

Marketing Strategies for 2021 & Beyond

What's Real, What's Hype

ABOUT US



Integrated Marketing Strategy

Branding

Public Relations

Advertising & Creative

Digital, Web & Social

Voice & AI Technologies

Crisis & Reputation Management

Marketing Communications Audits

Corporate Social Responsibility

4 Big Themes

- Clear & Meaningful Shift to Digital
- Marketing Agility & Efficiency
- Behavioral Marketing Takes Center Stage
- Owning Your Digital Space & Customer Touchpoints/Data

Perspective

We're Still in the COVID Economy Shocks & Aftershocks...

Doesn't Matter If You Track Behavior

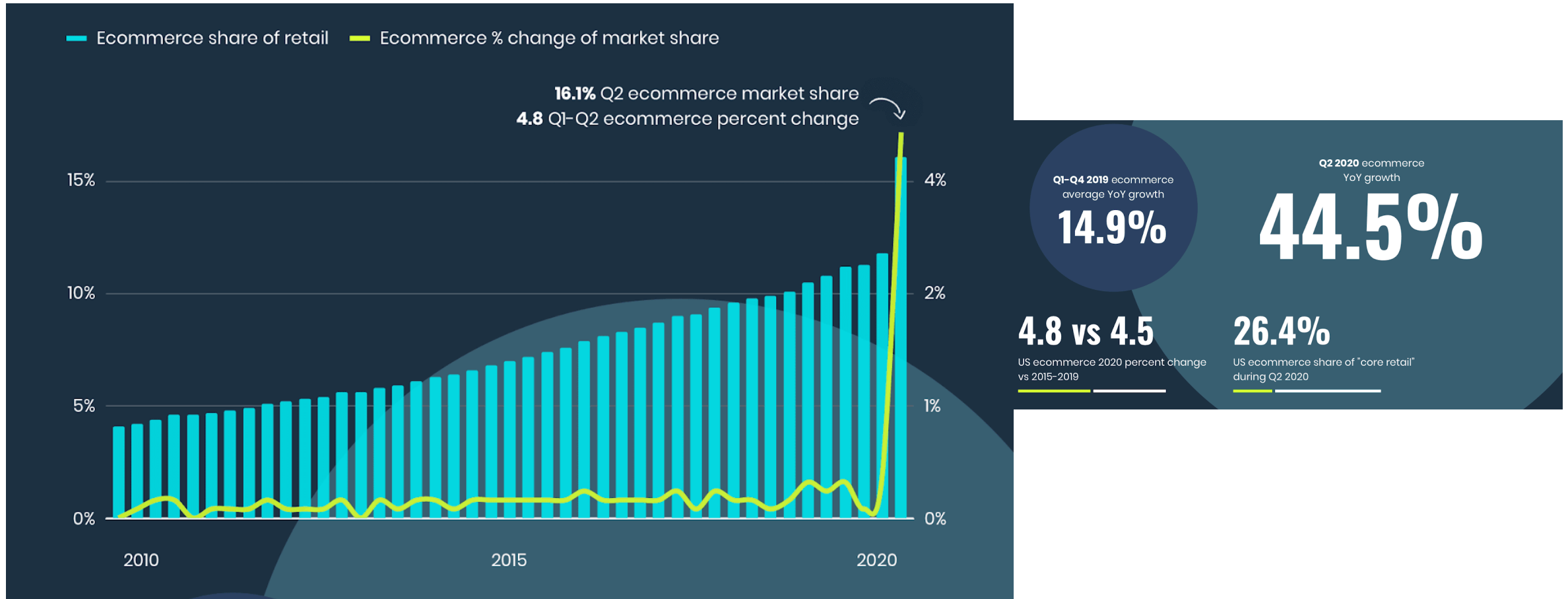
Customers/Clients Have Higher Digital Expectations

- Seamless Digital Experience
- On-Demand Access to Their “Stuff”
- Transparent Pricing
- Simple Payments
- Make It Easy
- Emotional & Transactional Connections

E-Commerce & Digital Business
Is Now a More
Competitive Imperative.

Now & The Future of Business.

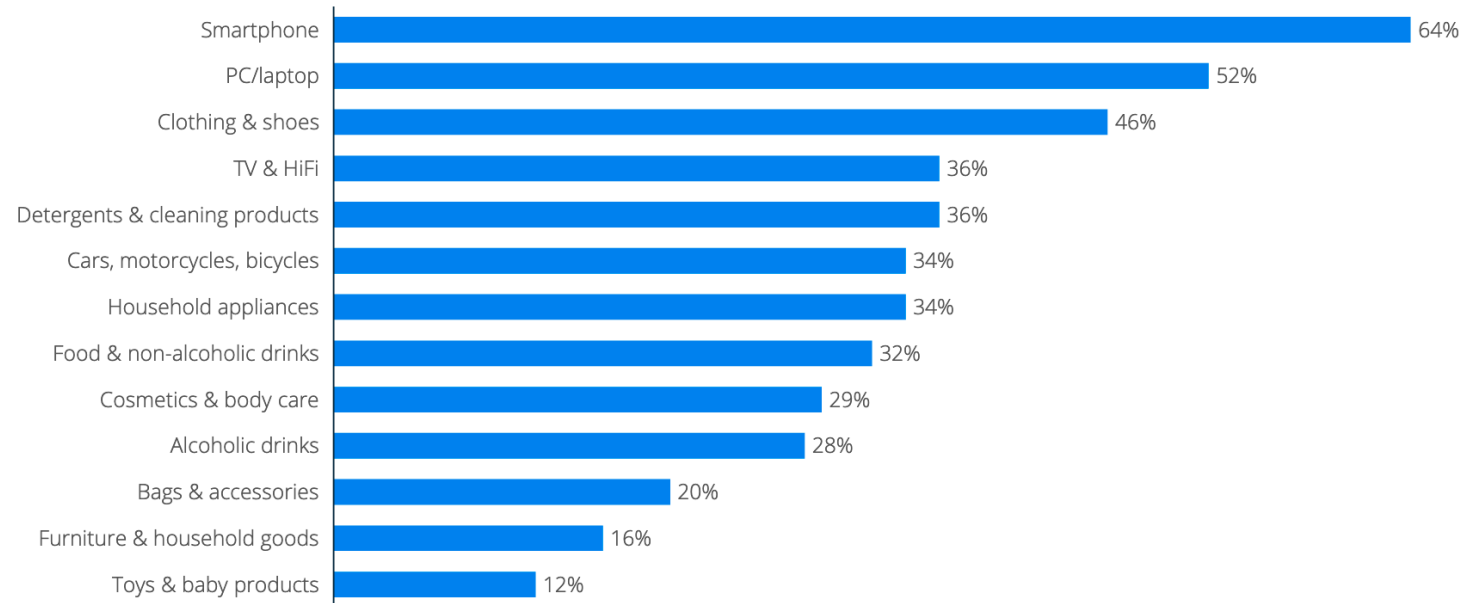
E-Commerce: 5 Years Growth in 6 Months



To US Consumers, Brands Matter most When It Comes to Smartphones



Brand awareness in the U.S. in 2020



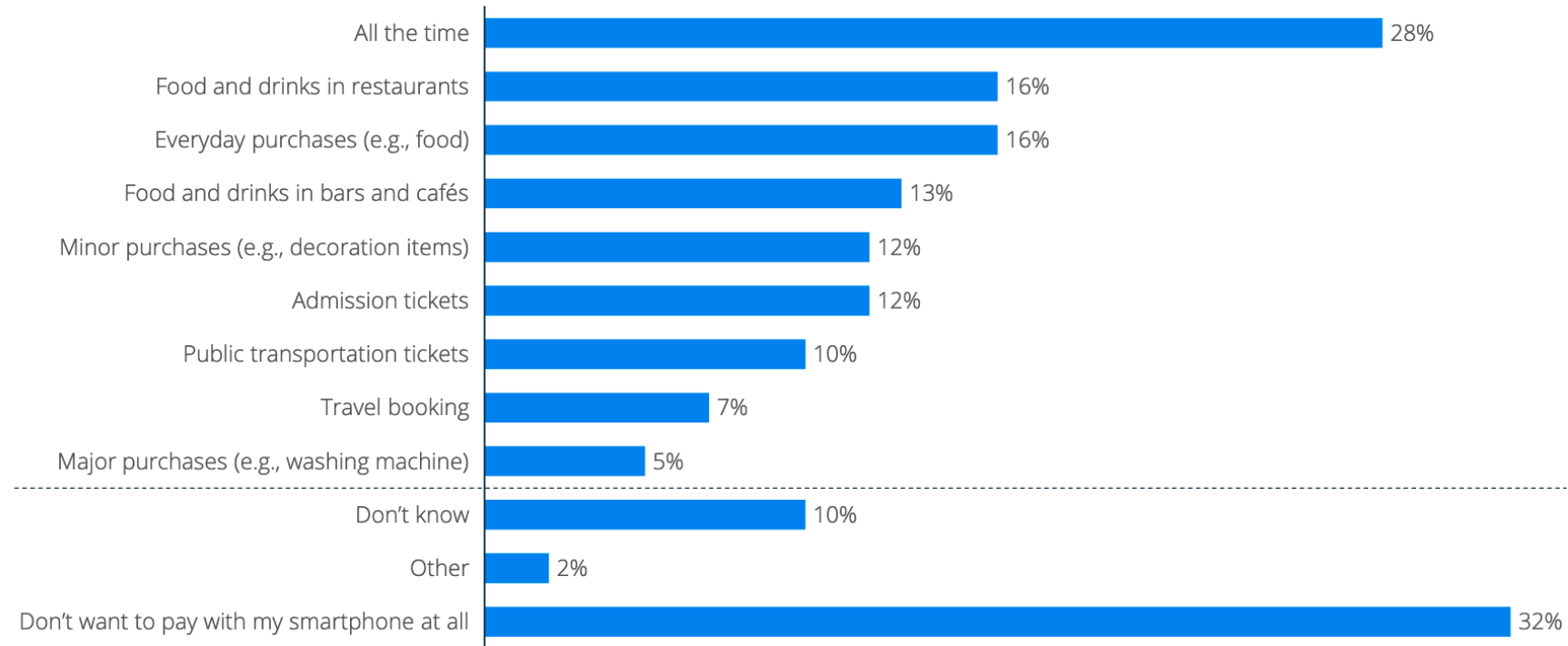
149 "In which of these categories do you pay particular attention to brands?"; Multi pick; n=25,110
Sources: [Statista Global Consumer Survey](#), as of October 2020

statista

Nearly 90% of SMS recipients open their text messages in the first three seconds

28% of US Consumers Would Like to Use Mobile Payments at All Times

Relevance of mobile payment methods in the U.S. in 2020



"In what situations would you like to be able to pay with your smartphone (without debit/credit card or cash)?" Multi pick; n=4,173
Sources: [Statista Global Consumer Survey](#), as of October 2019

statista

Ad Blockers: ~60% Use

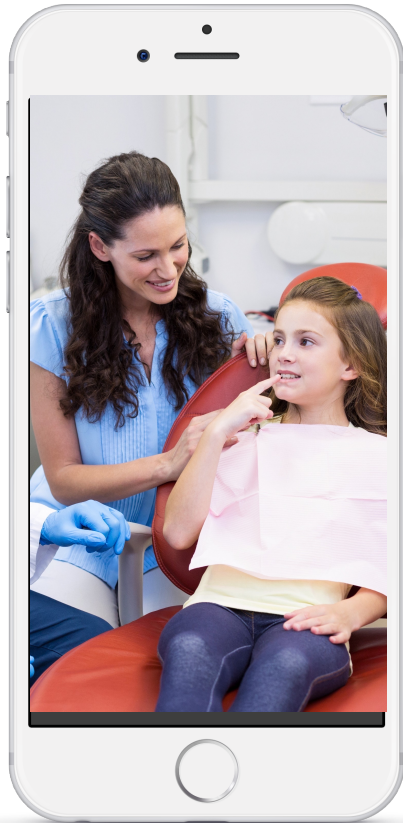
Reasons for users to turn on their ad blockers and/or anti-tracking software in 2019



Germany: n=3,875 in 2019
Sources: YouGov

statista

Center Stage: Behavioral Marketing: On & Offline



B2C



B2B



B2B-2C

Behavior Drive Data Data Drives Behavioral Marketing

Industry Data



Your Customer Data

~~Vanity Data~~

Average Organic Reach of Content Published on Brand Facebook Pages



2% Reach

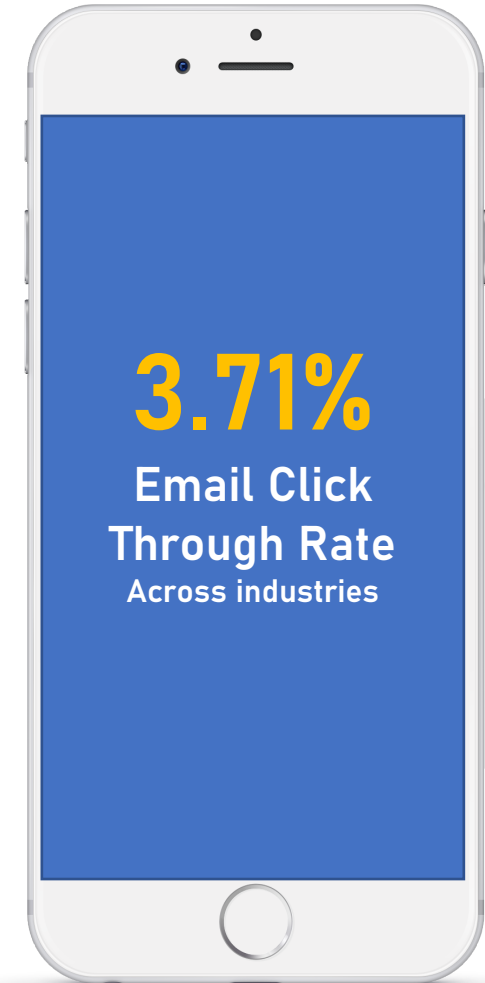
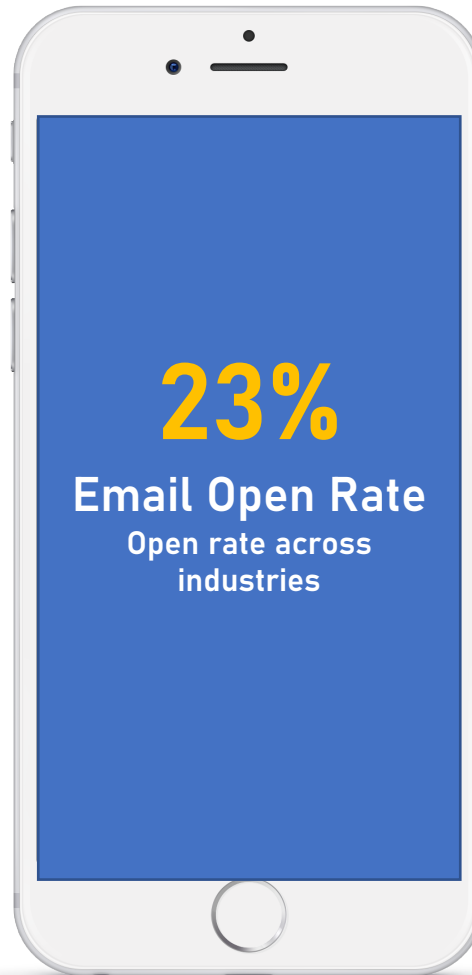
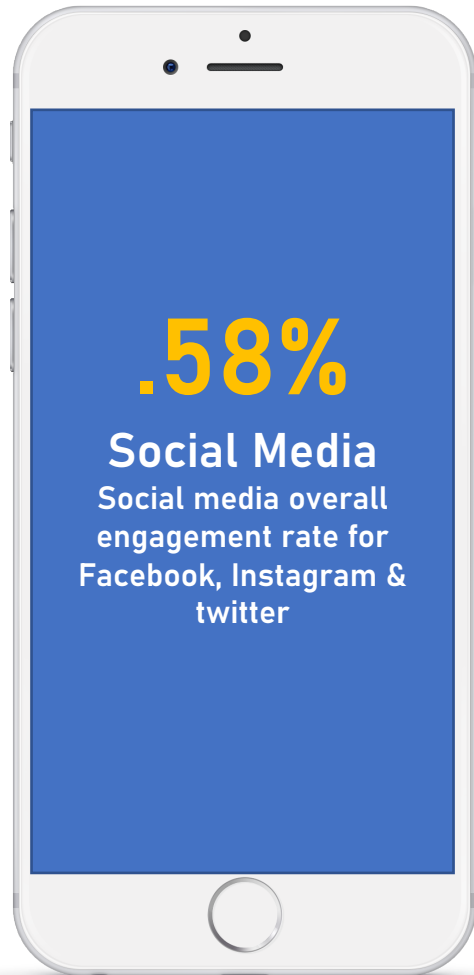
For Pages With Less than 500K Likes

Facebook Engagement Benchmarks



2.48%

Email Marketing vs. Social Media: Engagement



Email Marketing vs. Social Media: Conversion

	Email	Social Media
Preferred Channel for Promos	60%	20%
Conversion Rate	6.05%	1.9%

Underpinning of Campaigns

Cost of Acquisition

&

Lifetime Value

Customer/Client/^{of} Donor/Subscriber

Where Are We Investing in 2021 & Why

Adopt & Adapt: Shift From Non-Owned to Owned Digital

Owned digital are platforms your company owns
non-owned are external platforms:

- Social media
- Digital advertising sites
- Third party sites
- Website
- Database/CRM/Email/SMS
- Apps

SELLING:

Organic Digital (social & web)

Organic SEO

Third Party Web Advertising

Blogging

BUYING Ownership:

PPC (control and agility)

Email/Segmented

Micro-Coursing/Webinars/Cross Business Partnerships

Video (humanize & connect)

Apps

Direct Mail

Repurpose Content Across Platforms

Digital/Non-Digital Hybrids

Marketing Mindset

Agility & proactivity
Not beholden to technology but use it as a tool
Data-driven

The equity & success are in ideas.
The results are in execution.

Digital. Agility. Behavioral. Platform Ownership.

Thank You

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