

2022 WIN

Enhancing your brand online





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Slide 3



Q & A



Notes



Pointer



Captions



Tips



EXIT



HOW BRANDS CONNECT WITH THEIR CUSTOMERS



HOW BRANDS CONNECT WITH THEIR CUSTOMERS

Where are they (in 2021)?

- On a Zoom call
- Shopping online
- Surfing their mobile devices
- Talking to their Mini/ Alexa/ HomePod



A close-up photograph of a person's hands using a laptop. The person is holding a dark credit card in their right hand, positioned over the laptop keyboard. Their left hand is also on the keyboard. The laptop is silver and open. The background is softly blurred, showing a person in a white shirt and dark tie. The text 'SHOPPING ONLINE' is overlaid in a white, bold, sans-serif font on a dark rectangular background in the center of the image.

SHOPPING ONLINE

A close-up, low-angle shot of a person's hands typing on a laptop keyboard. The scene is dimly lit, with a bright window in the background creating a soft glow. The text "SEARCHING ONLINE" is overlaid in a black box with white text.

SEARCHING ONLINE

A close-up shot of a person's hands holding a smartphone. The phone screen displays a grid of various landscape and architectural photos. The person's left thumb is visible at the bottom of the screen, suggesting they are scrolling. The background is a blurred white fabric, possibly a bedsheet, with a pair of glasses and a watch visible on the right side. A semi-transparent black box with white text is overlaid on the center of the phone screen.

SCROLLING THROUGH



davidstea



nike



DISTRACTED BY ADS

A smart speaker with a white top and grey mesh bottom sits on a white desk. To its right is a computer monitor on a stand. The background is a plain wall.

ADVICE FROM A DEVICE

SUMMARY

Twenty Twenty Win!

Connecting with your Customers Online

- Videoconferencing
- Shopping online
- Searching online
- Scrolling through
- Distracted by Ads
- Advice from a device



Q&A SESSION



Press esc to exit full screen

CONTACT

FOLLOW UP NOTES **info@charcoal.marketing**

EXIT SURVEY <https://forms.gle/LDGF6JW2RxSWdSQ9>

