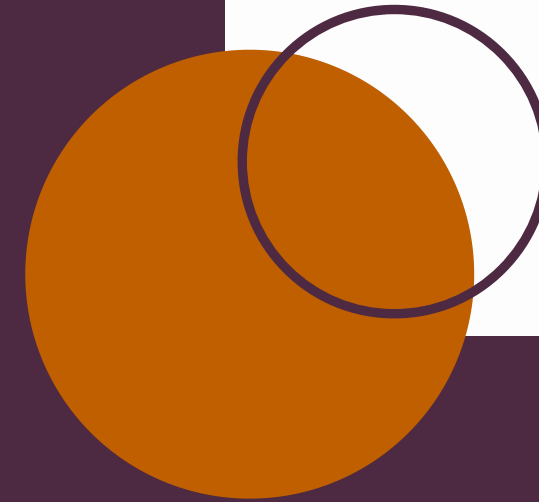




YOUR MARKETING THOUGHT PARTNERS

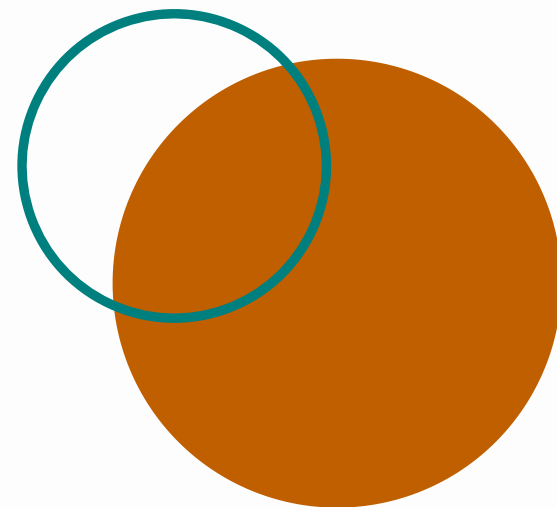
# 5 Marketing Trends for the New World





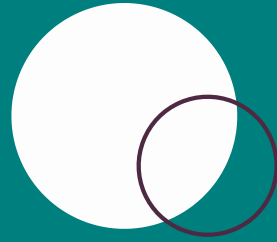
## TREND 1

# TRANSFORMATION AS A NEW NORMAL & TECHNOLOGY AS THE DRIVER



How should your business embrace technology to  
operate more efficiently?

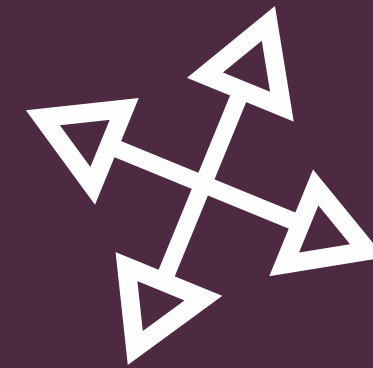




**Focus on personalization. Modern technologies allow us to create highly customized interactions.**

TALI HASANOV, PRINCIPAL | WSI DIGITALPATH MARKETING

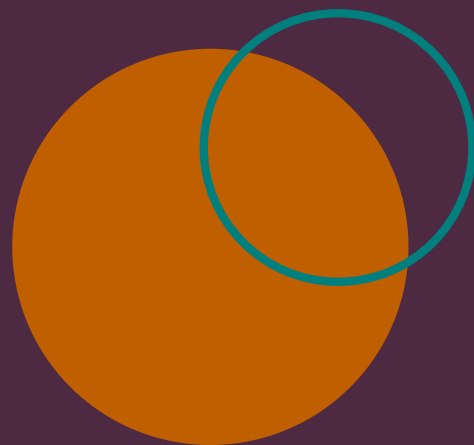


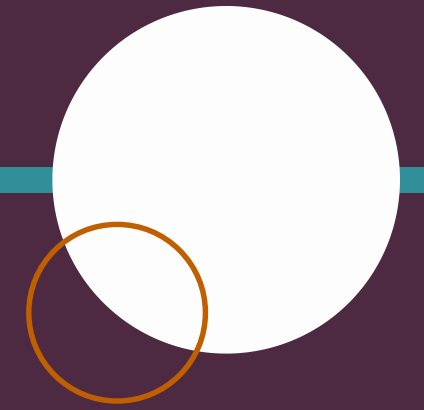


**TREND 2**

# BRAND AGILITY AS TABLE STAKES

What are the levers in your business allowing you to stay flexible?





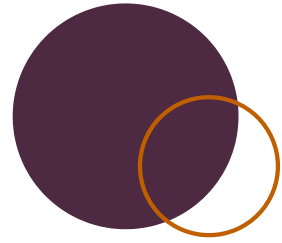
**TREND 3**



**NEW WAYS TO SHOW  
COMMUNITY &  
CONNECTEDNESS**

How can you help people feel  
more secure and connected?





## TREND 4



# EMOTIONAL INTELLIGENCE & EMPATHETIC ENGAGEMENT

How can you strengthen authentic connections? What ways can you rebuild trust?

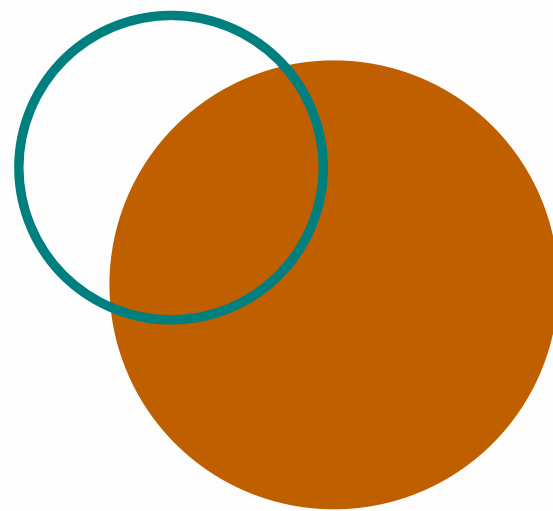




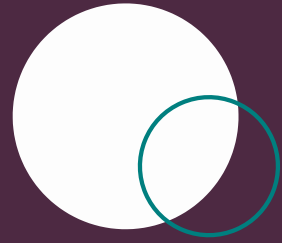
**TREND 5**

# **VIRTUAL TEAMS & FREELANCERS ARE HERE TO STAY**

What are some ways to keep your staffing flexible?







## THE MODERN MARKETING BLOG

[WWW.ANDREWPERRY.COM/RESOURCES/BLOG](http://WWW.ANDREWPERRY.COM/RESOURCES/BLOG)

Thinking out loud about transformative marketing, business disruption, social impact marketing and everything in between.

 @andrewperrymktng

  
ANDREW  
PERRY



(C) Andrew Perry, 2020. All rights reserved.