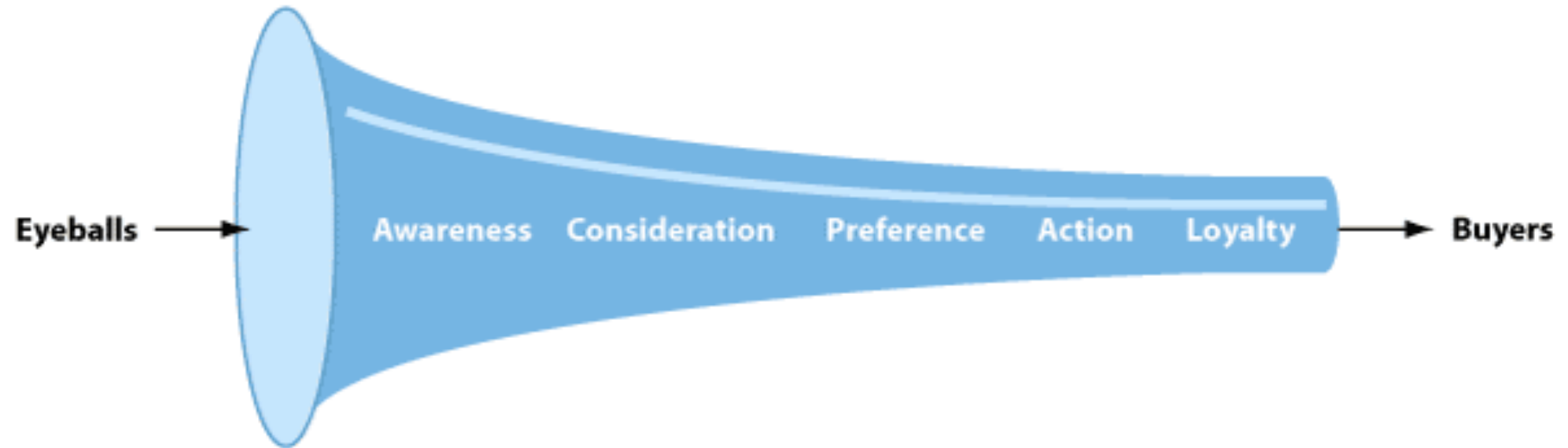
THE AVERAGE ATTENTION
SPAN OF A HUMAN
NOW

AND...



THE AVERAGE ATTENTION
SPAN OF A
GOLDFISH

The Customer Journey Has Changed...



...To Look Like This

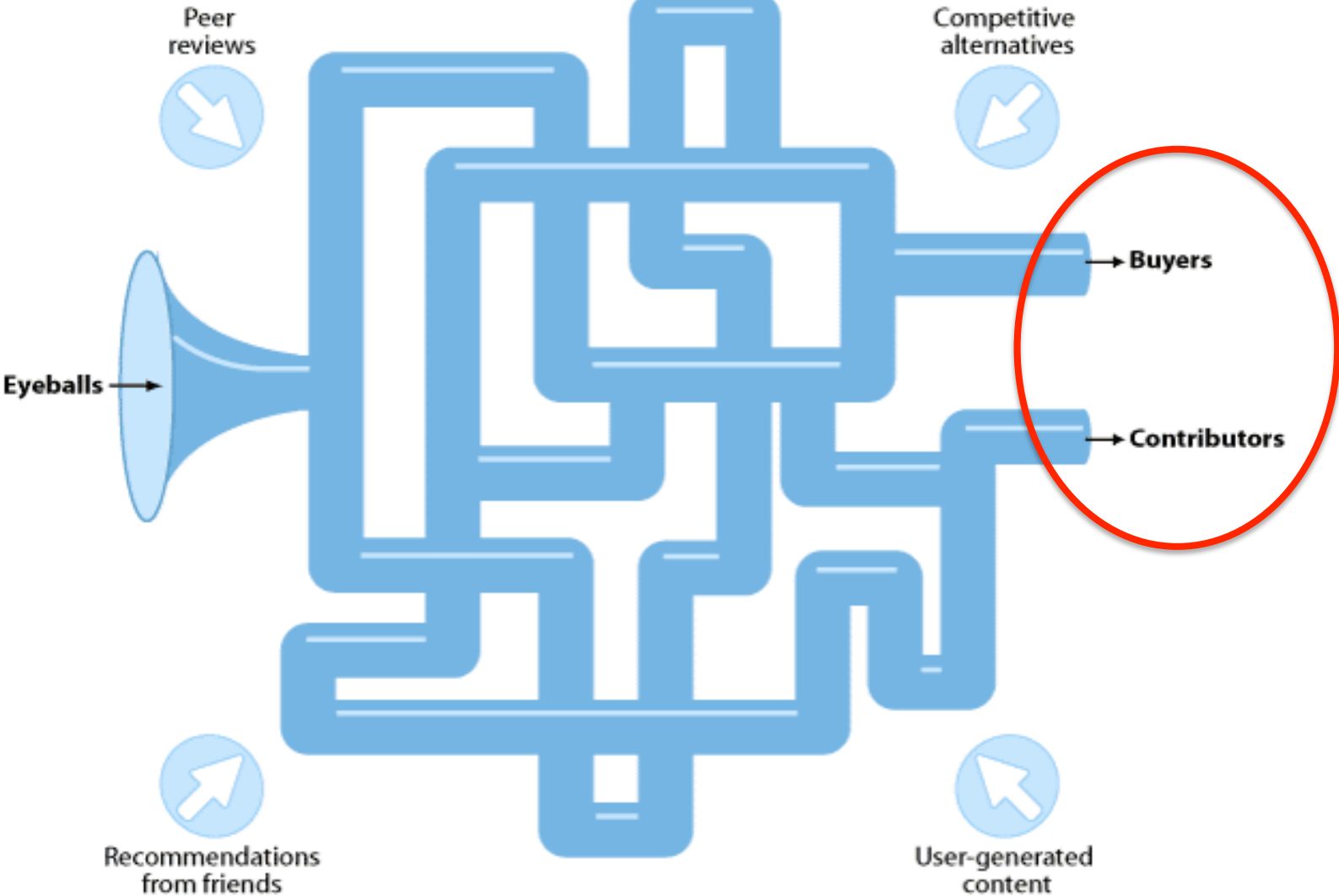
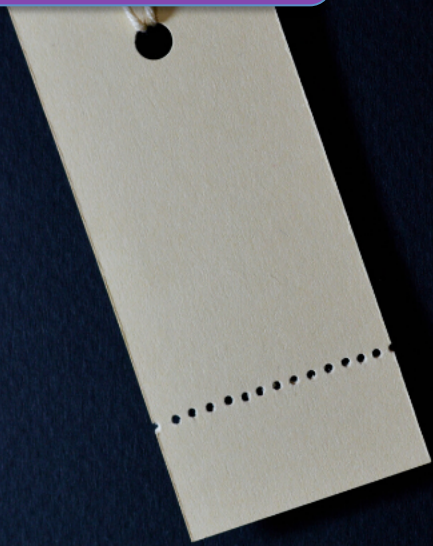


Image: Forrester

Price



Speed



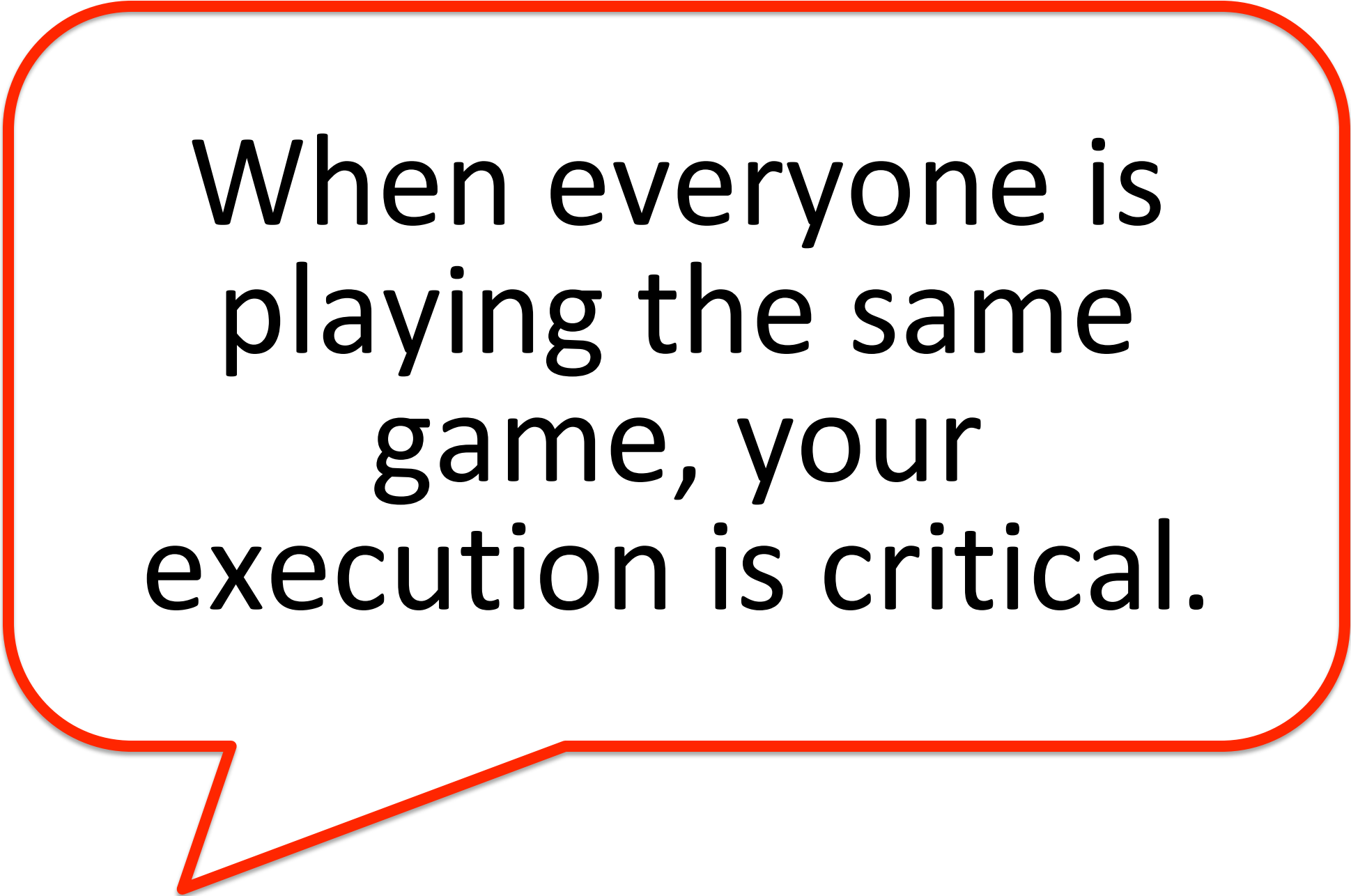
Reasons People Buy

Quality /
Value



Convenience



A red speech bubble with a white background and a red border. The text inside is centered and reads: "When everyone is playing the same game, your execution is critical."

When everyone is
playing the same
game, your
execution is critical.

KEY QUESTIONS
YOUR CLIENTS ARE ASKING...

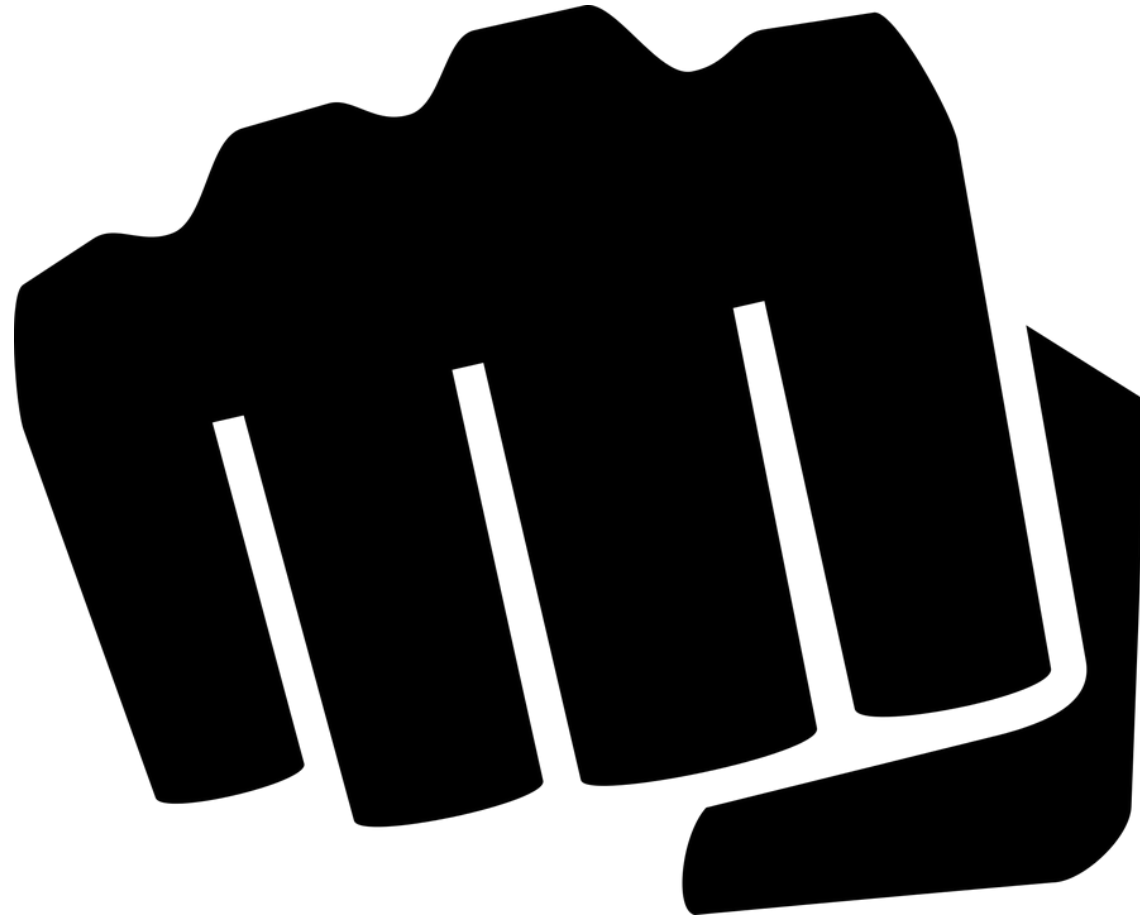
CREATE DISTRIBUTE CONVERT



A professional camera on a tripod is the central focus, positioned on the right side of the frame. The camera is black and detailed, showing its lens, viewfinder, and various controls. In the background, a person wearing a black hat and a light-colored top is blurred, suggesting a studio or fashion setting. The overall lighting is soft and professional. A white graphic element, consisting of a horizontal line with circular ends, frames the word 'CREATE' in a grey rectangular box.

CREATE

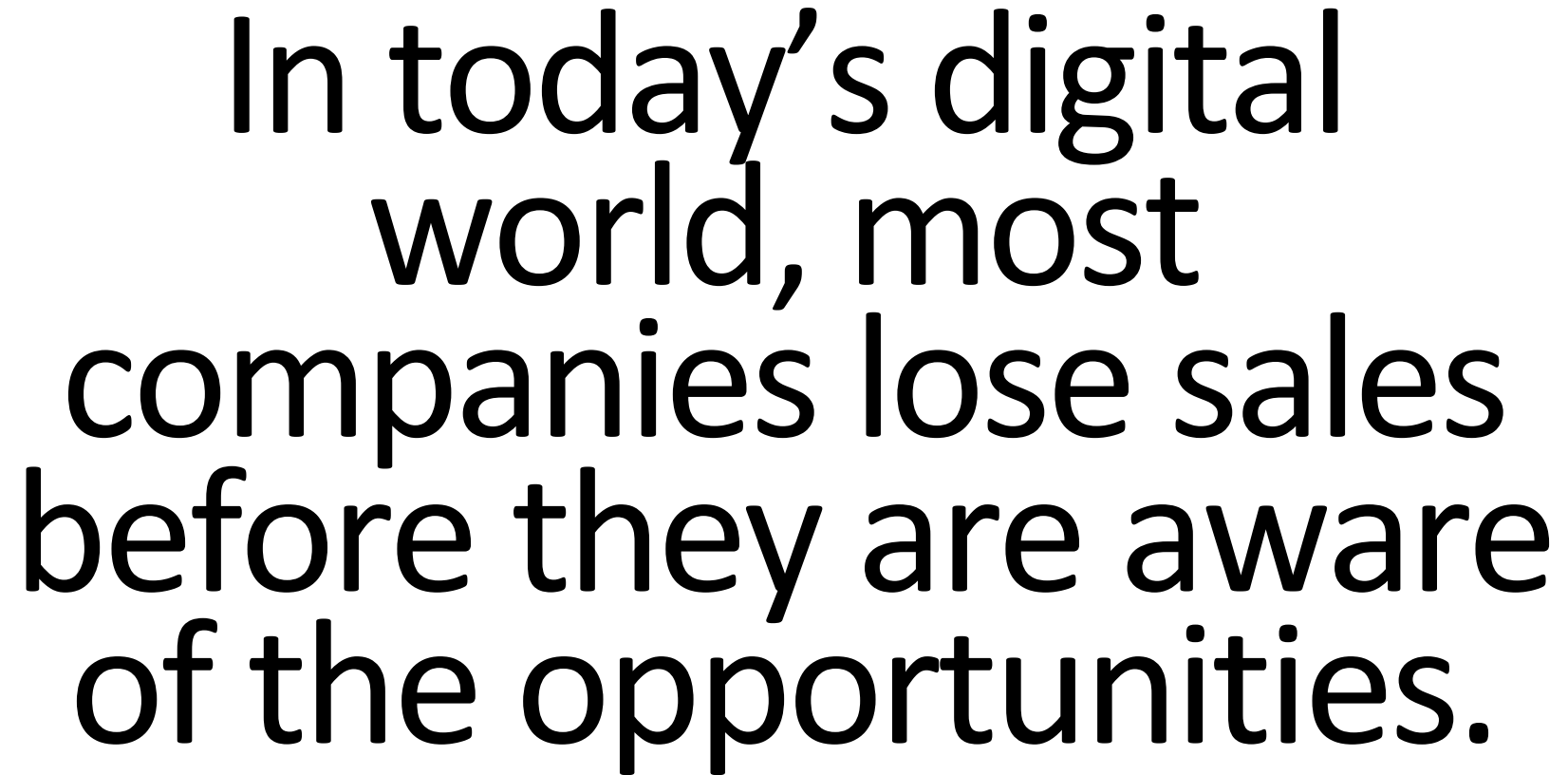
People Go To The Brand They Understand Best



Touchpoints: Time Spent Before A Decision

- 11 touch points before action is taken (B2B).
- 7 hours before action is taken (B2C).

11
7



In today's digital world, most companies lose sales before they are aware of the opportunities.

● tik tok
Search term

+ Compare

Oman ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



● tik tok
Search term

+ Compare

Egypt ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time ?



Note

● tik tok
Search term

+ Compare

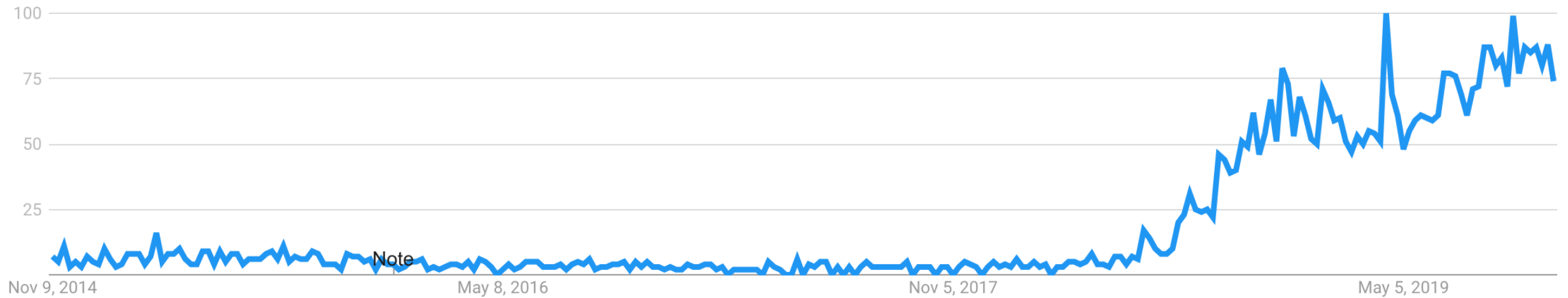
Saudi Arabia ▼

Past 5 years ▼

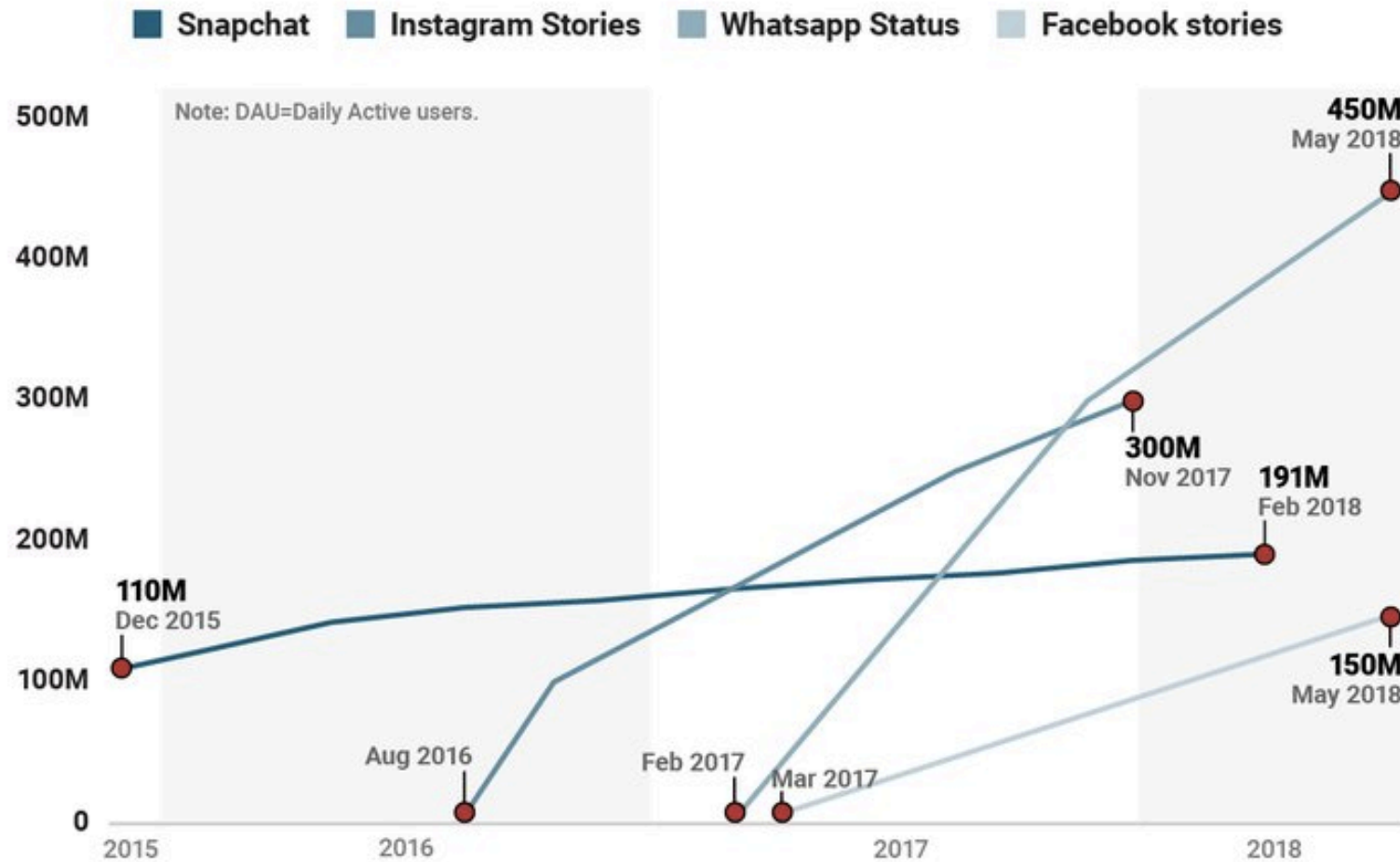
All categories ▼

Web Search ▼

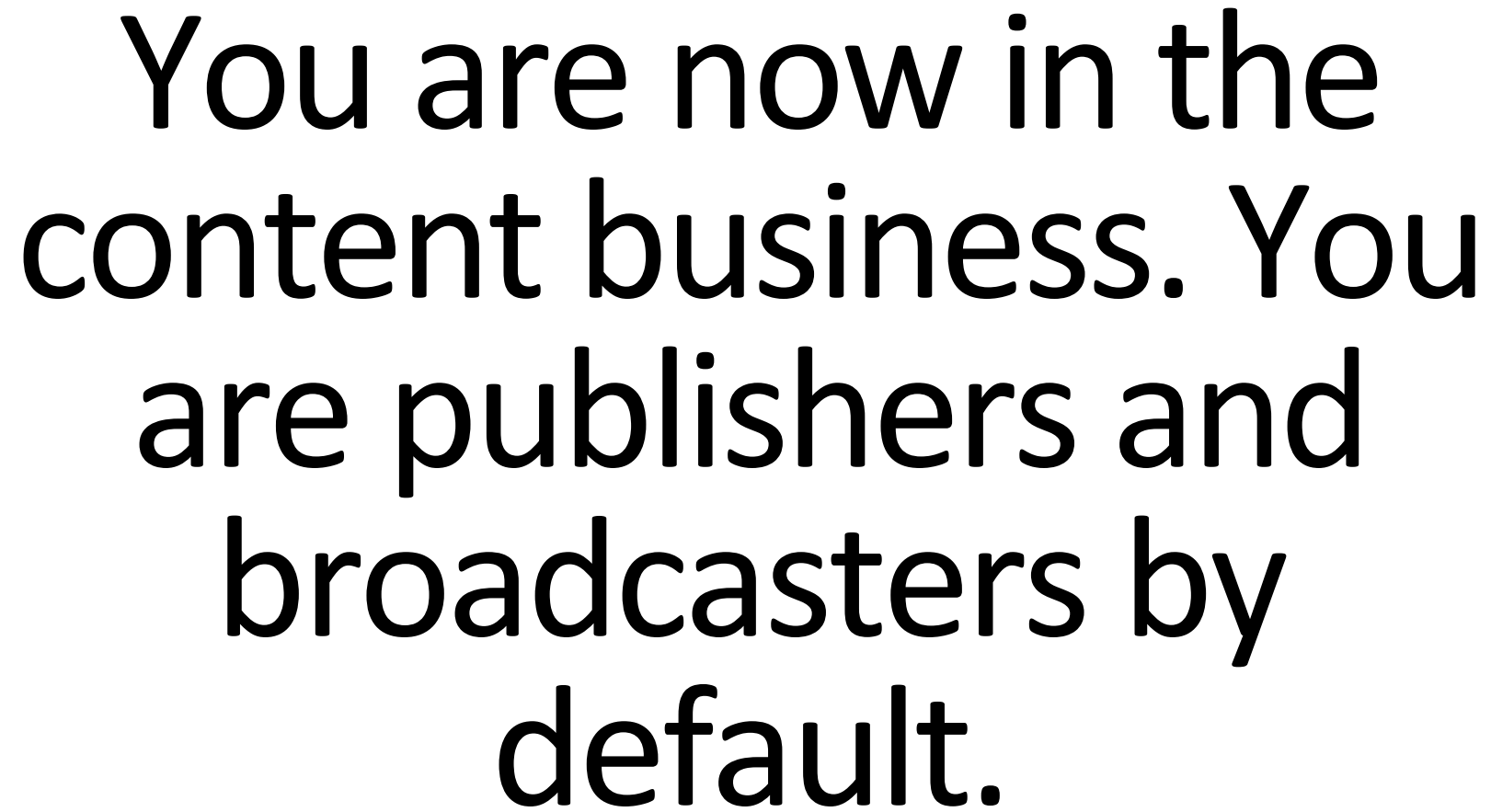
Interest over time ?



Attention Right Now: The Power Of Stories



Source: Statista, Business Insider



You are now in the
content business. You
are publishers and
broadcasters by
default.

A person with long dark hair is seen from behind, performing on a stage. They are holding a microphone. The background is dark with several bright, circular stage lights. A large, white, stylized graphic of the word "DISTRIBUTE" is overlaid in the center. The graphic consists of a grey rectangular box containing the word in white, bold, sans-serif capital letters. This box is connected to horizontal white lines on both sides, which terminate in white circles with black centers, resembling a circuit or data path.

DISTRIBUTE

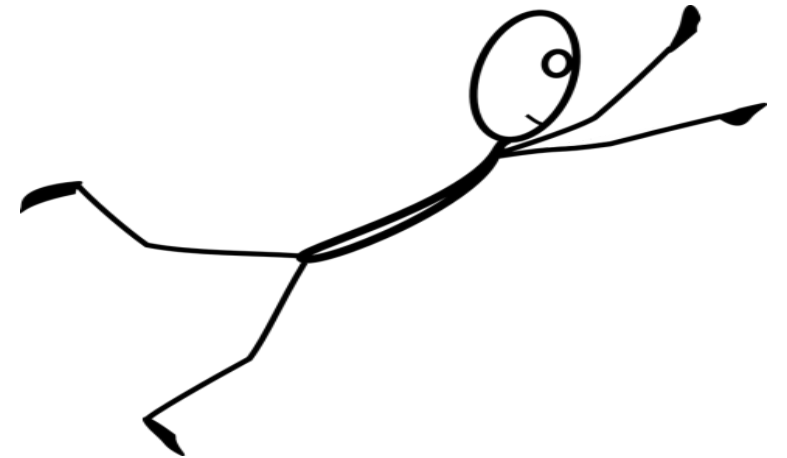
3 Ways People Find Content



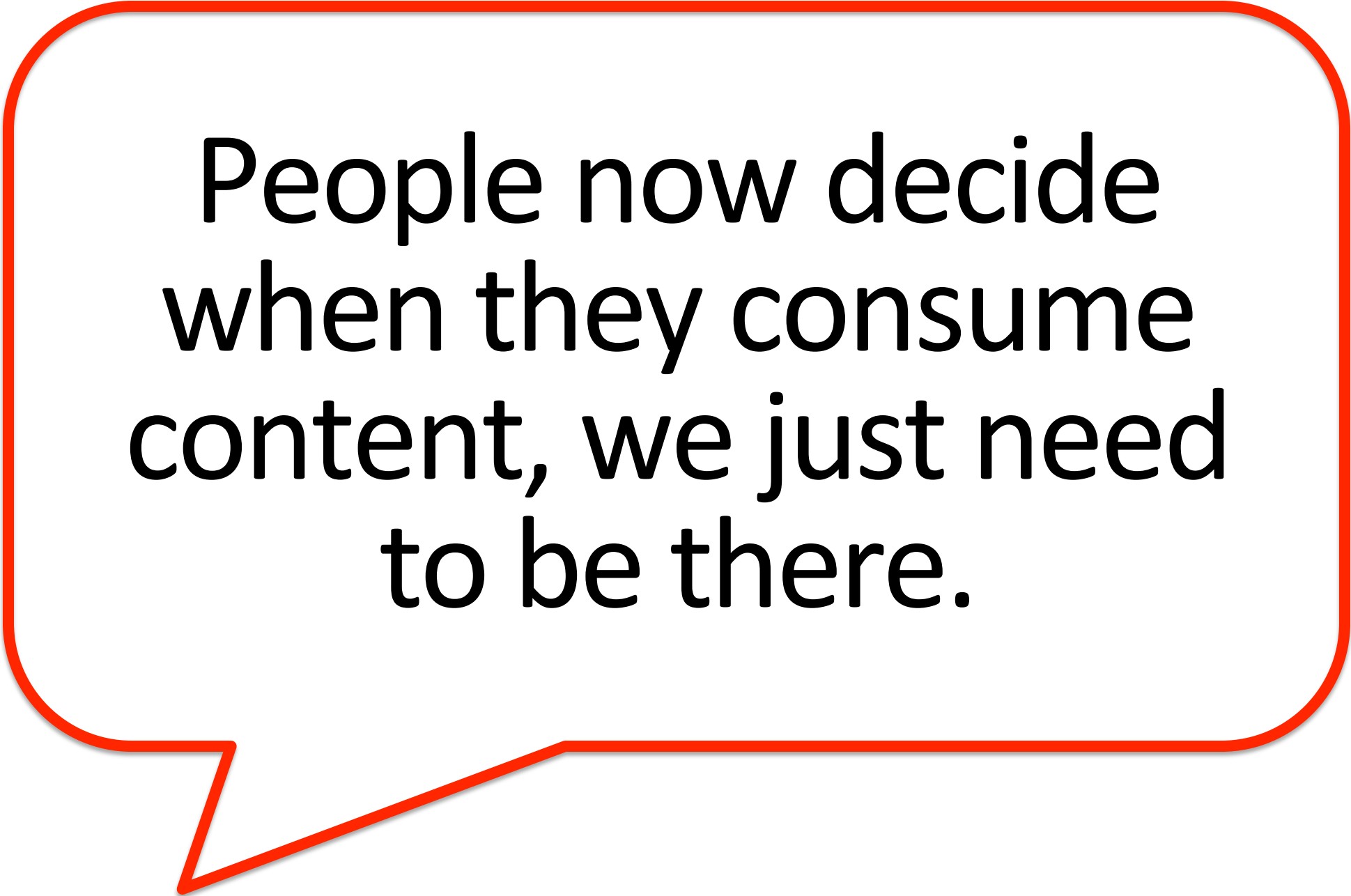
Search



Share



Stumble



People now decide
when they consume
content, we just need
to be there.

A person in a dark suit and white shirt is holding a rectangular sign. The sign has a grey background and a white border. The word "CONVERT" is written on the sign in large, white, bold, sans-serif capital letters. On either side of the sign, there is a white horizontal line that ends in a small white circle.

CONVERT

THE
DIGITAL
SOCIAL
LENS



Defining Your Objectives

Part Of The Sales
Cycle

Campaign Awareness

Building Brand &
Credibility

Building An
Audience /
Community

Data / Research

Positioning /
Thought Leadership

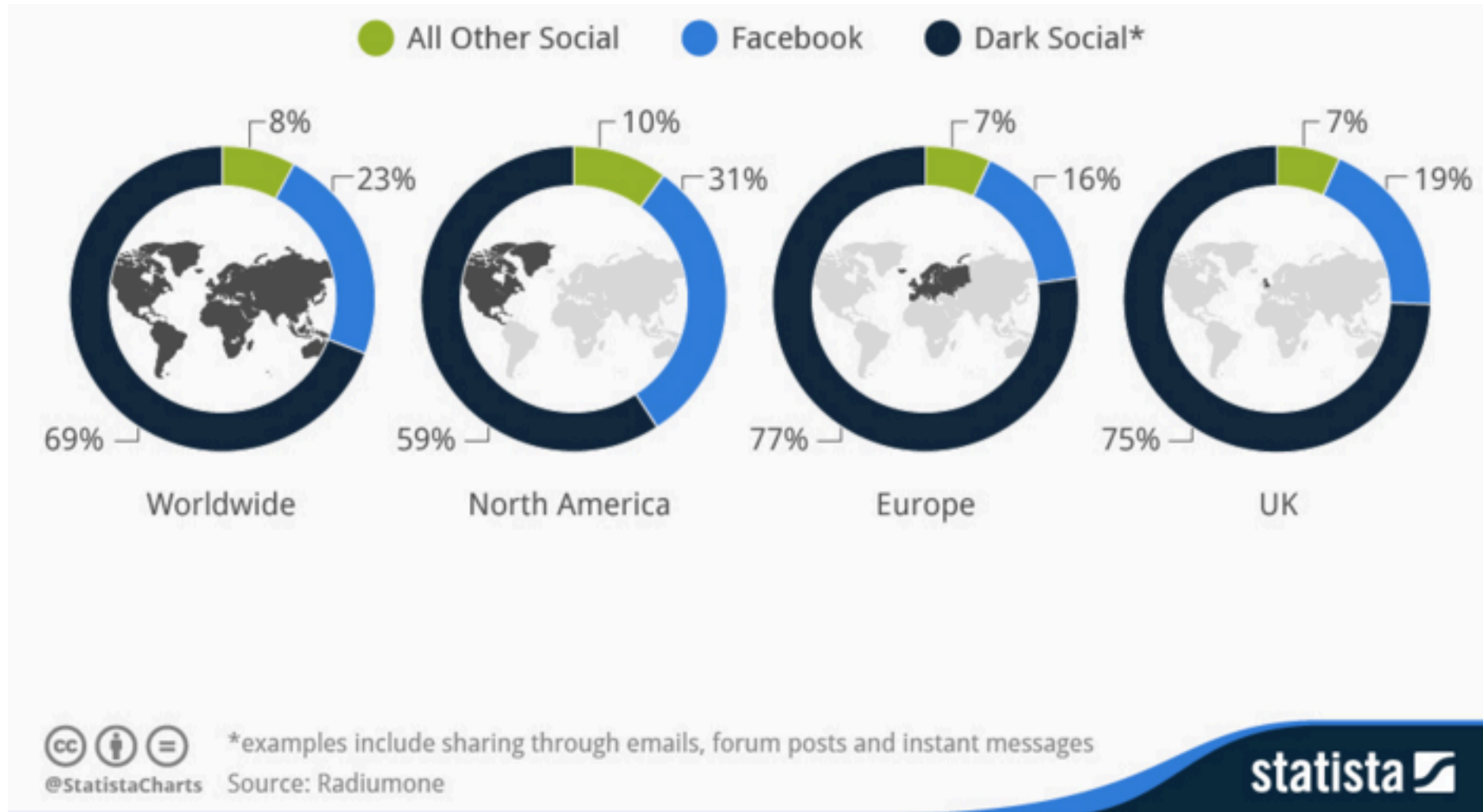
Footfall

Reaching Different
Audiences

Increase Website
Traffic



Don't Ignore Dark Social If Using Messaging



Thank You For Listening 😊



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[@andrew_davis](https://twitter.com/andrew_davis)



Thinkingoutsidetheblog.com/marketing-tools



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Sources

- Google Trends: www.google.com/trends
- Top 100 most checked in airports:
<https://www.socialbakers.com/blog/top-100-most-checked-in-airports>
- Influencer Marketing Tool: <https://influencerintelligence.econsultancy.com/>