

Digital Marketing: a tool for successful brand positioning

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September, 23rd 2021



DIGITAL MARKETING: A TOOL FOR SUCCESSFUL BRAND POSITIONING

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Digital Transformation

"The rapid development and adoption of digital technology [that] are transforming industries, governments, economies, and societies"

United States Agency for International Development (USAID)*

Digital Transformation

New and/or adapted solutions: E-commerce online marketplaces, farmer management solutions, linkage services, and asset sharing services. •

Increased use of existing solutions: Digital communication tools, social media, traditional digital media, and digital payments.

Goal

Customers are seeking deals and entertainment (which means marketing needs to be more fun)

Customers are focused on ROI, efficiency, and expertise

Purchase Motivation

Customers are driven by emotion

Customers are driven by logic and financial incentive

Drivers

Customers appreciate education but don't always need it to make a purchase decision

Customers want to be educated (which is where B2B content marketing comes in)



Let's run faster

**Let's run faster
Let's adapt**



HIERARCHY



FEAR



DECISION BIAS



HABIT

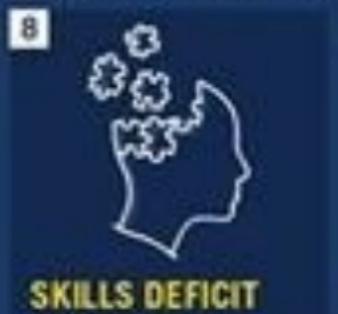


CENTRALIZATION



INFLEXIBLE BUSINESS PRACTICES

Mighty optimized business systems are great for efficiency, but deadly for adaptability. Assets, skills, and processes become more specialized, and change becomes more incremental.



SKILLS DEFICIT

Employees don't have the skills, training, and coaching they need.

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THE ENEMIES OF ADAPTABILITY

HACKING HR TO BUILD AN ADAPTABILITY ADVANTAGE



SHORT-TERM THINKING

Compensation and incentive systems often truncate executive time horizons and stifle perspective.



INSUFFICIENT EXPERIMENTATION

Management processes typically err on the "safe bet" strategy. Novelty has been analyzed, but not implemented.



LACK OF DIVERSITY

Management systems value conformance and cohesion at the expense of diversity and emergence. This limits the options available to the organization to implement the options required to be truly adaptable.



A PAUCITY OF PURPOSE

Organizations without a compelling shared purpose may have trouble adapting on a natural path for growth.



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Thank you!