

ATTENTION SEEKING & CUSTOMER ENGAGEMENT

Warsaw, Poland
13th-14th September 2017

History

**“Someone will only buy
something from you when
THEY are ready to do so,
they WON’T buy it when
YOU want them to”**

“OFFLINE” Industry

“ONLINE” Industry

“OFFLINE” Industry

“ONLINE” Industry

—Stone Age Marketing—
Can Still Work For You



TV Ads

Radio Ads

Sponsorships

Banner Ads

Leaflets

Billboards

Printed Ads

Flyers

TV Ads

Radio Ads

Sponsorships

Banner Ads

Leaflets

Billboards

Printed Ads

Flyers

“How many of you know
what the ROI is of your web
site?”



“Attention Seeking and Customer Engagement”

**“To Get Someone’s
Attention, Deliver Them
Value and then Keep
Delivering It”**

Price!

**“Think of Value as Saving
Someone TIME”**

**“To Get Someone’s
Attention, Deliver Them
Interest”**

Advertising Channel – aka Social Media
TV Channel – aka You Tube
Radio Channel – aka Podcast
Printed Brochures – aka Web Site

And everyone has the ability to make content for those media channels with their phone.

**“7 or 8 posts out of every 10
should be about something
other than what you
actually do”**



**“7 or 8 posts out of every 10
should be about something
other than what you
actually do”**

“People buy from People”

THANK YOU