

# UBER TREND 2: Shift in Marketing Tactics Rendering Web2 Much Less Effective

Before we get to the timeline, trends and actions, let's talk about uber trends that are occurring.

# Shift in Marketing Tactics Rendering Web2 Much Less Effective

Pre-web1 = brand marketing

Nice To Meet You  
**Let's Get Acquainted**



Web1 and web2 = golden age for direct response marketing (data driven, targeted, cheap, fast) - paradigms built for direct marketing

Nice To Meet You  
**Let's Get Married!**



Now: privacy focus = poor data collection = poor targeting abilities = reduced ROAS = reduced profitability + Consumers wise to direct response tactics...they want storytelling, entertainment, inspiration.

Nice To Meet You  
**Let's Get Acquainted**



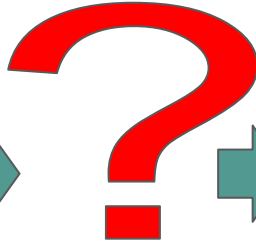
Shift Back  
To Brand  
Marketing

# Shift in Marketing Tactics: The “New” Brand Marketing

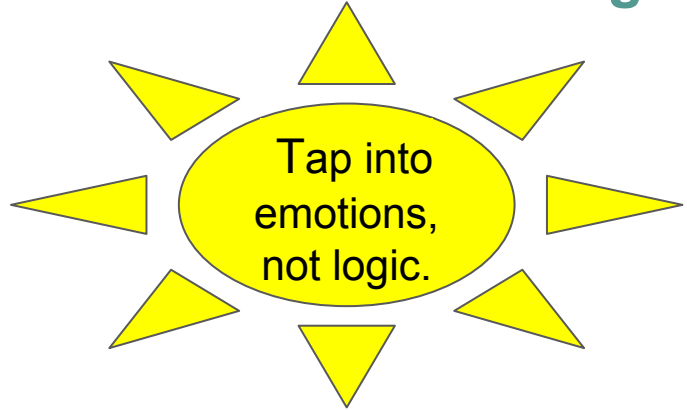
Product innovation and operational excellence can be copied and never long-term sustainable competitive advantages.



Brand and distribution are only long-term sustainable competitive advantages.



How do you get brand, which gives you distribution?



Create positive emotions about your product/company, because there is a saying: *“People will forget what you said, people will forget what you did but people will never forget how you made them feel”.*



Guru Guidance: Ty Haney, from her experience with Outdoor Voices apparel brand, says she gets 4x the value through high-touch experiential events compared to advertising.



**AND HOW DO YOU CREATE POSITIVE EMOTIONS? CREATE EXPERIENCES, BECAUSE EXPERIENCES CREATE THE STRONGEST FEELINGS WHICH PEOPLE WILL REMEMBER.**

# Shift in Marketing Tactics: The “New” Brand Marketing

## Brand Longevity Framework

### Simple Formula For Long-Term Brand Success

1. Create unique and positive **EXPERIENCES** for your customers...which creates positive **EMOTION** tying them to your company...
2. helping you build **BRAND**...
3. which = **CAPTIVE CUSTOMERS** (higher CLTV), which = lower marketing costs (higher **ROAS**), which = **PROFITS**...
4. which helps you get **DISTRIBUTION**...
5. which leads to company **LONGEVITY**

EXPERIENCES → EMOTION → BRAND → CAPTIVE CUSTOMERS →  
ROAS → PROFITS → DISTRIBUTION → LONGEVITY

[See this tool for more about brand marketing in a web3 world and what that means](#)