

IT REALLY IS ALL ABOUT MEANINGFUL MARKETING WITH ANDREW GRIFFITHS



NOT A LOT OF TIME FOR SUCH A BIG

TOPIC



MY AIM IS TO COVER 7 KEY
TOPICS



AND IDEALLY YOU TAKE SOME SOUND ADVICE FROM

EACH TOPIC



VERY INFORMAL SESSION



IT REALLY IS ALL ABOUT MEANINGFUL MARKETING WITH ANDREW GRIFFITHS



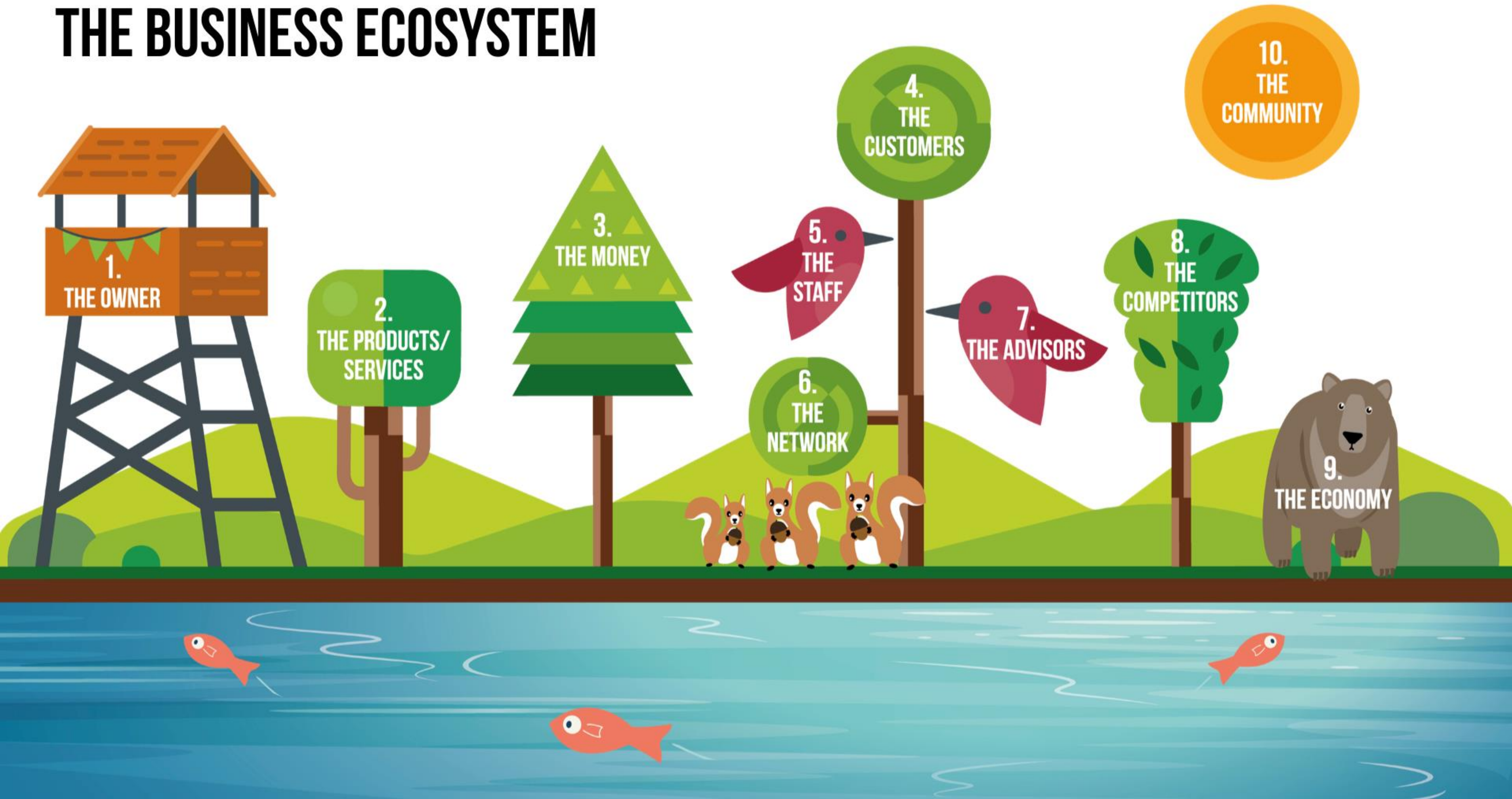
#1. TROPHIC CASCADE AND HOW IT APPLIES TO YOUR BUSINESS.





TROPHIC CASCADE

THE BUSINESS ECOSYSTEM



WHICH PARTS OF YOUR BUSINESS NEED

WORK?



#2. HOW WELL DO YOU REALLY KNOW YOUR CUSTOMERS?



WE OFTEN SAY WE KNOW OUR CUSTOMERS, BUT DO WE

REALLY?





CAN YOU DEFINE YOUR PERFECT
CUSTOMER?



**HOW ARE YOU STAYING
RELEVANT?**



- ★ **WE NEED TO SPEND TIME WHERE OUR CUSTOMERS SPEND TIME.**
- ★ **CONNECT IN WAYS THAT OUR AUDIENCE WANTS TO CONNECT.**
- ★ **WE NEED TO MAKE SURE WE ARE ENGAGING THEM.**
- ★ **STAY AWARE OF WHAT YOUR COMPETITORS ARE DOING.**
- ★ **KNOW THE TRENDS AND HAVE A STRATEGY TO DO SOMETHING ABOUT THEM.**
- ★ **WELCOME CRITICAL THINKING IN YOUR BUSINESS.**



#3. IT'S TIME FOR SOME MEANINGFUL COMMUNICATION.



WE TELL PEOPLE HOW WE ARE THE
SAME AS...



WHAT STORIES DO WE NEED TO TELL?



SHOW THE HUMAN SIDE OF YOUR
BUSINESS





**WHERE DO WE NEED
TO TELL THEM?**

LET'S HAVE "THE TALK"



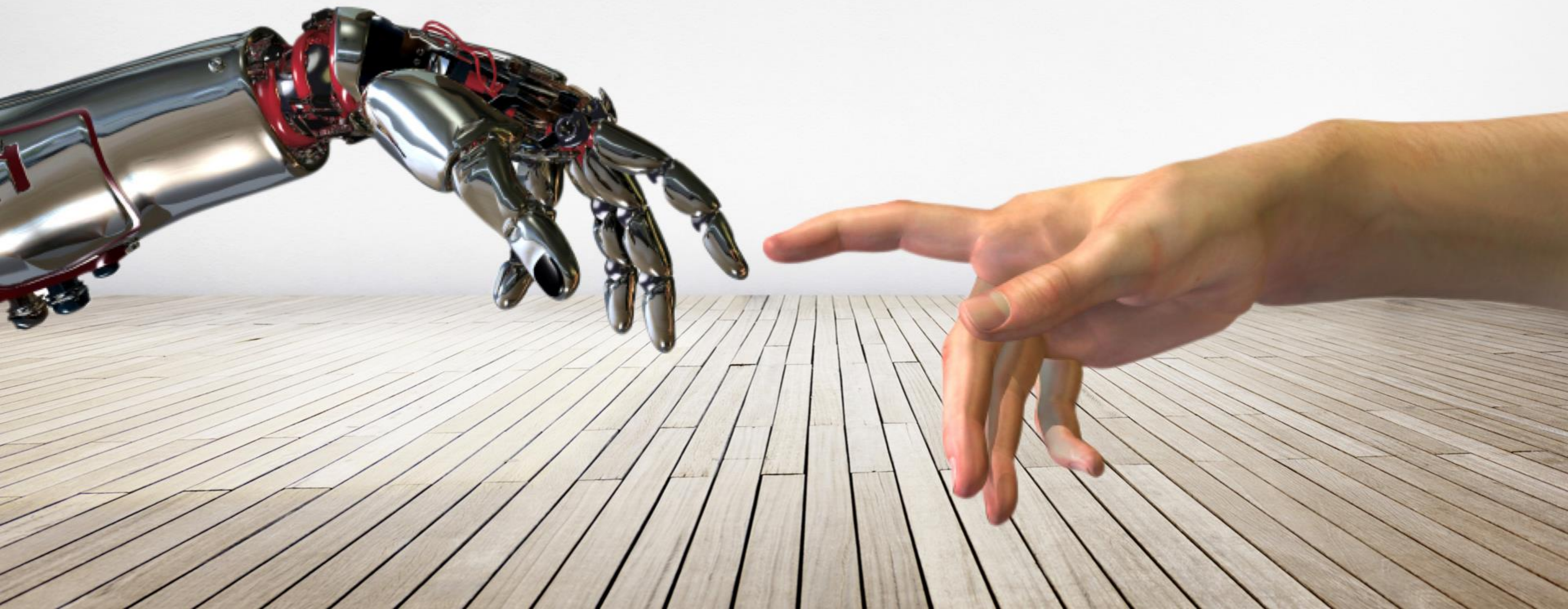
#4. AND MEANINGFUL CONNECTION (WITH EVERYONE).





**WE NEED TO MAKE
EVERY SINGLE
CONNECTION WITH
ANOTHER HUMAN
BEING COUNT..**

THE CONCEPT OF TOUCH POINTS



#5. THE IMPORTANCE OF CROSS INDUSTRY INNOVATION.



LOOK SIDeways
ALWAYS





LOOK OUTSIDE YOUR OWN INDUSTRY FOR
HOT IDEAS

WE HAVE TO OPEN OUR OWN EYES TO WHAT WE
EXPERIENCE



#6. HOW IS YOUR CORPORATE KARMA?



**WE CAN FIGURE OUT WHAT YOU DO - TELL US WHAT YOU
STAND FOR.**



DUBAI





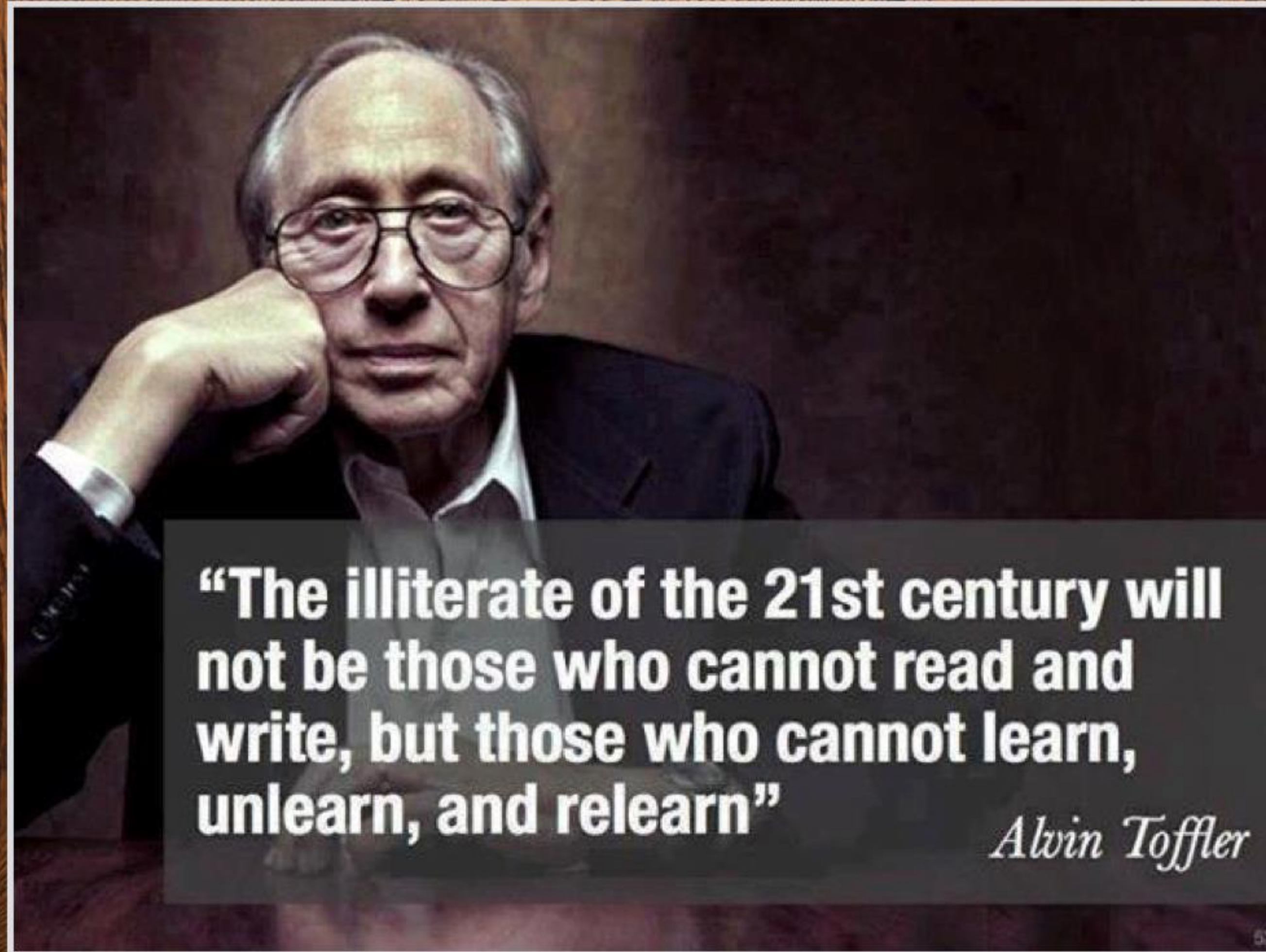
USA

**STAND FOR
SOMETHING**



#7. IF YOU'RE NOT GROWING YOUR DYING.





“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler

GROWTH HAS MANY
SHAPES



HOW DO I INVEST IN GROWTH?





WHAT'S YOUR STRATEGY TO
GROW?

PHEW



LET'S RECAP



- 1. TROPHIC CASCADE AND HOW IT APPLIES TO YOUR BUSINESS.**
- 2. HOW WELL DO YOU REALLY KNOW YOUR CUSTOMERS?**
- 3. IT'S TIME FOR SOME MEANINGFUL COMMUNICATION.**
- 4. AND MEANINGFUL CONNECTION (WITH EVERYONE).**
- 5. THE IMPORTANCE OF CROSS INDUSTRY INNOVATION.**
- 6. HOW IS YOUR CORPORATE KARMA?**
- 7. IF YOU'RE NOT GROWING YOUR DYING.**



**EVERYTHING IS A MARKETING
OPPORTUNITY**



Dent.®



Inc.



TEDx

small business **MOB.**



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