

MarketingWeek's



#FoM22
06 October 2022

THE MARKETER'S TOOLKIT

In partnership with



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Thank you for attending
Marketing Week's Festival of Marketing
on 6th October 2022!

The Marketer's Toolkit is a guide filled with frameworks, articles, checklists, and exercises developed with our Festival speakers and partners to help you to do your job better.

From using TV as a powerful tool to connect with older consumers, to leadership fundamentals, this toolkit should help you put some of what you heard at Festival into practice.

We've split this guide into 4 sections to match our Festival stages:
IMPACT, INFLUENCE, TRENDS, and DELIVERING FOR CUSTOMERS.

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FESTIVAL



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IMPACT



HOW TO BETTER ENGAGE OLDER CUSTOMERS

We welcomed Lorraine Kelly, Jon Evans from System1 and Kate Waters from ITV to discuss how brands need to work harder to reach older consumers. They unveiled and discussed the results of the 'Wise Up' report into advertising to older consumers, and how brands can better reach and serve over 50s.

In this 'Wise Up' checklist & report you will learn:

- How effective use of inclusivity in advertising can drive your brand's growth
- 5 key insights you need to understand if you want to make commercially effective work that celebrates and includes diverse groups
- What successful adverts look like and why
- How to get ads right for older viewers



HOW TO BETTER ENGAGE OLDER CUSTOMERS

If you were to appraise your brand's last advertising campaign, how do you feel older viewers would rate it?

| | 1 | 2 | 3 | 4 | 5 |
|--|---|---|---|---|---|
| Does your campaign have relatable cultural references? Cultural references work because they speak to one of the things older people prize most - their breadth of experience and knowledge. | | | | | |
| Does your campaign make the most of friendships? For many, old age is a time when friendships really bloom - in book clubs, swimming groups, social clubs and many more areas. | | | | | |
| Does your campaign have the right people coming out on top? Brands and creatives need to remember that older generations weren't born yesterday. | | | | | |
| Does your campaign value experience? Some of the most famous adverts in UK history star older people and treat them with reverence and love. | | | | | |
| Does your campaign show an older audience in wider society? One area where brands and advertisers already do excellent work in appealing to older people is in showing and celebrating their connections to wider society. | | | | | |
| Does your campaign benefit from a famous face? Almost always, what's appealing to older viewers isn't that the celebrity is appearing in the ad, it's that they aren't taking themselves too seriously. | | | | | |

HOW TO BETTER ENGAGE OLDER CUSTOMERS

Want to reach 5 stars?

Want to know how your brand can be a hit with viewers of all ages?

Contact:

Kate.waters@itv.com

jon.evans@system1group.com

You can also access the full report [here](#).



HOW TO INCREASE SELF-AWARENESS AND BOLSTER YOUR PERFORMANCE

Edwina Dunn, co-creator of Tesco's Clubcard, spoke about what she learned from that experience at Festival. She is also founder of the Female Lead, a platform where women can share their experience and insight with each other.

Try the Female Lead's Fulfilment Finder to help you determine the areas in your career you may want to change or focus on.

HOW TO INCREASE SELF-AWARENESS AND BOLSTER YOUR PERFORMANCE

The Female Lead's Fulfilment Finder – Click [here](#) to access

How the survey works

This survey uses implicit, neuroscience-based research techniques which need super-fast responses. Through instinctive responses, you will reveal your subconscious motivators and what matters most to you, when seeking fulfilment.



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INFLUENCE

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HOW TO UNLOCK YOUR DATA OPPORTUNITY

The 'Where governance meets experience: Healthcare into 2022 and beyond' report, produced by Econsultancy in collaboration with Tealium, is based on a survey of 247 European healthcare executives responsible for their organisation's marketing data and technology. The study examines how healthcare organisations address the demand for more seamless interactions. In addition, it illustrates the increasing need for firms to rethink their technology foundations to exploit customer data better and drive competitive advantage.

You will learn how to:

- Use data to provide a more holistic and personalised experience
- Be more effective with your data, using the healthcare industry as an example
- Empower your organisation to collect more data in line with regulatory and privacy demands
- Enable executives to meet new CX demands and accelerate innovation



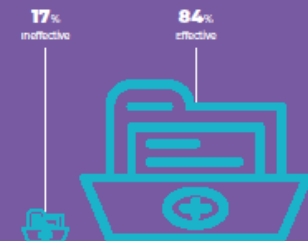


Where governance meets experience: Healthcare into 2022 and beyond

In June 2022, Econsultancy surveyed 247 healthcare executives in the UK, Netherlands and Sweden who are responsible for their organisation's marketing data and technology. The research explored the shape of 'business as usual' into 2022 and beyond and revealed where the opportunities lie to provide a more holistic, effective and personalised healthcare experience. The following infographic summarises critical findings across all countries.

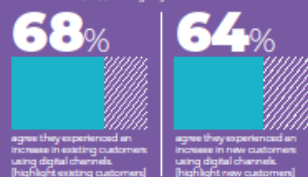
No room for compromise

Data governance is a critical component of healthcare data and while a majority of respondents think their organisation is effective in complying with rules and regulations governing handling of confidential patient data, there is some cause for concern as 1 out of 5 think that their organisation is 'ineffective'.



Digital is here to stay

Like many sectors, global healthcare was impacted by lockdowns and social distancing, which boosted reliance on telehealth and remote services, supplied digitally over the last 18 months.



Need of the hour

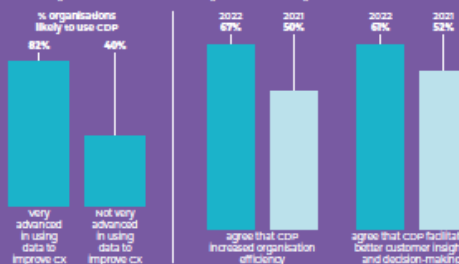
Healthcare executives understand that acting on consumer data to offer personalised experiences is the need of the hour. With upcoming changes in cookie regulations, they are looking to first-party data to fuel the personalisation and believe they are already leading the way in some areas.

In your opinion, how do you rate your organisation's capabilities across the following areas? (top three), % strong or lead the way



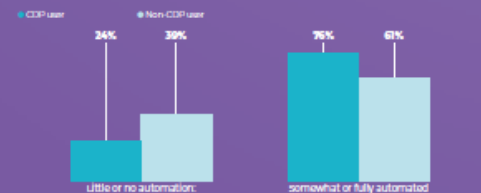
CDP Improving CX

Healthcare companies that implement advanced customer experiences (CX) are more likely to be using a Customer Data Platform (CDP). Compared to 2021, they are also more likely to agree that centralising data helped them overcome organisational challenges.



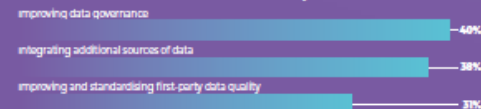
Customer Data Platform (CDP) maturity

Which of the following best describes your organisation's ability to drive marketing activity from customer data?



Customer data priorities

CDP users most important customer data priorities in the year ahead:



The CDP business case

Across the research, those respondents with CDPs appeared to be performing markedly better than their non-CDP using counterparts.



PLEASE NOTE: CDP users and CDP non-users are based on the question 'Does your organisation use or plan to use a CDP? CDP users are those who selected 'Yes' (115 respondents) and CDP non-users are those who selected 'Do not use/Planning to use' (103 respondents).

HOW TO UNLOCK THE POTENTIAL FROM YOUR DATA WITH TEALIUM

TO VIEW THE FULL REPORT CLICK [HERE](#)

HOW TO WORK WITH INFLUENCERS

On the This Much I Learned stage Influencer Intelligence unpicked how you can use certain influencers to fuel a social campaign to raise awareness. We've pulled together some of its most useful articles for marketers working with influencers.

You will learn:

- The difference between nano and mega influencers
- The benefits of working with both nano and mega influencers
- The importance of relevant and appropriate talent

HOW TO WORK WITH INFLUENCERS

Click the links below to read the articles:

[How To Work With Nano Influencers](#)

[How To Work With Mega-Influencers](#)



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TRENDS





IDENTIFYING YOUR CUSTOMERS IN THE COST OF LIVING CRISIS

Hill & Knowlton's Tanya Joseph, Premier Foods' CMO Yilmaz Erceyes, economist Joe Hayes and Britain Thinks' Carol McNaughton Nicholls unpicked the implication of the 40-year-high inflation rate at festival and what marketers can do to help customers and company amid the turbulence. Below you will find a report, by Britain Thinks, which analyses how customer sentiment and what that means for your brand.

You will learn:

- Which 'typology' your customers are
- What could this mean for your brand



IDENTIFYING YOUR CUSTOMERS IN THE COST OF LIVING CRISIS

CLICK [HERE](#) TO DOWNLOAD BRITAINTHINKS' REPORT –
THE COST OF LIVING DIARIES II



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HOW TO TURN UNCERTAINTY INTO AN OPPORTUNITY

Uncertainty expert, Sam Conniff explained during a Festival session how marketers can increase their resilience, motivation, creativity and have greater influence. Take the test below to discover your tolerance to uncertainty.

You will learn:

- Your uncertainty tolerance
- What you can do with it

HOW TO TURN UNCERTAINTY INTO AN OPPORTUNITY

Click [here](#) to find out your uncertainty tolerance and what you can do with it?



DELIVERING FOR CUSTOMERS

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HOW TO BECOME A BETTER LEADER WITH RACHEL TWUMASI-CORSON

CHECKLIST

- ☐ **Seek regular feedback** – ask your team, customers and investors for stop/start/continue style feedback for both yourself and your business.
- ☐ **Put your people first** – leadership is all about serving others, focus on helping your team to be the best they can be and you will excel as a leader.
- ☐ **Invest in coaching** – a good executive coach can put your leadership and personal growth into hyper drive.



BUILDING THE BUSINESS CASE FOR CX

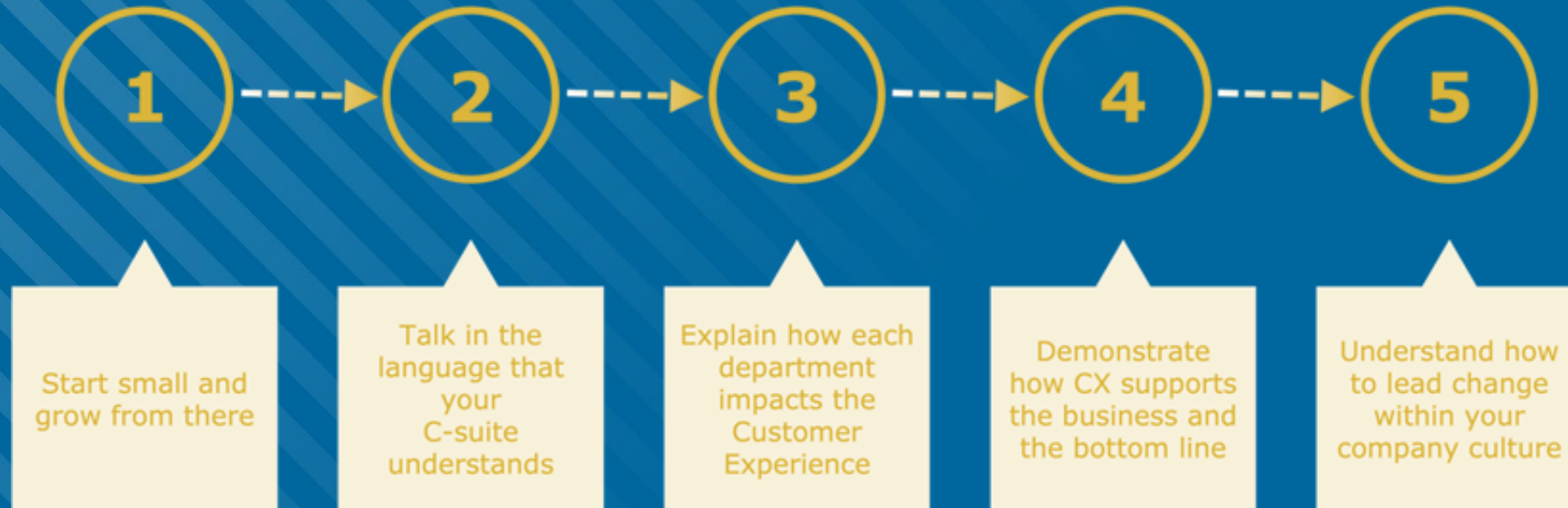
CX consultant Barbara Stewart explained how connecting CX with business results are key to gaining leadership buy-in at Festival. Below are the frameworks and tools she provided that will enable you to achieve investment in CX.

You will learn:

- The best tactics that support buy in from top down
- The tasks you need to carry out to build the case
- How to quantify ROI of CX

BUILDING THE BUSINESS CASE FOR CX

Best tactics that support buy in from top down



BUILDING THE BUSINESS CASE FOR CX



Focus on making your estimates reasonable and realistic.



You need to prove that CX will **directly grow revenue** and prove that CX **will cut costs**.



When asking for funding **sell in the benefit then ask for money.**



Create a Business Case that is **measurable and meaningful.**

BUILDING THE BUSINESS CASE FOR CX

TASKS

- ☐ Carry out a ROI Project Modeling to demonstrate how your CX plan will deliver business value (Revenue, Retention, Decrease in Costs)
- ☐ Forrester's 1 Sentence Business Case: "We propose to do A... to improve B... which will bring us economic benefit C... at a cost of D".

BUILDING THE BUSINESS CASE FOR CX

Ways to quantify the ROI of CX

- ☐ Recover at risk customers there by decreasing churn
- ☐ Increase Customer Lifetime Value
- ☐ Reduce the cost of customer acquisition
- ☐ Engage customers as an acquisition tool
- ☐ Reduce cost and risk by knowing where to invest time and resources to drive improvements.
- ☐ Reduce staff turnover

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IN CASE YOU MISSED IT: TOP 5 MARKETING WEEK ARTICLES ABOUT FESTIVAL

- 1) [‘Triple cooked chips’: Ritson’s ‘foolproof’ system for marketing budgets](#)
- 2) [‘Don’t sugar coat or patronise’: Morrisons and Gousto on leading amid turmoil](#)
- 3) [LinkedIn B2B Institute: Advertising should be ‘memorable not clickable’](#)
- 4) [Navigating the cost of living crisis: ‘Don’t assume what you know is true’](#)
- 5) [TV is a powerful medium to connect with older consumers](#)



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