

'Storytelling', with the emphasis on the *telling*, has been the content of the broadcast advertising strategy. People, sharing stories, drive social media. Therefore, creative agencies are focusing on becoming the storytellers for the brand. But in the digital world, the opportunity is to go beyond storytelling and awareness to creating branded

experiences that engage the audience. When marketers choose this approach, positive and rewarding experiences become the basis for the audience to tell their own stories about that experience, and build brand engagement and the brand.

6. In-house or outsourced?

Technology has not only created more communication channels and more opportunities for interactivity, it has also created the opportunities to be able to manage these interactions in-house. Search engine optimisation (SEO) and marketing, social media, content production, data and analytics are all increasingly functions that can be implemented successfully in-house, where they can be easily accessed across the organisation. The decision is what do you outsource and what is best in-house? That depends on your needs, volume, investment levels and existing capabilities.

7. CIO or CMO?

For the past two years, people have been discussing the convergence of marketing and information technology, and the impact this will have on the CIO and the CMO. In 2013, the decision will need to be made as to the way these areas align and work together. While some have alluded to the CMO becoming the dominant IT decision-maker, the fact is that the CIO remit extends beyond communications and marketing alone into operations. That is why the decision is not either/or, but how.

8. Data or insights?

While everyone is talking about data, the real value is in extracting and leveraging the insights to influence customer behaviour, increase engagement and drive sales and advocacy. While technology allows marketers to collect and manage huge amounts of customer and market data, the real challenge is finding, training and developing the key personnel who can extract meaningful insights from the data.

9. Automated or manual?

Technology is also providing opportunities to automate many of the marketing and advertising processes. Demand-side platforms, trading desks, media trading and buying are all based on the efficiencies of an automated process to deliver a desired outcome. But it goes beyond media channels, to the creation and distribution of the content itself. Automated workflow processes and production templates mean that content can be developed, created and distributed in real time. The decision here is where automation can be implemented to achieve maximum value.

10. Behaviour or attitude?

The link between consumer attitude and behaviour is increasingly questionable, with studies showing that awareness and positive attitudes do not readily convert to changes in consumer behaviour. Yet marketers have traditionally relied on attitudinal market research to track the effectiveness of their marketing communications strategies. However, technology now allows marketers to track and study consumer behaviour, with an emphasis on positively changing behaviour as a way to build improved attitude and engagement with brands.

"It is only when you exercise your right to choose that you can also exercise your right to change." - Dr Shad Helmstetter.

So, this year is the year to make the changes you need by making the choices you need to make today!

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