

EXPERIENCE MAKERS LIVE

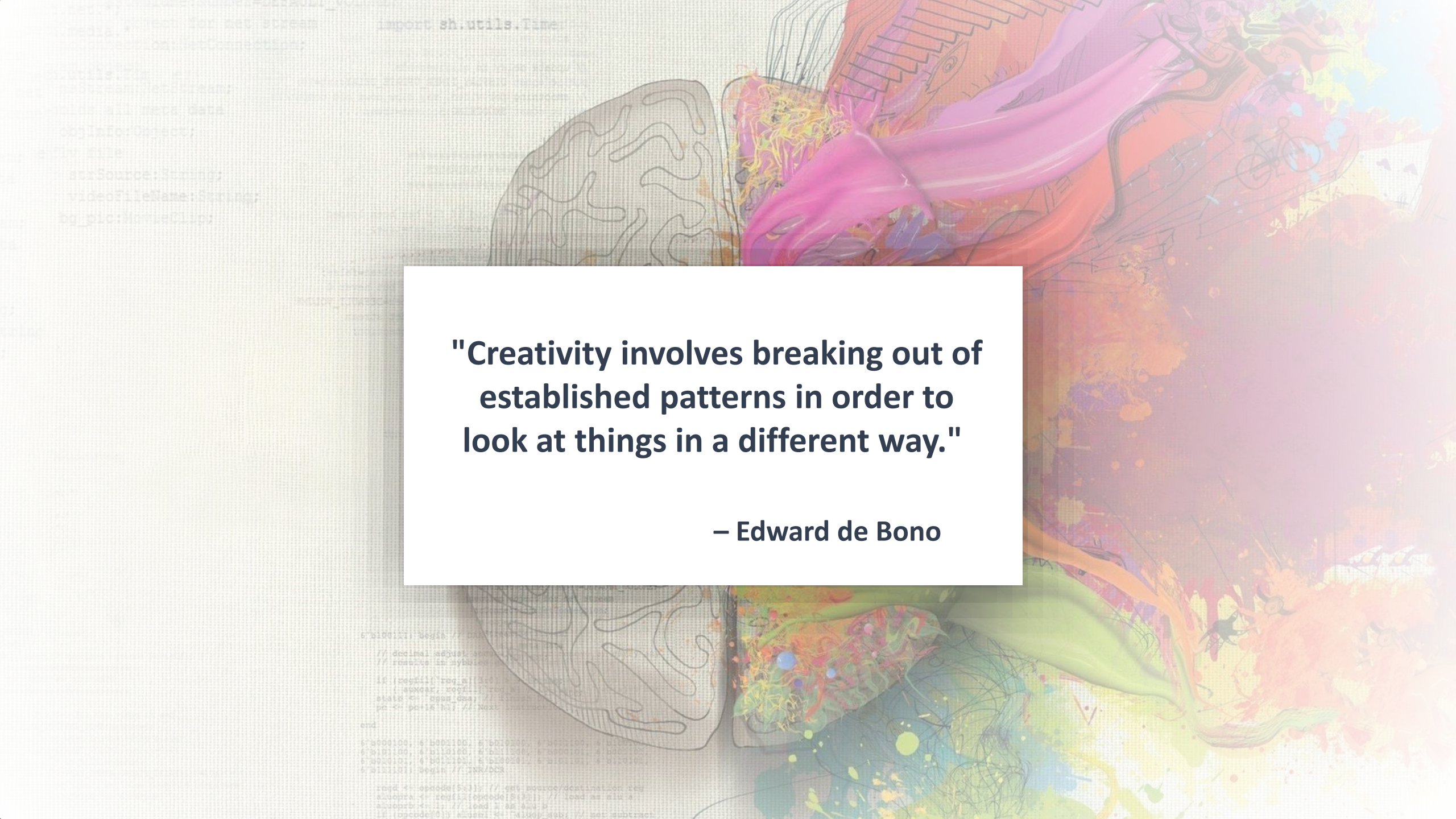
# The Future of Marketing is Creative

**Sergio Claudio** | Senior Director, Adobe Enterprise & Commercial Experience







The background is a collage. On the left, there is a faint, semi-transparent image of a computer screen displaying code. The code includes comments like 'select for net stream', 'connections;', 'utils::File', 'setSource: String;', 'videoFileName: String;', 'bg\_pic: MovieClip;', and 'import sh.utils.File'. On the right, there is a vibrant, abstract painting. It features a large, flowing pink and red shape that resembles a liquid splash or a stylized figure. Below this, there are splashes of orange, yellow, and green. A small, dark silhouette of a person riding a bicycle is visible in the upper right. The overall style is artistic and creative, blending digital code with hand-painted elements.

**"Creativity involves breaking out of  
established patterns in order to  
look at things in a different way."**

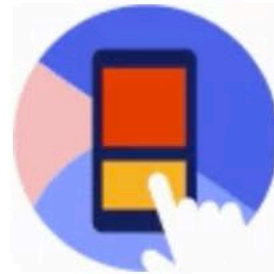
**— Edward de Bono**



# An Internet Minute in 2020...



**764,000 of hours**  
watched on Netflix



**694,000 users**  
scrolled Instagram



**2.5 million snaps**  
created on snapchat

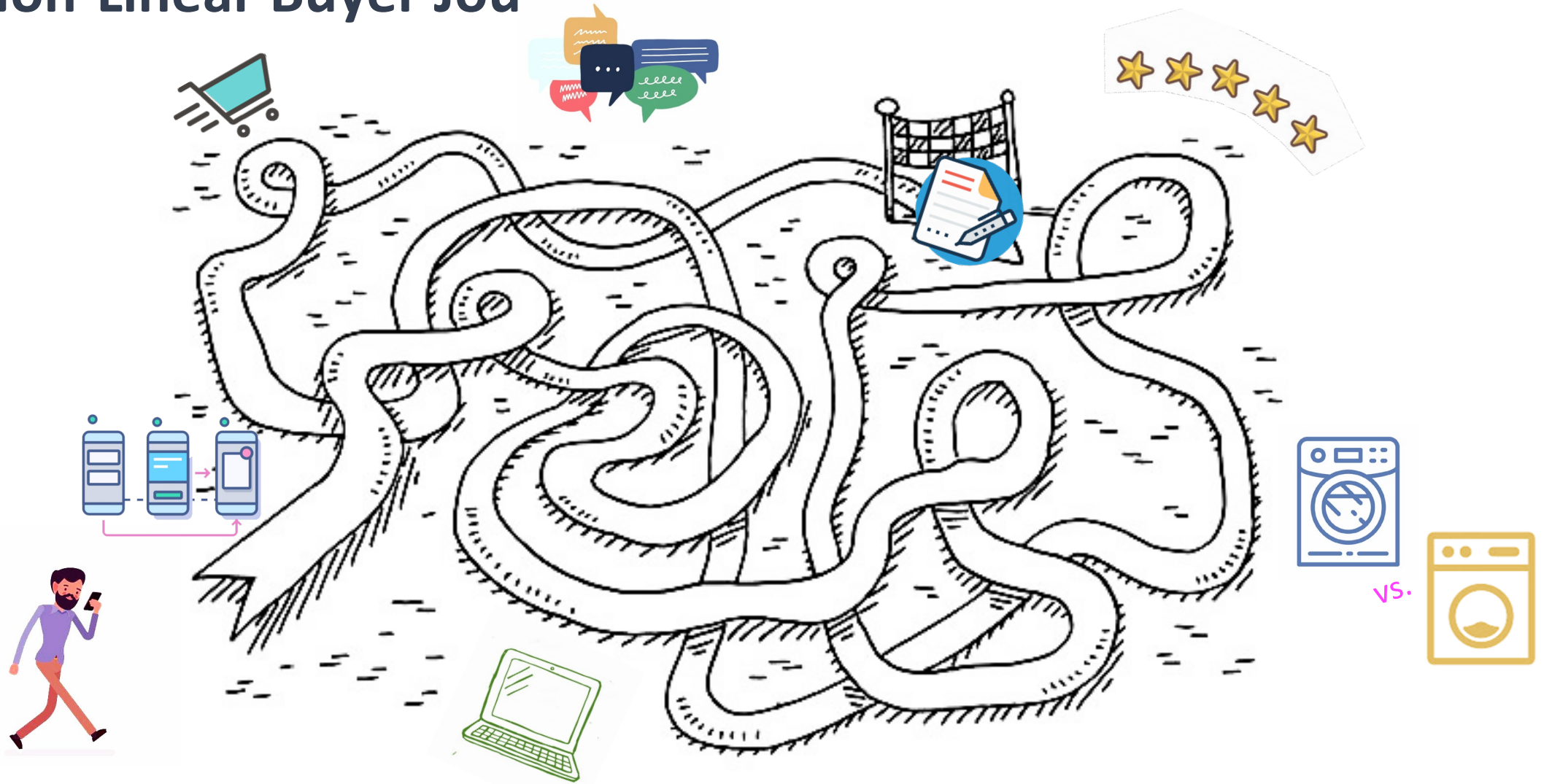


**208,000 people**  
on Zoom calls



**190 million**  
emails sent

# The Non-Linear Buyer Journey



Source: [Medium](#)

# The Marketer's Job is More Complex Than Ever Before

## Customer Expectations:


- Personalization
- Data privacy & Security
- New Content
- Relevant Communication
- Continuous Innovation
- Excellent Experience
- High Quality
- Reasonable Price

## Internal Expectations:

- Marketing Driving Growth
- Seat at the Revenue Table
- Business Impact
- Innovative Teams
- Analytics & Measurement
- Internal Alignment
- Cost Savings





The background of the slide is a collage. On the left, there are faint, semi-transparent code snippets in a monospaced font. On the right, there are vibrant, colorful splatters and abstract line drawings. One drawing shows a person's head in profile with a bicycle wheel inside. Another shows a hand with fingers spread. The colors include pinks, purples, oranges, yellows, and blues.

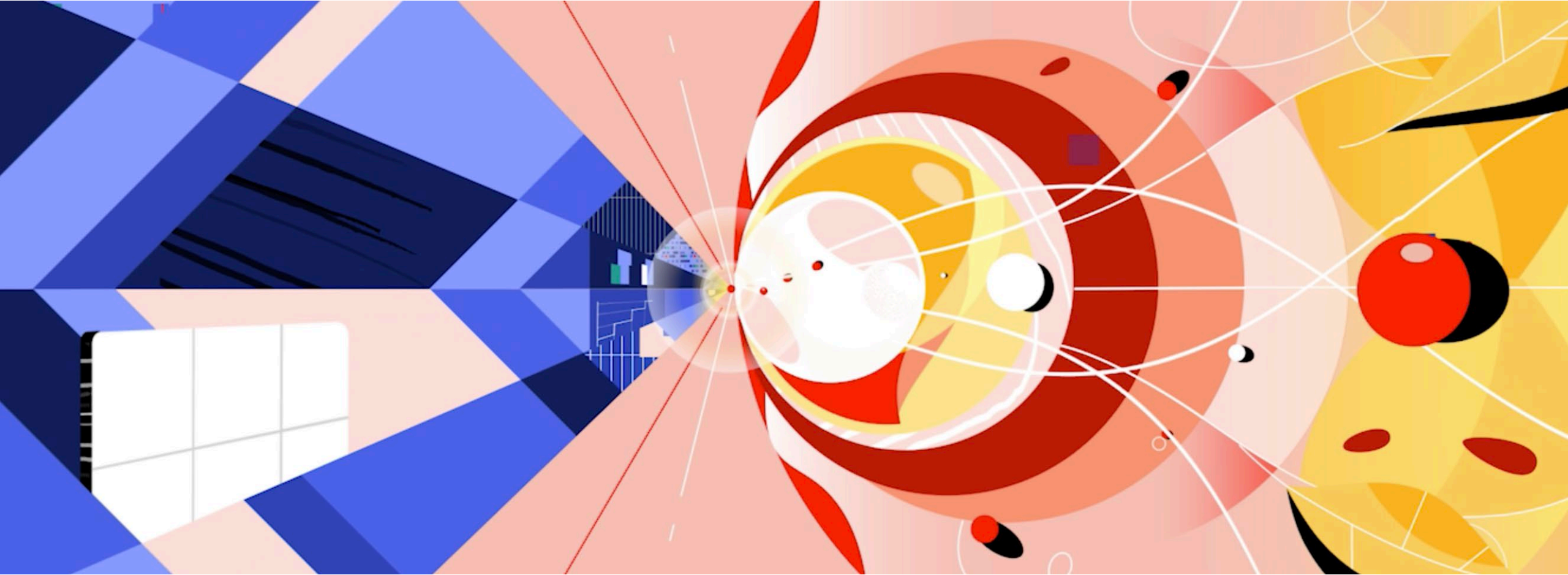
**“Leaders have to encourage and elevate creative thinking... Every meeting is an opportunity to reject the status quo — and we have to endorse creative problem solving and require it from our teams.”**

**Sarah Kennedy Ellis**

Former VP of Global Marketing, Adobe



# Research Study: *The Future of Marketing*





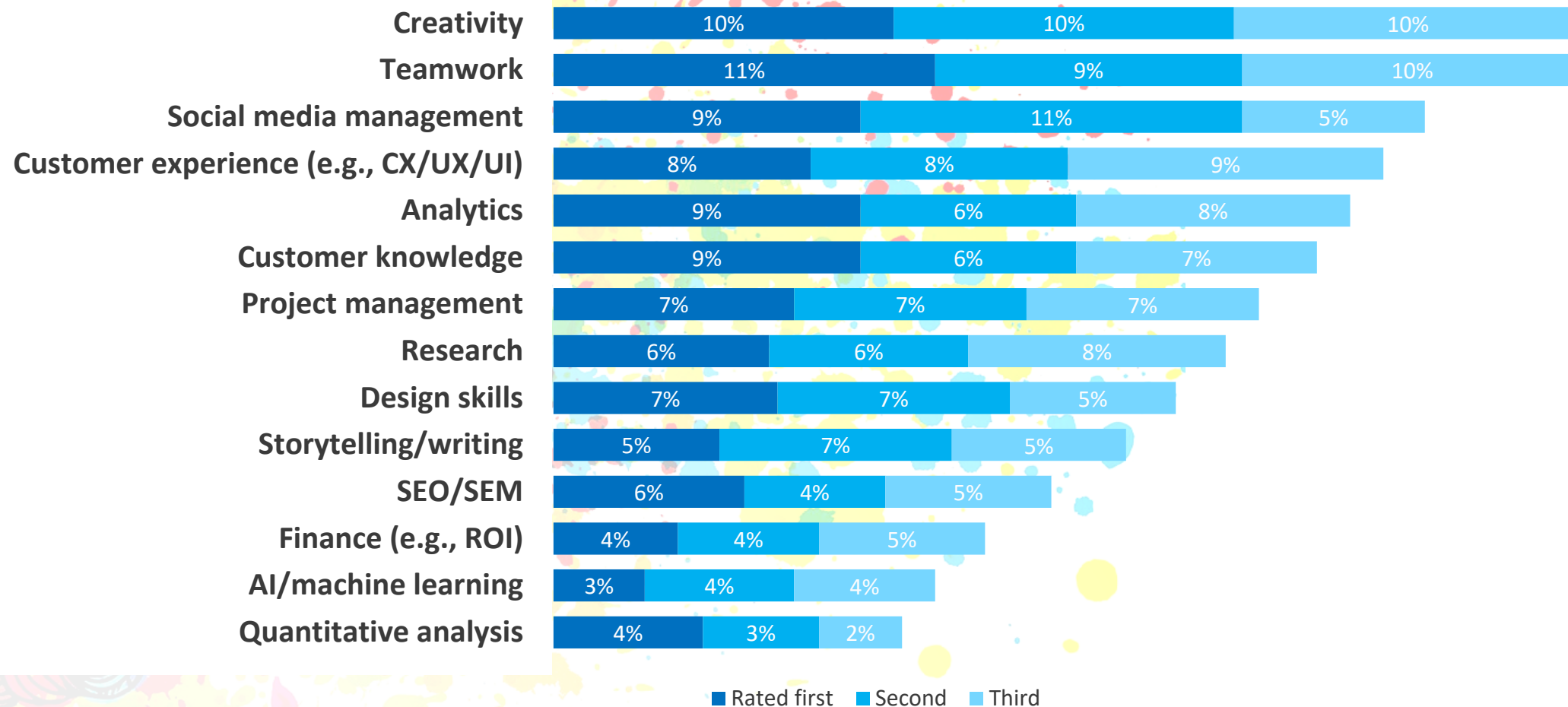
# Embrace the Shift (EQ + AI)

1. Human connection becomes more important than ever before.
2. Every business will have to become a digital experience business.
3. It's an “everything” initiative but Marketing can take the lead.





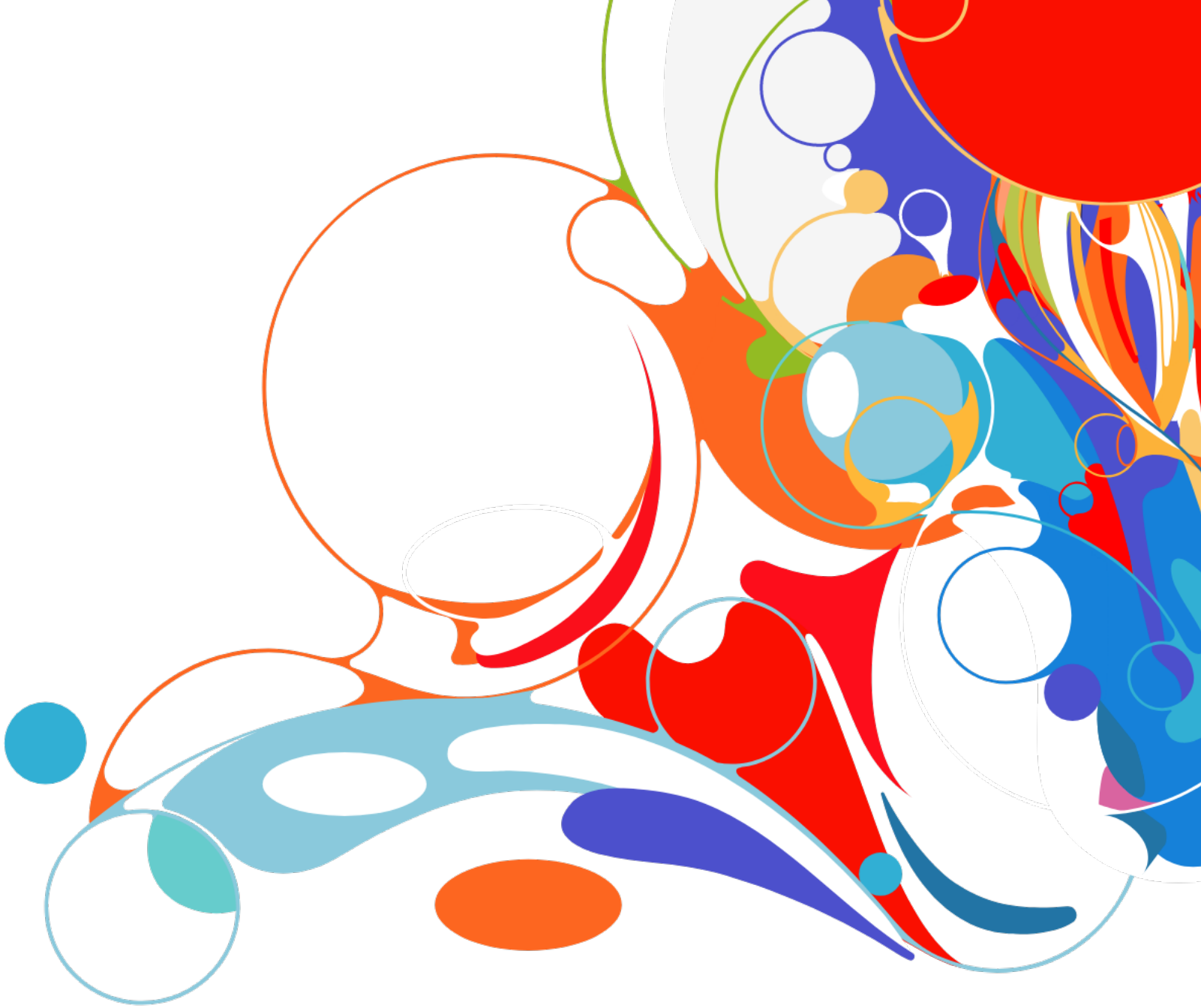
# Skillset Needed To Be Successful In The Next 5 Years





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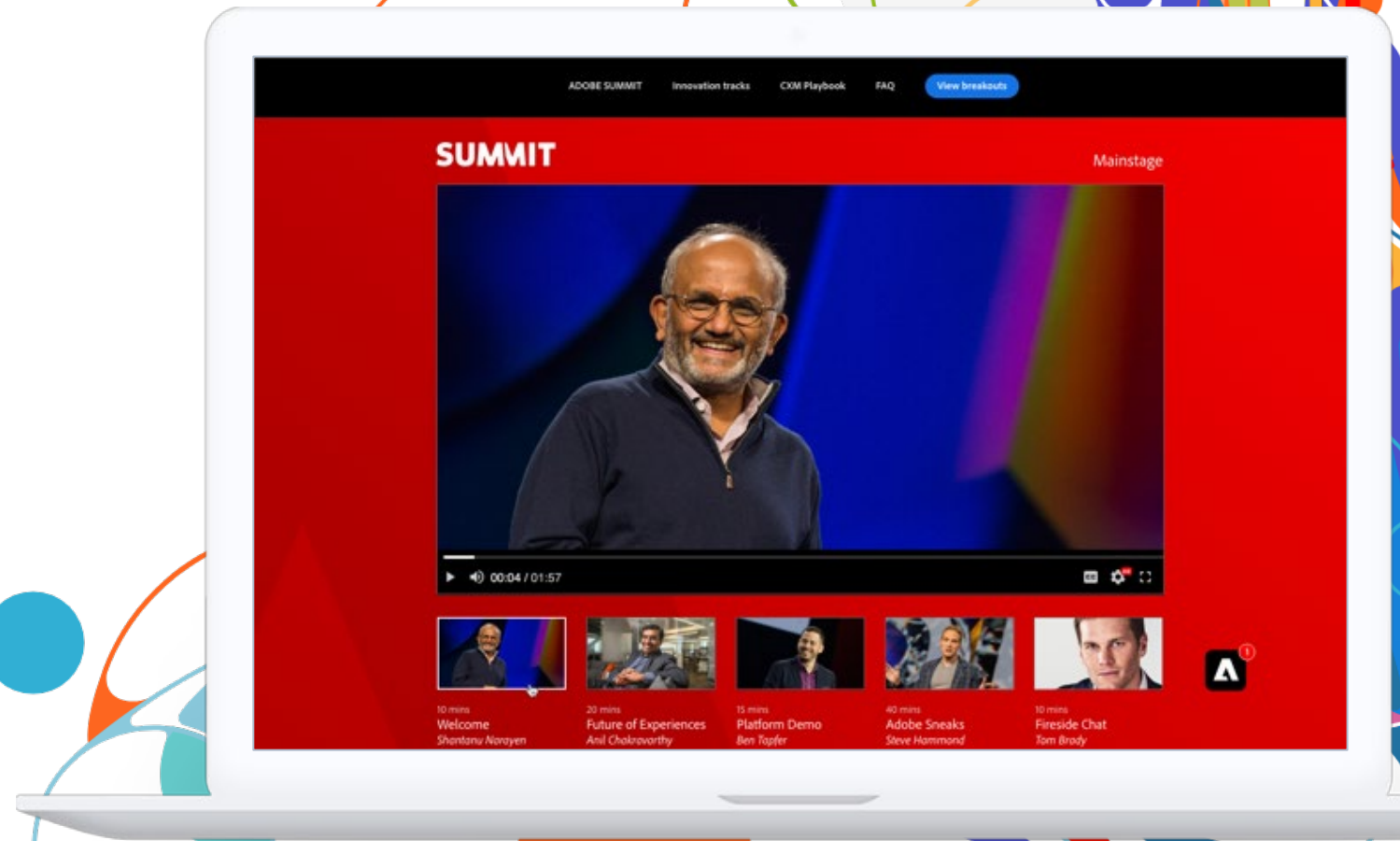
# The Five Phases to Leading the Change





EXPERIENCE MAKERS LIVE

# From In-Person Event to Virtual Experience in 25 Days





# Setting Our Ground Rules for Innovation

D I G I T A L I S T H E M A I N E V E N T

The companion experience has now become the  
only experience

R E - I M A G I N E

Offline strategy does not directly translate to  
online behavior

C O N T I N U I O U S E N G A G E M E N T

From a moment in time, to long-term value



1

## PLAN

Use Data to Unlock Customer Insights

2

## CREATE

Breed Loyalty With Content

3

## ENGAGE

Forge Deep Connections On- and Offline

4

## CONVERT

Make Conversion as Easy and Intuitive as Possible

5

## OPTIMIZE

Never Stop Improving the Customer Experience



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# Planning for the Best Experience



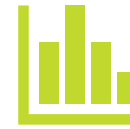
Understanding  
customers' pain  
points



Selection of  
sessions



Content creation



Reevaluating  
event goals and  
benchmarks



Leveraging  
analytics and AI



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SUMMIT

Mainstage



10 mins  
Welcome  
Shantanu Narayen



20 mins  
Future of Experiences  
Anil Chokrevorthy



15 mins  
Platform Demo  
Ben Topfer



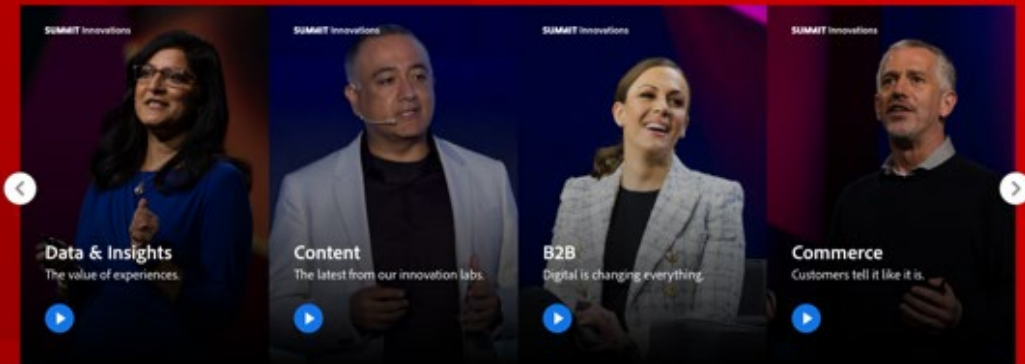
40 mins  
Adobe Sneaks  
Steve Hammond



10 mins  
Fireside Chat  
Tom Brody



Innovation keynotes



## Welcome to Summit

Main stage keynotes, innovation tracks and 100+ breakout sessions focused on one thing — helping you transform your business. And for the first time ever, you can access all of this incredible content for free.



Enjoy 100+ breakout sessions  
with a free Summit account

Get free access

# Going Digital

Creating an Online Event Experience in 25 days

1

Marquee Content

2

New Video Format

3

Authenticity is Key

4

Ease of Consumption

5

Lead With Your Customers



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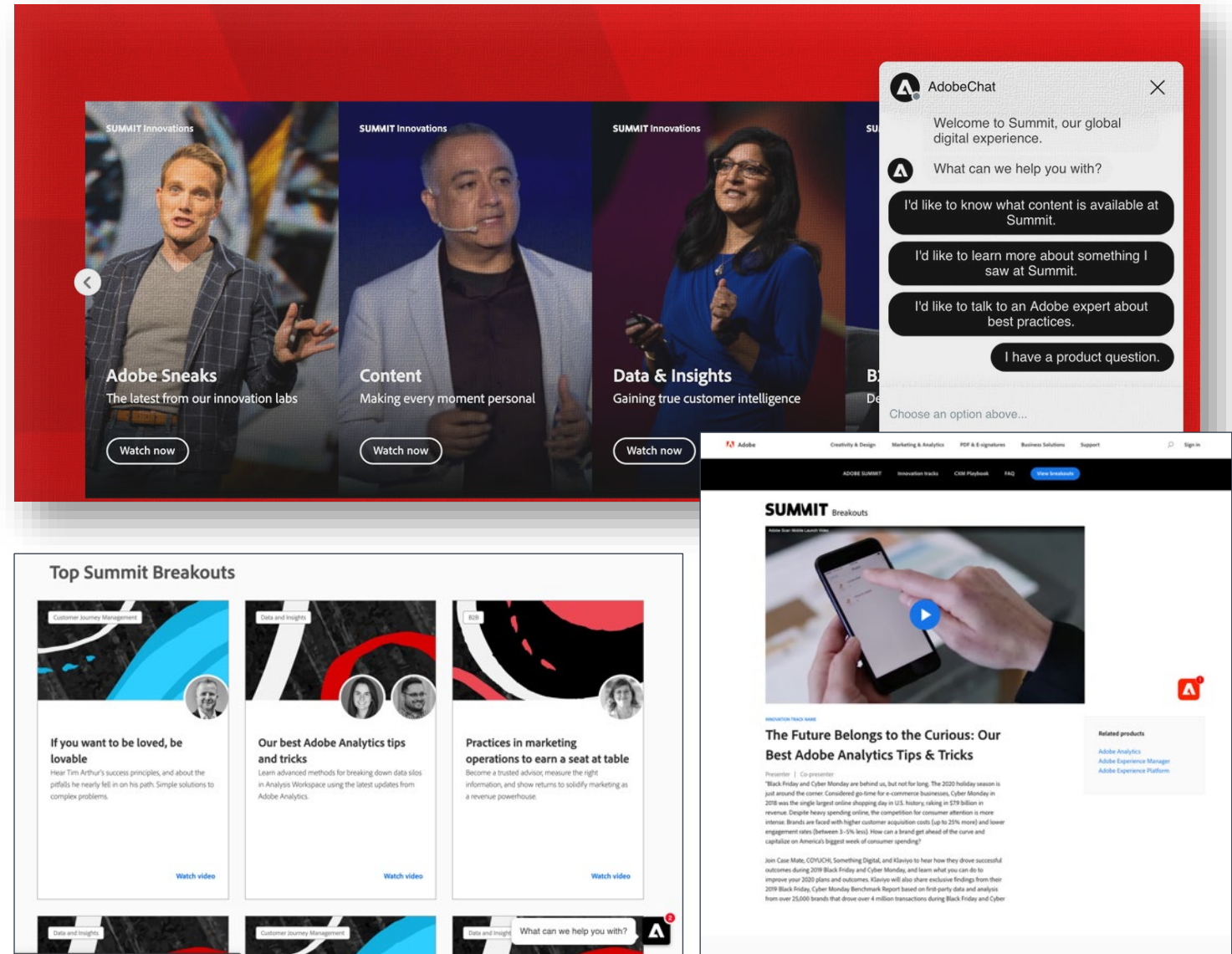
5

## OPTIMIZE

Never Stop Improving the Customer Experience


# Engage Your Customers

- Online design elements that encourage attendee participation
- Chapterize your content
- Personalized chatbot experience
- Speak to attendee pain points
- Engage your advocates





# Engage Your Team

- 
- Put the customer at the center of everything you do
  - Pull together cross-functional team
    - Creative, Web, Content, Demand Gen, Events, Customer Advocacy, etc.
  - Collaboration across entire company is key
  - Over 400,000 Summit online visits in week 1

1

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# Experience Needs to Match Demand Strategy

You must work closely with demand to ensure right gating and promotion strategy

Answering questions like:

1

What content is most relevant?

2

What is your pre-, during, and post-event strategy?

3

Do you want a live experience and interactivity?

4

How can you align content to your attendee journey?

5

How can you entice attendees to go behind the gate?

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# Analyze & Optimize

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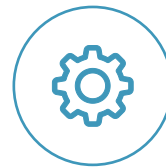
## Attendee Journey

Understand the experience of every attendee



## Content Formats

Ensure you are having your content delivered the best way



## Consumption

Expand features that helped ease of consumption



## Rollout

Plan the frequency of releasing content



# Key Takeaways

Put Customer Experience  
First

Embrace The Shift

Lead Transformation

Foster Creativity

Plan, Create, Engage,  
Convert, And Optimize



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# Questions?

