



## CUSTOMER JOURNEY OPTIMIZATION AND SMART MARTECH: WHERE TO START?

**OPTIMISING CUSTOMER JOURNEYS INVOLVES AN INCREASING AMOUNT OF INTERCONNECTED MARTECH AND DATA, PARTICULARLY WHERE MACHINE LEARNING IS INVOLVED.**

### The 'inside-out' approach to customer journey optimisation

During his previous role at The Economist, Noakes says they took an 'inside out' approach to their marketing strategy, with martech as an end point in optimisation rather than a starting point.

"What I mean by that is... what is being done? How are we using our audience information, our customer data, our channels? What do we expect to happen and where? What is the data that is captured?" he asks. "Did the system pass the data on to another system or not?"

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## 14 examples of augmented reality brand experiences

**The global AR market is projected to grow from \$6.12 billion in 2021 to reach \$97.76 billion by 2028.**

The Covid-19 pandemic has undoubtedly accelerated investment of late, driven by the greater need for companies to deepen customer relationships via digital platforms.

Within the context of marketing, augmented reality allows brands to offer unique and immersive digital experiences, and to engage consumers in a memorable way. Here's a list of some of the brands to create AR-based experiences in recent times, and what they achieved from doing so.

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## 5 ways videos can help businesses generate more revenue

**How do videos help businesses generate more revenue? Industry data proves that it can! The bottom line is video is increasingly becoming more critical.**

If you want to get in front of your audience, videos are among the best ways to get attention. According to research:

- 54% of customers want more video content from a brand or business they support [Oberlo]
- 60% of companies use video as a marketing tool [Biteable]
- 85% of internet users in the United States watch online video content monthly [Markinblog]
- Internet users spend close to 7 hours each week watching online videos [Markinblog]
- Here are 5 ways videos can help your business generate more revenue.

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## 6 Key Elements of Competitor Analysis That Will Help Your Business Win Out

**Competitor analysis is a key element in any effective digital marketing approach, providing insight into how your competitors have addressed similar marketing challenges to your own, and what's worked (and what hasn't) within their process.**

Analyzing your competitors can help you better position your products and services within a specific niche, or compete head-to-head with messaging that plays to your strengths. And if you want to maximize your marketing, performing a competitor analysis is essential whenever you launch a new product or enter into a new market space, industry, or vertical.

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## Creating experiences that people remember

Matt Holt, Chief Strategy Officer at Digitas UK, explains why we need to deliver memorability and utility through customer experience.

I've always found it odd that there is so much binary thinking in an industry that's as artistic and scientific, strategic and tactical, surprising and predictable, and messy and precise as marketing is. Yet time and again opposing marketing doctrines line up to knock each other out. In the red corner it's brand advertising, in the blue corner it's performance marketing. Next up on the fight card is creativity versus data, followed by paid media versus owned media. Finally, unifying the belts, it's brand thinking versus design thinking.

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## After Years of Development, Snap Moves Into the Next Phase of AR

**It's been a long time coming, but this week, Snapchat announced the next stage of its augmented reality push, with the launch of the first iteration of a fully AR-enabled version of its Spectacles smart glasses.**

Though 'launch' is probably not the right term - this new, updated version of Spectacles, which are able to overlay digital graphics onto a person's real-world view will not be made available to the public, but will instead be distributed to AR creators, who will then essentially partner with Snapchat to assist in the next stage of development.

The announcement is a huge step forward for AR usage, and seemingly, comes a step ahead of bigger players like Facebook and Apple which are also developing their own AR glasses.

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## TikTok Provides Video Creation Tips for SMBs in New Series

TikTok has launched a new, two-part series of tips for creators and brands looking to maximize their content, and improve their audience response on the platform - which could be a big help for brands trying to find their feet, or establish a solid process for posting TikTok clips.

As explained by TikTok: "As part of an ongoing initiative to help small businesses elevate the creative they share on TikTok, we are pleased to announce "Behind The Camera," a series of easy-to-follow instructional videos showing businesses how to take their TikTok to the next level through the latest creative trends and techniques."

TikTok has split the first set of notes into basic pointers and more in-depth video tutorials, which look at a range of camera and presentation tricks that you can use in your recording process.

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