

❤️ #DoingSomethingGreat

BROAD BRAND



**THIS MONTH'S NEWS
AND UPDATES:**

**Building successful
brands by
delivering great
integrated
customer
experiences**

DSG
DIGITAL SOLUTIONS GROUP

Broadband

It is not a typo. It is the name we decided to give our marketing business which started with a deep digital & mobile focus in 2012 but is now evolving into a comprehensive “marketing as a service” enabler. The name always trips people over as they are used to saying “Broadband”, and we, therefore, felt that it would make them pay attention to our brand when auto-correct highlights the mistake as you type it 😊.



We also like the name because it complements our MVNE business and because our MVNO customers offer broadband, in turn, we can offer them better reach & richer marketing solutions through Broadband.

When we started the business, we wanted to help companies to shift their marketing budget to digital and mobile. Our focus on customer needs and the evolution of mobile technology created a front-row seat into who consumers are and what are their preferences. It allowed us to turn the insight into more relevant marketing with better results.



Because mobile has become such a dominant device in consumers' lives, mobile data gives us the most precise and current view of any individual consumer allowing us to create an extremely personalized customer experience. The adoption of personalisation and recommendation technology enables businesses to not only serve their customers better while at the same time making them more entitled than ever before.

Personalisation has ceased to surprise and delight consumers – it's expected and no longer considered a competitive advantage. This shift means that personalization is becoming more of a marketing necessity and must be included in a brand's marketing and advertising strategy to keep pace with customers' needs and desires and ensure the relationship is retained.



So how can brands elevate the experience even more to differentiate themselves?

Changing your marketing model is an excellent way of enhancing your competitiveness and profitability. It gives your business greater visibility to acquire more customers or wallet share and therefore revenue at a significantly lower cost.

Marketing-as-a-Service is an agile, tailored solution that supports your marketing functions by delivering on-demand, value-based marketing services from strategy development to execution.

Differentiation

Based on an EY survey, 84% of organizations are turning to managed services to address the shortcomings of their current operating model.

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Exhibit 2 - Advanced Marketers See Downturns As an Opportunity to Grow


56%
Of marketers expect to **cut spending during uncertainty**

But some view these times as an opportunity...


60%
Of the **most advanced marketers** expect to **maintain or increase spending** during times of uncertainty

Source: BCG Marketer Survey, July 2022.

Note: BCG surveyed 100 marketing executives across the US. "Advanced marketers" were classified according to the following: their use of first-party versus third-party data, integration across marketing channels, as well as capabilities in analytics, audience segmentation, asset creation, access to target audience, and automation. The respondents that ranked in the top 20% across these criteria were classified as advanced marketers.

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Exhibit 3 - Common Brand-Marketing Approaches Often Fall Short Because They Are Either Undifferentiated or Myopic



Targeting

Weakness: Demographics-focused consumer segmentation, which is not rooted in consumer needs or occasions.

Example: What a young professional requires from a meal delivery service is not uniform and constant. The requirements for a temporary diet solution to start the new year are different from those for a quick-and-easy meal during a busy workweek.



Activation

Weakness: Undifferentiated channel mix that prioritizes reach over relevance, with messaging that changes infrequently and is largely the same across segments.

Example: The "temporary dieter" and the "convenience lover" will respond better to messages and channels that reflect their respective differences in consumer journey, needs, occasions, and brand perceptions.



Measurement

Weakness: A narrow focus on traditional, long-term brand-health metrics, such as awareness, which provide limited, delayed understanding of holistic brand impact.

Example: Companies risk getting an incomplete or incorrect reading of the impact of brand marketing on "temporary dieters" and "convenience lovers" because traditional approaches do not take into account the impact across the E2E consumer journey, nor do they typically pick up the near-term impact.

Source: BCG analysis.

We believe that when times are tough it is an excellent opportunity to focus on precision marketing. We should leverage the best marketing models and solutions. You can transform your business-marketing model with outsourced marketing services for more cost-effective, performance-based marketing solutions, delivering value-based, on-demand marketing services. You get support from your marketing strategy development, implementation, and campaign management when partnering with us. We assess your marketing model to determine existing gaps, such as inadequate staffing, redundant technology, or challenges in marketing skill sets in your in-house team.

If you're struggling to produce unique customer value propositions, and marketing assets, having trouble onboarding new customers, or finding little success in maintaining your campaigns, then it's time to take a step back and re-evaluate your strategy and consider marketing as a service.

[hashtag#DoingSomethingGreat](#) is helping people experience your brand through behavior-driven insights and reaching your customers when and where it matters most. We believe that successful advertising and marketing comes from meaningful, relevant interactions with your customers.

We then customize solutions that fill those gaps to deliver marketing solutions in line with your business strategies and your objectives for customer acquisition, retention, wallet share enhancement, and an overall lift in customer lifetime value.

We provide a team of experts who can implement your marketing strategy cost-effectively for higher returns. The scope of work involves assessing your needs and performance in the market before developing a marketing plan that supports your business goals.

We believe that this service is unique because it provides agility and flexibility.

- It delivers high-impact marketing at a lower cost.
- Focuses on data-driven strategies and decision-making.
- Leverages new marketing technologies for scale.
- Adheres to the latest market requirements and compliance.
- Adapts industry's best marketing practices provided by the MMA & IAB which we have been supporting for many years, and actively participated in leadership roles in both organisations.
- It is a long-term solution that can drive continuous growth

