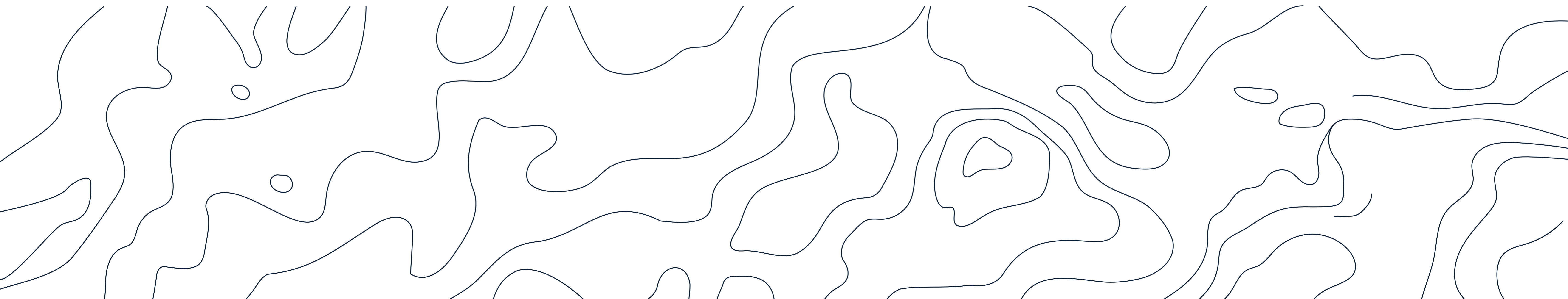


# INNOVATIONS PRESENTATION

*Platform*  
AGENCY



# 10 GAME-CHANGING INNOVATIONS SHAPING THE FUTURE OF MARKETING

- 01 AI
  - 02 Chat GPT
  - 03 Chatbots
  - 04 Short-form Video
  - 05 Micro Influencer Marketing
  - 06 User-generated Content
  - 07 Voice Search in SEO
  - 08 VR
  - 09 AR
  - 10 Social Shopping
-

# 01. AI



## 01. AI IN MARKETING: REVOLUTIONISING STRATEGIES

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AI, or artificial intelligence, replicates human-like intelligence in machines.

### **MARKETING IMPACT:**

Profound transformation of strategies.

### **PROCESSES:**

Automates tasks, analyses data, enhances interactions.

### **BENEFITS:**

Predict trends, optimise content, improve decision-making.

### **OVERALL IMPACTS:**

Streamlines workflows, fosters creativity, empowers brands.

### **RESULTS:**

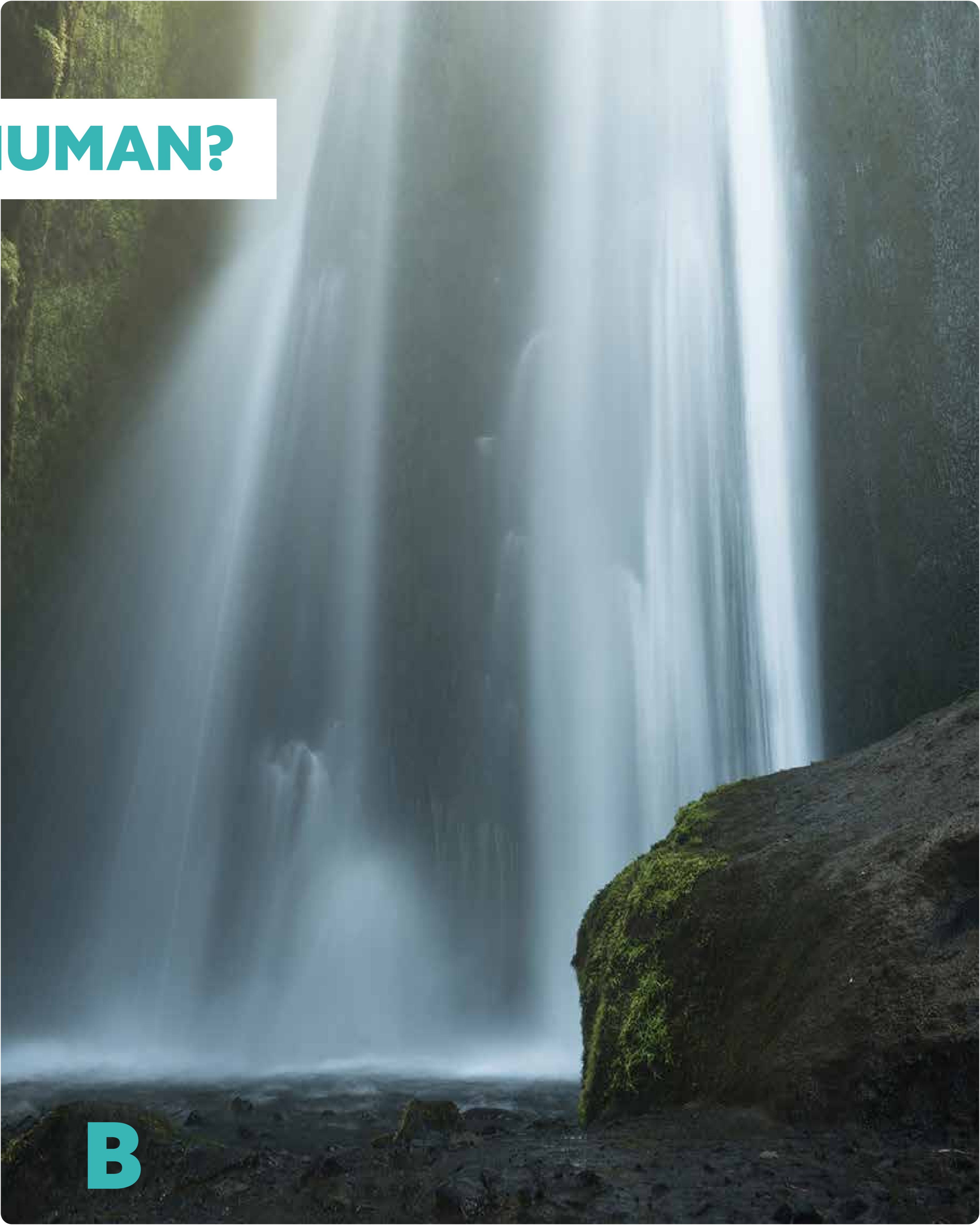
More efficient campaigns, elevated marketing effectiveness.



# AI OR HUMAN?



**A**



**B**

# AI OR HUMAN?

A

B

# 02. CHATGPT



## ChatGPT

Examples

"Explain quantum computing in simple terms" →

"Got any

Capabilities

Remembers what user said earlier in the conversation

Allows user

Limitations

May occasionally generate incorrect information

May

Free Research Preview: ChatGPT is optimized for dialogue. Our goal is to make AI systems more natural to interact with, and your feedback will help us improve our systems and make them safer.

## 02. CHATGPT: ADVANCING COMMUNICATION CAPABILITIES

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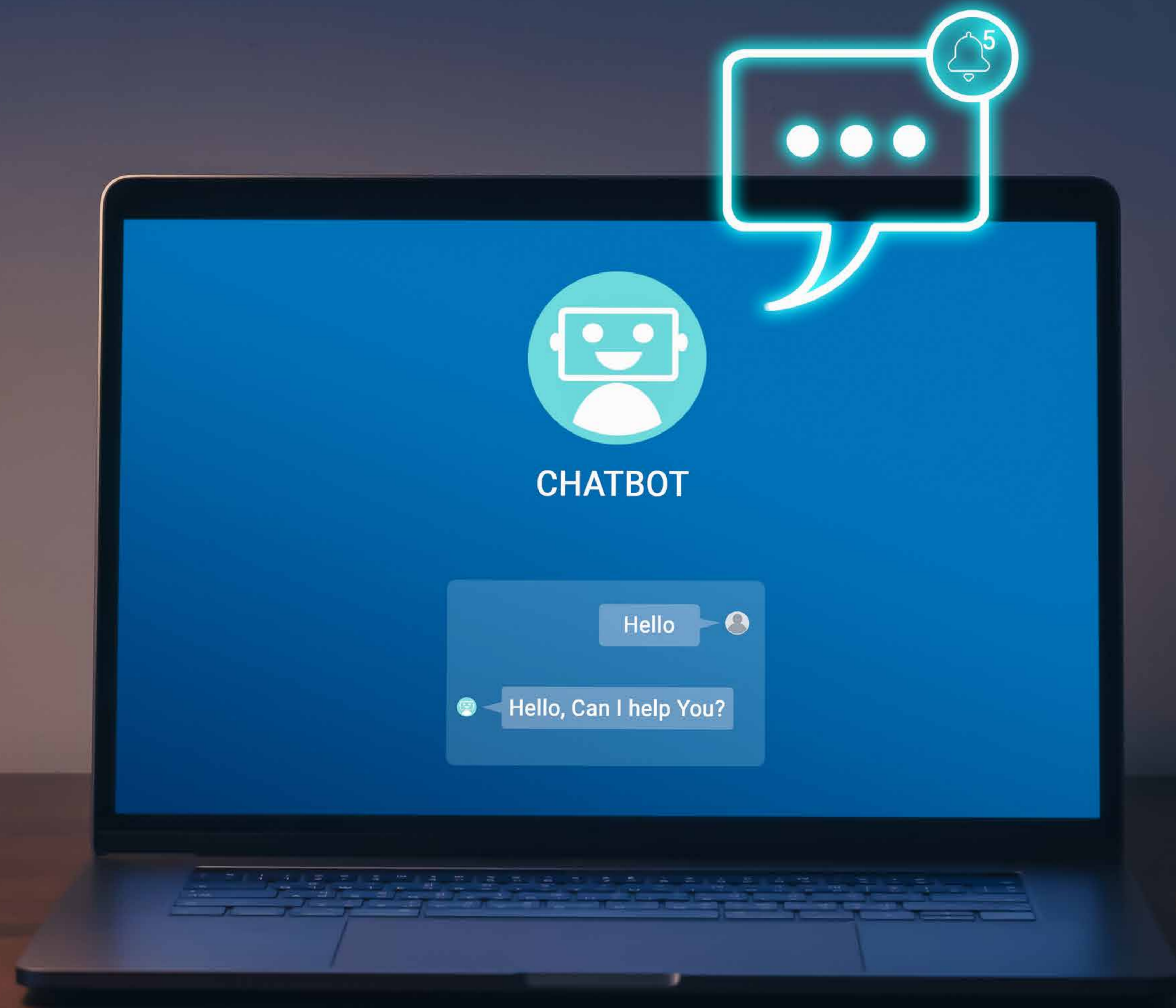
### **OVERVIEW:**

ChatGPT is an AI Language Model developed by OpenAI, utilises deep learning to generate human-like text responses, making it an invaluable tool for various marketing applications. These include personalised customer engagement, enhanced user experiences, and streamlined communication. Its benefits encompass automated responses, efficient query handling, and consistent communication maintenance.

**CHATGPT RECEIVES  
MORE THAN 10 MILLION  
QUERIES PER DAY AND, IN  
NOVEMBER 2023, HIT 100  
MILLION WEEKLY USERS.**



# 03. CHATBOTS



## 03. CHATBOTS: BOOSTING CUSTOMER ENGAGEMENT

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AI-powered chatbots simulate human conversation for instant responses.

### **FUNCTIONS:**

Provide personalised assistance, product recommendations, and information delivery.

### **BENEFITS:**

Enhanced Customer Engagement, improve lead generation, and improve lead generation.

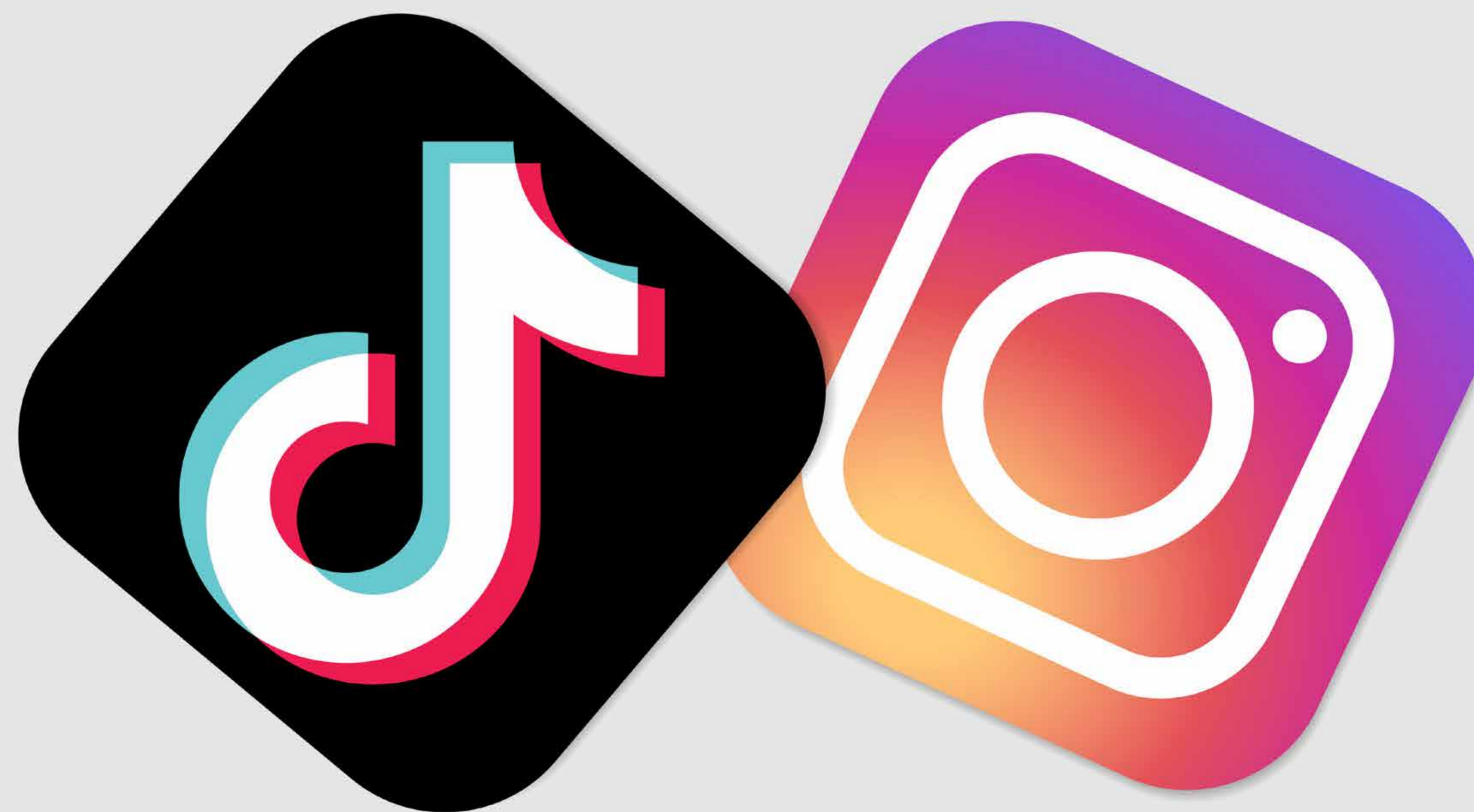
### **IMPROVEMENTS:**

Reduce response times, and enable interaction across platforms.

### **RESULTS:**

Foster positive relationships with accessible communication anytime, anywhere.

# 04. SHORT-FORM VIDEO



## 04. SHORT-FORM VIDEO IN MARKETING: IMPACT AND GUIDELINES

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Short-form videos, ranging from seconds to a minute, captivate audiences on platforms like TikTok and Instagram Reels. Marketers leverage this format for swift audience engagement, tailoring content to varying attention spans across platforms like Instagram, Facebook, YouTube, Twitter, and TikTok.



**15 - 60 SECONDS**

for quick, engaging content.



**1-2 MINUTES**

shorter for better performance,  
engaging content for longer videos.



**UP TO 2 MINUTES  
AND 20 SECONDS**

shorter (15-30 seconds)  
performs well.



**7-15 MINUTES**

or longer,

**UP TO 60 SECONDS**

for YouTube shorts.



**2-10 SECONDS**

for attention,

**60-90 SECONDS**

for storytelling and connections.

# MARKETING FACT:

**TIKTOK IS THE #1  
SEARCH ENGINE FOR  
MORE THAN HALF  
OF GEN Z.**

51% of survey respondents chose TikTok over Google as their search engine.



# 05. MICRO-INFLUENCER MARKETING



## 05. MICRO-INFLUENCER MARKETING IN A NUTSHELL

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### OVERVIEW:

- Micro-influencers (1,000 to 100,000 followers) offer authenticity and relatability.
- Foster trust among niche audiences through personal engagement.
- Build stronger communities and provide cost-effective collaborations.
- Specialised expertise ensures brand visibility amidst reduced competition.



### SUMMER BRONS

43K followers

@summer\_brons

Summer is the owner of Summer Brons tan. Her content appeals to her audience of young women and mums, empowering and inspiring them to self care. Summer is also a Cosmetic Clinic



### TEGAN YORWARTH

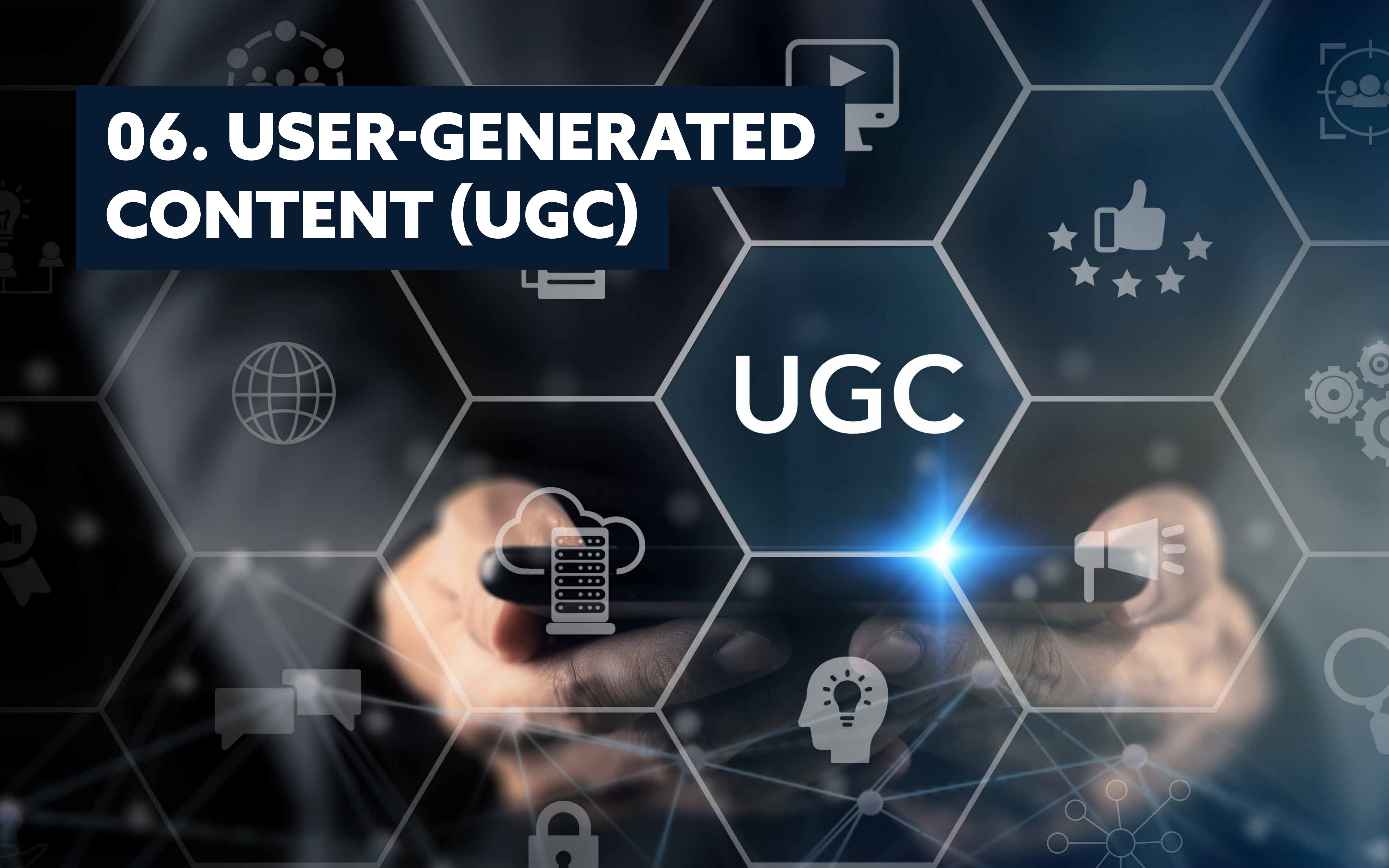
89.5k followers

@teganyorwarth

Tegan is a Mai Morning Crew broadcaster on Mai FM. She is also a Crocs NZ ambassador and shares content that appeals to her following of young adults inspiring them to purchase Crocs.

# 06. USER-GENERATED CONTENT (UGC)

UGC





## 06. USER-GENERATED CONTENT (UGC): POWERING BRAND AUTHENTICITY

---

### **INTRODUCTION:**

UGC involves consumers sharing authentic testimonials, reviews, and creative expressions related to a brand, primarily on social media.

### **BENEFITS:**

Builds trust, advocacy, and connection with the audience, enhancing credibility through real experiences.

### **STRATEGIES:**

Encourage UGC through contests, hashtags, surveys, ambassador programs, collaborations with influencers, and providing tools.

### **IMPACTS:**

Fosters engagement and amplifies brand presence effectively.

### **EXAMPLES OF UGC:**

#### **Coca-Cola's #ShareACoke:**

Personalised bottles encouraged user photos. Created a personal connection and surged social media engagement.

#### **Apple's unboxing video:**

Generates excitement about Apple products. Encouraged users to share unboxing experiences, contributing to product launch buzz.

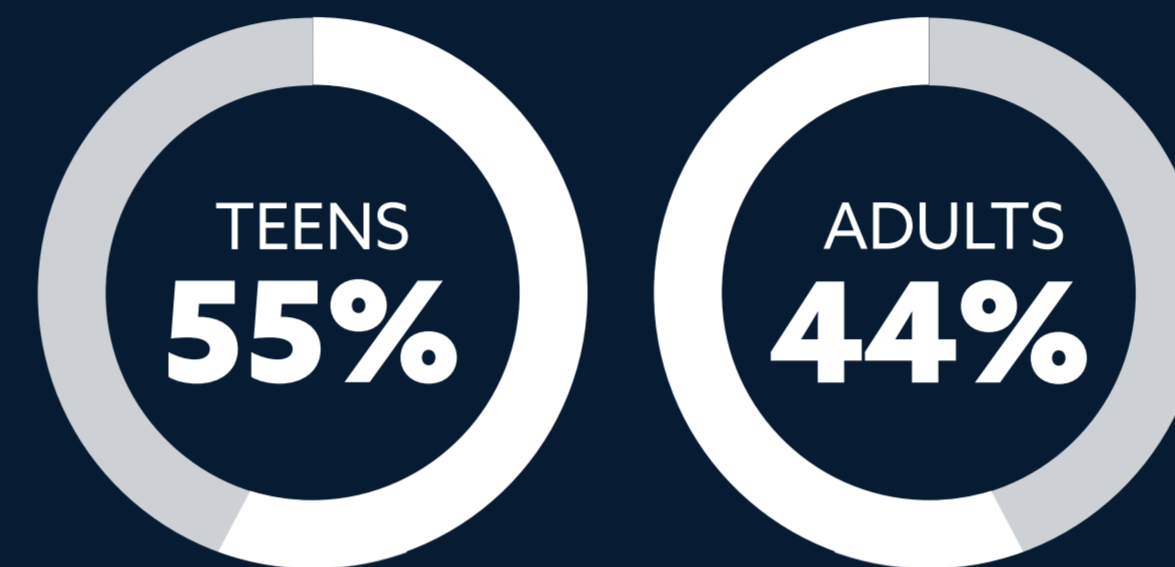
# 07. VOICE SEARCH IN SEO



### INTRODUCTION:

Voice search has become a crucial part of search engine optimisation (SEO), thanks to digital assistants like Google Assistant, Amazon Alexa, and Siri.

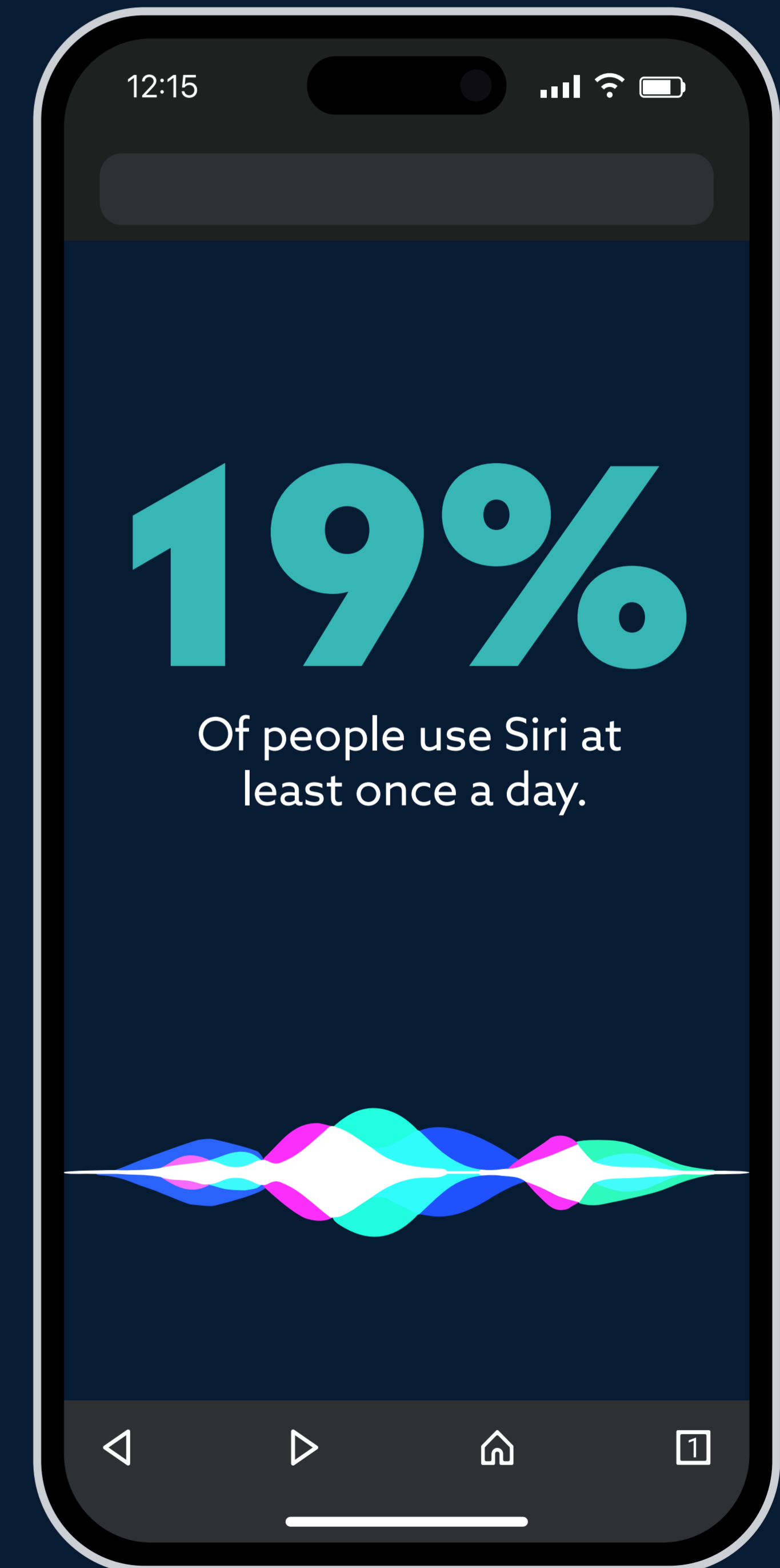
### USING VOICE SEARCH ON A DAILY



By 2020,  
**50%**  
of all searches will be  
voice searches.

### 2 IN 5

say voice - activated  
devices are essential to  
their lives.



# 08. VR



## 08. VIRTUAL REALITY (VR) IN MARKETING AND BEYOND

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### **IMPACT:**

VR revolutionises marketing with immersive brand interactions and experiential campaigns.

### **BENEFITS:**

Marketers leverage VR for memorable experiences and deeper product understanding.

### **STORYTELLING:**

Ongoing advancements in VR shape storytelling, crucial for competitive brand building.

### **BROAD APPLICATIONS:**

VR's transformative power extends beyond marketing, highlighting its versatility and potential.



# 09. AR



# UNLOCKING THE POTENTIAL OF AUGMENTED REALITY (AR)

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## AR IN MARKETING:

Transforms consumer engagement by blending digital and physical experiences seamlessly.

## INTERACTION ENHANCEMENT:

AR enhances interaction through product displays, virtual try-ons, and location-based promotions.

## IMPACT:

Drives customer interest and loyalty, providing businesses with a competitive edge.

## CROSS-INDUSTRY INNOVATION:

AR fosters innovation beyond marketing, impacting various industries.



# 10. SOCIAL SHOPPING





## DEFINITION:

Social shopping merges social media and e-commerce.

## INTERACTION ENHANCEMENT:

Enhances interaction and community engagement.

## INTEGRATION:

Seamlessly integrated with platforms like Instagram for personalised experiences.

## USER INVOLVEMENT:

Users share, discuss, and discover products, contributing authentic content.

## IMPACT:

Reflects evolving consumer behaviour, fosters customer-centric shopping.



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