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**digital
marketing
institute**



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**practitioner
led
training**




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2,000+
professional dip.
post grad dip.
ireland & uk
dublin, belfast, london,
cork, limerick, galway



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we've been teaching, lecturing,
shouting, cajoling, berating,
encouraging, laughing, comparing,
but also.....
listening!



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we know what our
customers
are doing
but what are our
companies
doing?



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we've been struck by 3 things....

seniority + commitment + challenges



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we've been struck by 3 things....

seniority + commitment + challenges

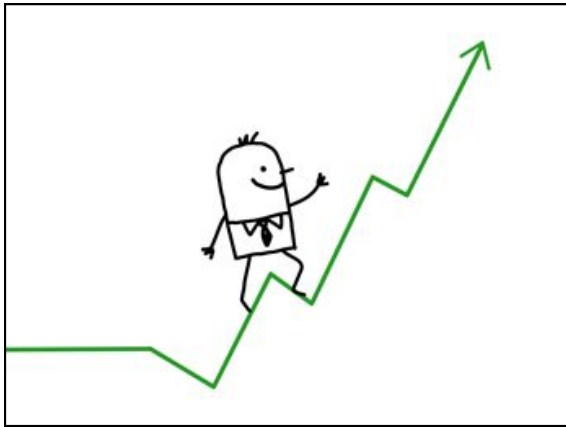


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light bulb




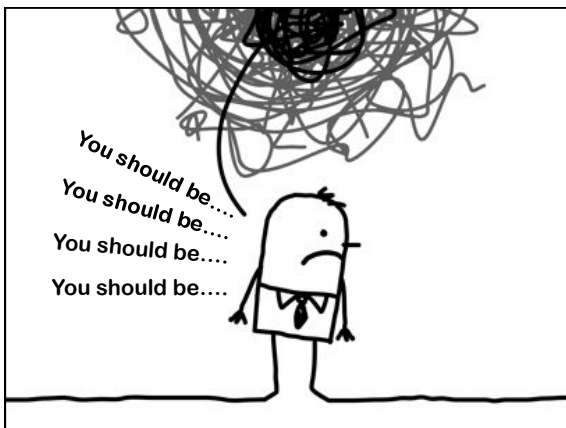
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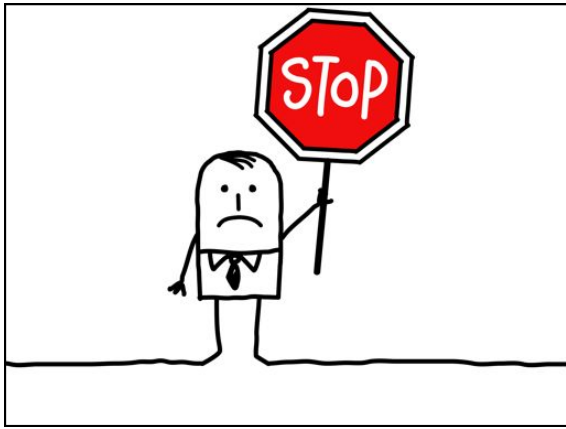


1 split personality
2 conceptual probs
3 barriers

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in
listening
and in
looking
at what companies do online
we have discovered



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when it comes to the web, most people have a
split personality

A line drawing of a man sitting at a desk with a computer. He is looking at the screen. A speech bubble with three dots is above the computer, suggesting a conversation or a message. The drawing is enclosed in a rectangular frame.

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There is **what you do**
and there is **what you expect your customers to do.**




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As a consumer you see through the very strategies you use as a business. And as a business you wonder why you get no traction.




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remember when, as an obedient
consumer
broadcast schedules held us captive in our own homes?



And yet we expect our business to be treated differently.
travel, music, books



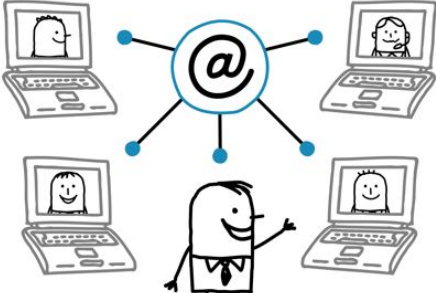
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consumers want to be the
creator of their experiences
and products



And yet we expect our customers to accept 1 size fits all

and the
connector
who shares those experiences with others




don't deny your customers the very
freedoms
you enjoy



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failure in digital marketing
is never a **technical** issue,
it's a
conceptual
problem.



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another channel
start with the customer
calendar and budget
iteration
transparency & personality
somewhere you've never been
tokenism

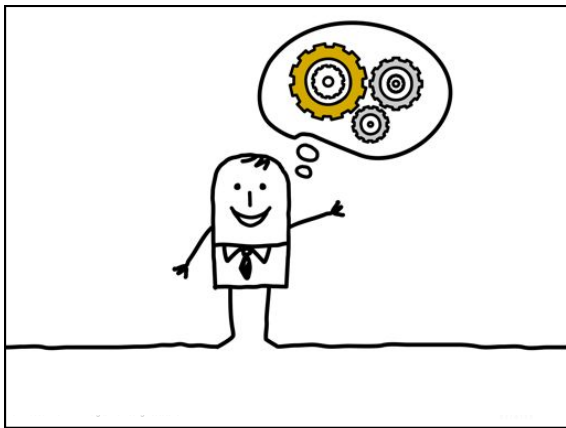


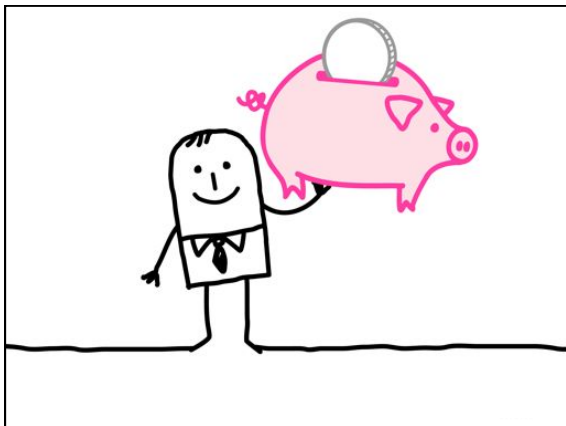
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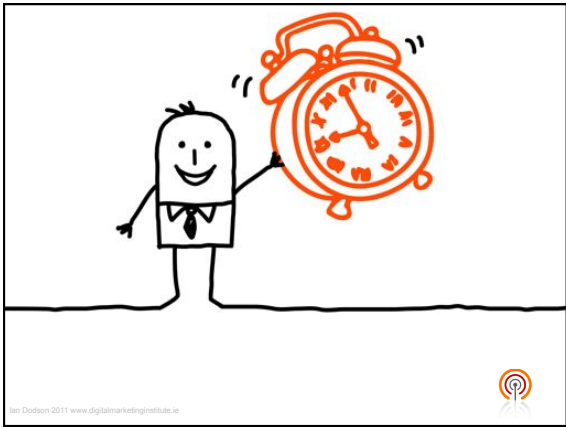
1 split personality
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what's the
solution?
start small

get educated (you can't outsource your soul)
focus on one thing
specialise & do it well
give someone time (get an intern)
get results
iterate

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