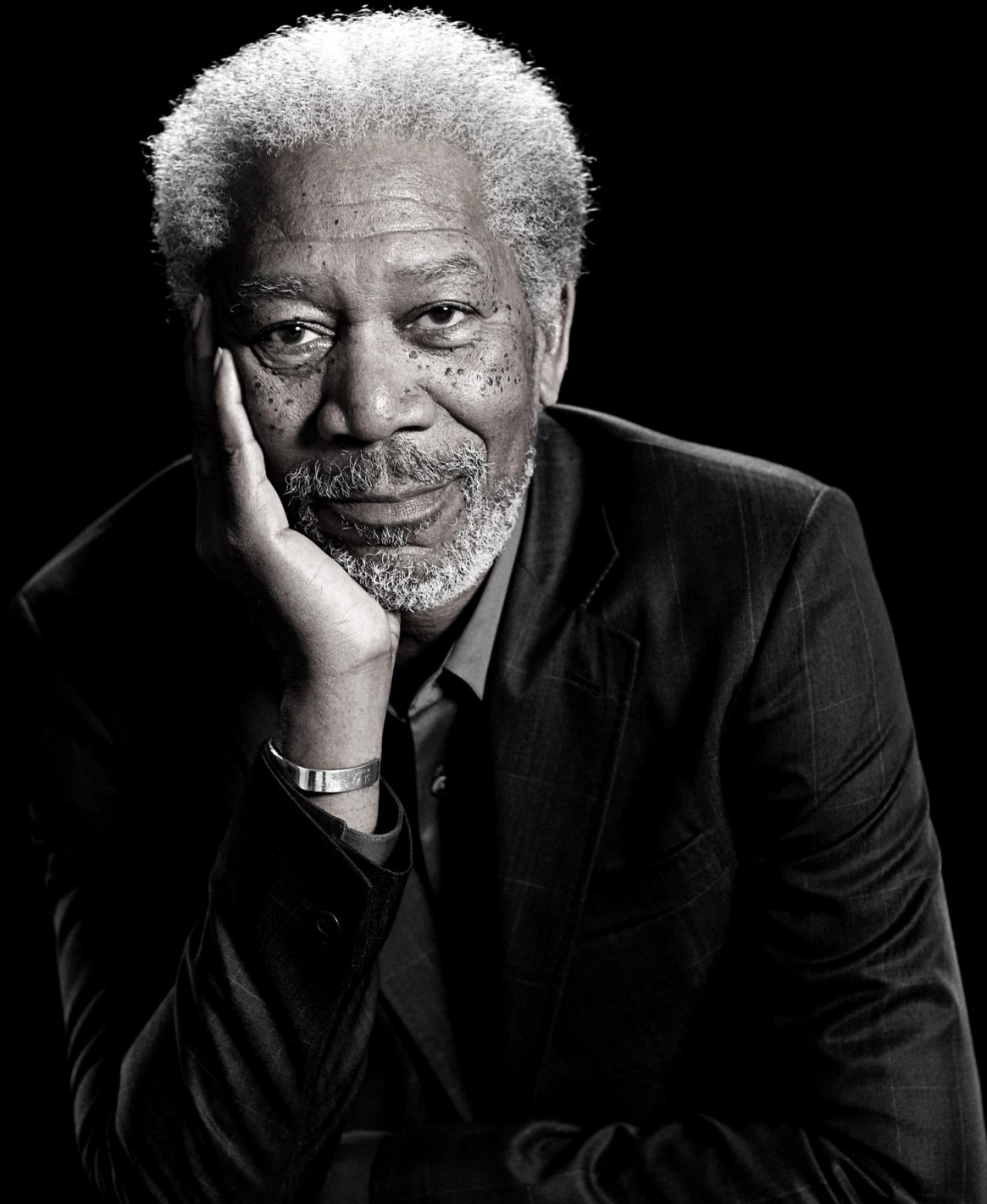


# CDA Masterclass: 12:10

Topics include branding, customer loyalty & engagement, lead generation, digital marketing and best practice when developing software platforms such as ecommerce websites and mobile apps.

This is the ideal masterclass for business owners, entrepreneurs, ecommerce managers, IT & software managers and marketing teams looking to grow their brand and business.









# Challenges We Face





## Challenges We Face

How do we get found?

It's hard to succeed online with all the competition.



An aerial photograph of a dense forest of evergreen trees. A single tree with bright yellow foliage stands out prominently in the lower right quadrant of the image. The text is overlaid on the left side of the image.

## Challenges We Face

**How do we  
engage &  
stand out?**

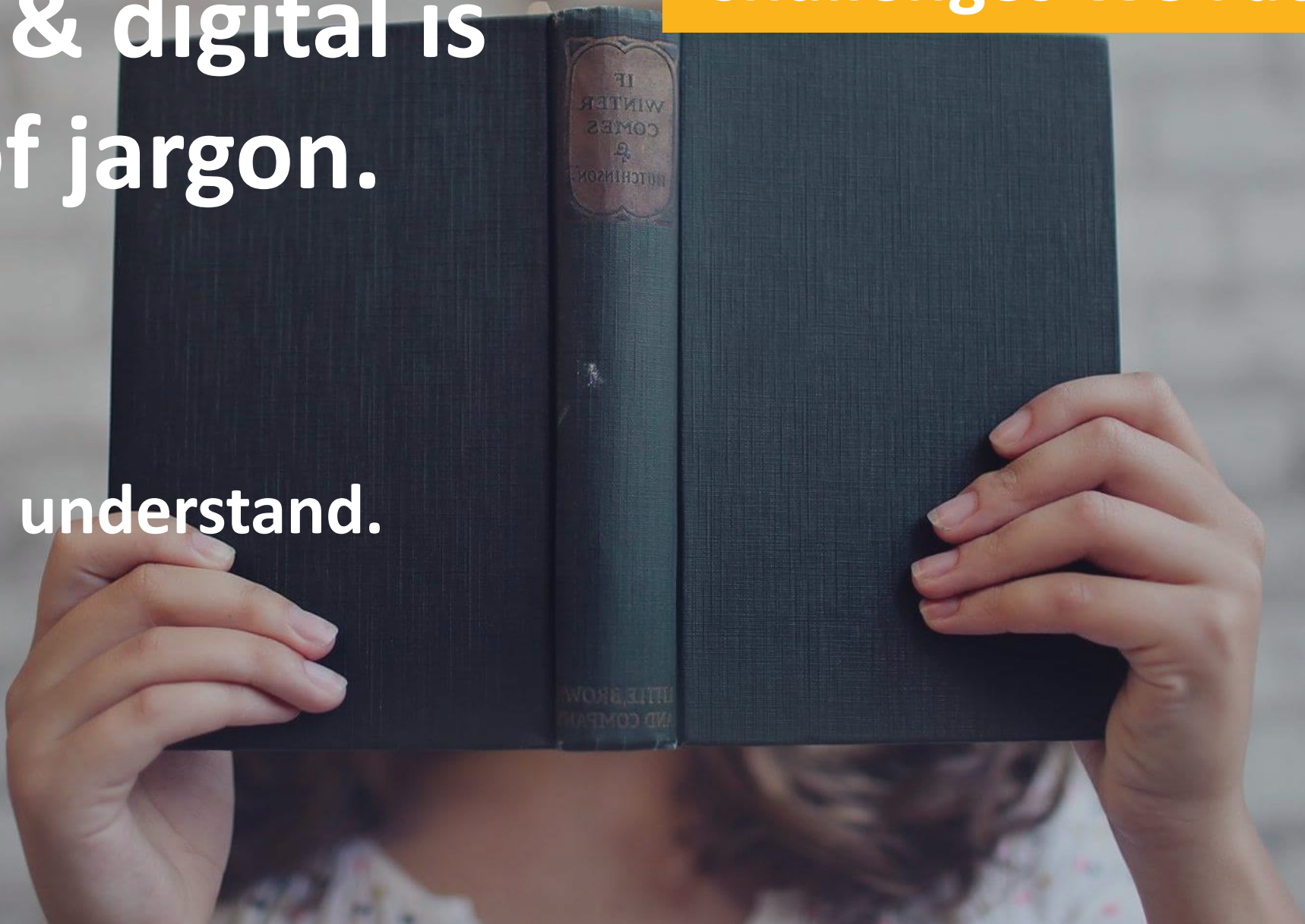
**We all have competition.**



## Challenges We Face

Web & digital is  
full of jargon.

Hard to understand.



## Challenges We Face

# Marketing - so many channels.

Which marketing methods should we use?







Challenges We Face

Website &  
mobile app  
development.

Where do you begin?  
Who's advice do you take?





## Challenges We Face

Where do we  
start?



# Branding





The background of the entire slide is a close-up, high-angle shot of numerous gold coins. The coins are densely packed and overlap each other, creating a textured, metallic surface. The lighting is warm, highlighting the golden hue and the intricate details of the coin designs, which include various royal portraits and national emblems.

**Branding**

**How do they  
buy into yours?**

**We know people buy into  
brands today.**





Branding

Start with

**WHY**

## Not my theory - Simon Sinek -

Simon Sinek  
September 24, 2010  
New York, NY  
Courtesy of BizTechDay



# Why should anyone care?

Think about why your organisation exists.







# The Digital World



The Digital World

or

Is it?





Its getting there  
and it's growing.

UK Online spend in 2016  
was £650bn

Data = everyday life



**Combining  
online/offline  
business.**

**These are the  
real winners!**

**The Digital World**





**Digital marketing  
is a combination.**

**The Digital World**

**Use multiple touch points,  
not just one.**







CDA



# Software Development

```
21720 scope.$watch(watchExpr, function ngSwitchMatchAction(value) {
21721   var i, ii;
21722   for (i = 0, ii = previousElements.length; i < ii; ++i) {
21723     previousElements[i].remove();
21724   }
21725   previousElements.length = 0;
21726
21727   for (i = 0, ii = selectedScopes.length; i < ii; ++i) {
21728     var selected = selectedElements[i];
21729     selectedScopes[i].$destroy();
21730     previousElements[i] = selected;
21731     $animate.leave(selected, function() {
21732       previousElements.splice(i, 1);
21733     });
21734   }
21735
21736   selectedElements.length = 0;
21737   selectedScopes.length = 0;
21738
21739   if ((selectedTranscludes = ngSwitchController.transcludes) && selectedTranscludes.length) {
21740     scope.$eval(attr.change);
21741     forEach(selectedTranscludes, function(selectedTransclude) {
21742       var selectedScope = scope.$new();
21743       selectedScopes.push(selectedScope);
21744       selectedTransclude.transclude(selectedScope, function(clone, scope) {
21745         var anchor = selectedScope.$anchor();

```



A group of people are gathered around a table, looking at a laptop and papers. One person is pointing at a document. The scene is dimly lit, with the primary light source coming from the laptop screen. The overall mood is professional and collaborative.

## Software Development

**A worrying  
statistic.**

**70% of all software projects  
we won are less than 7  
months old.**

**350k Wasted development!**

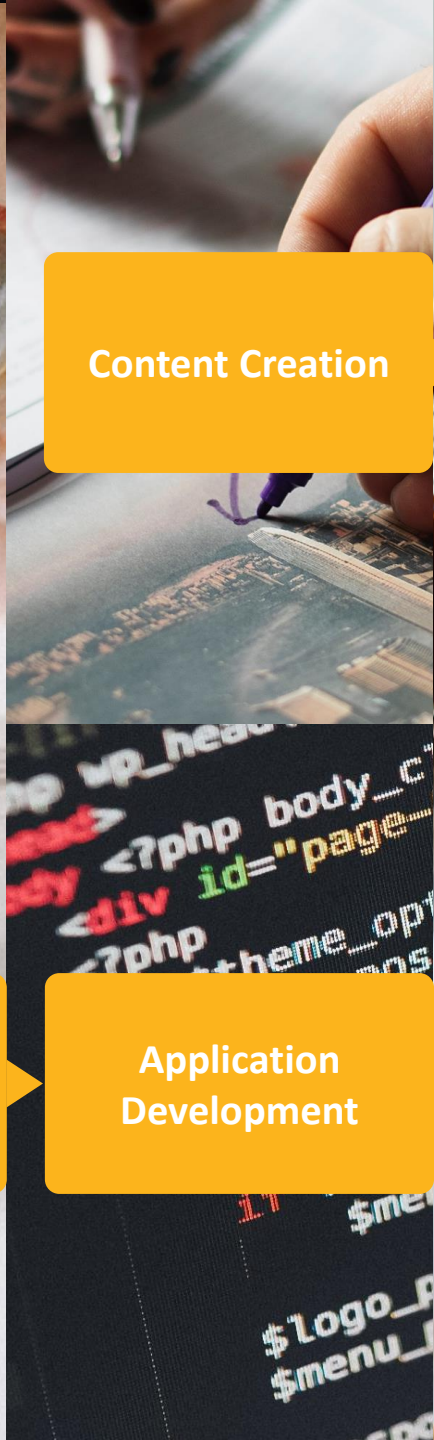




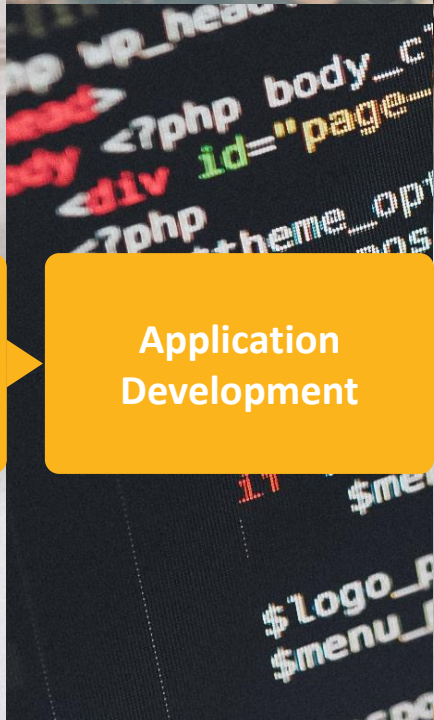
Discovery



Design



Content Creation



Application  
Development



Testing



Go Live



Support &  
Marketing



# Thank you for listening.

Any Questions?

Any questions please  
come and see a  
member of the CDA  
team on stand **1L16-K19**

