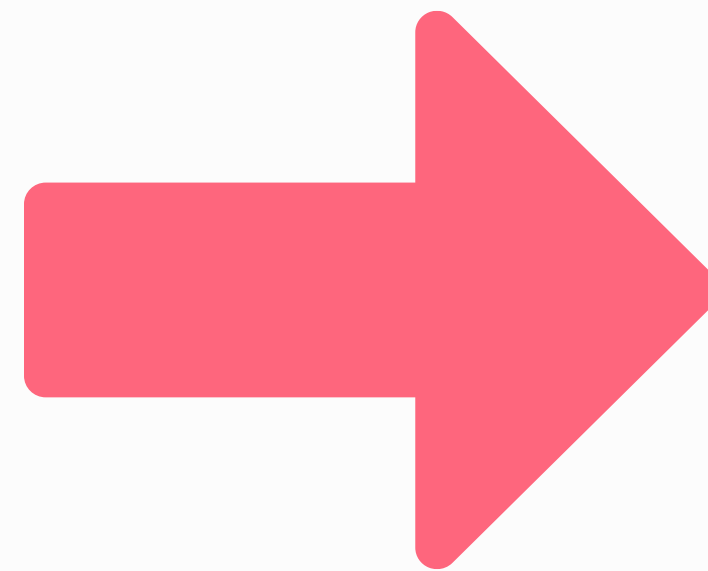




From Standout to Startup:

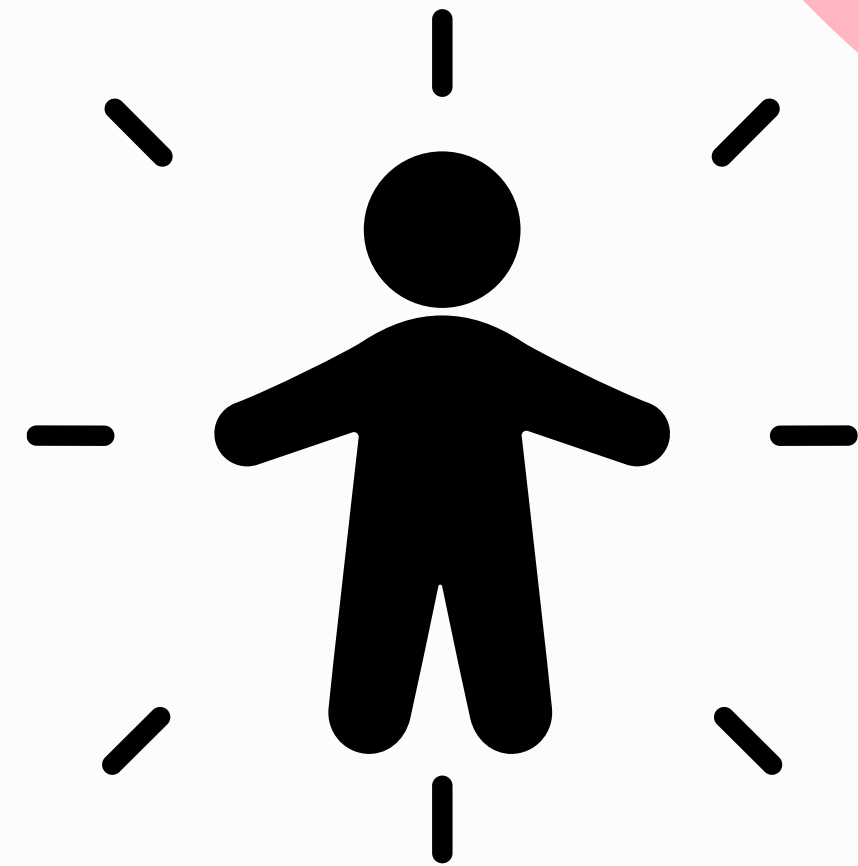
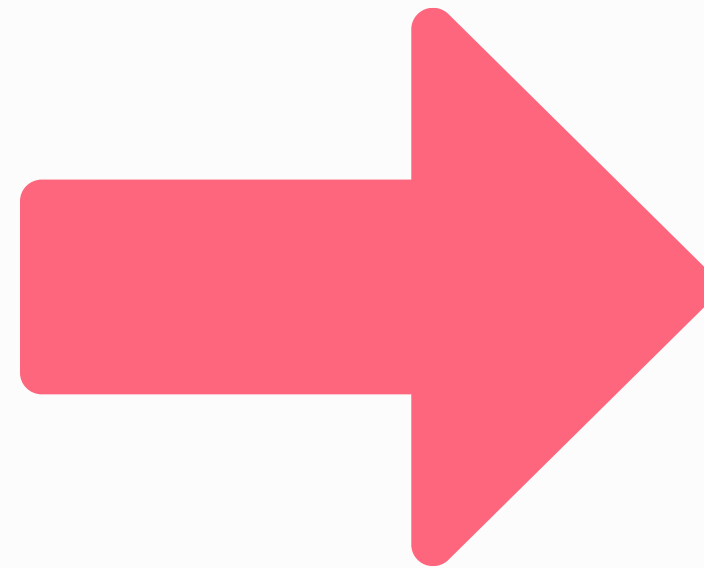
The lessons learnt from leaving a giant retailer and starting my own marketing company

can-do
digital marketing



can-do
digital marketing







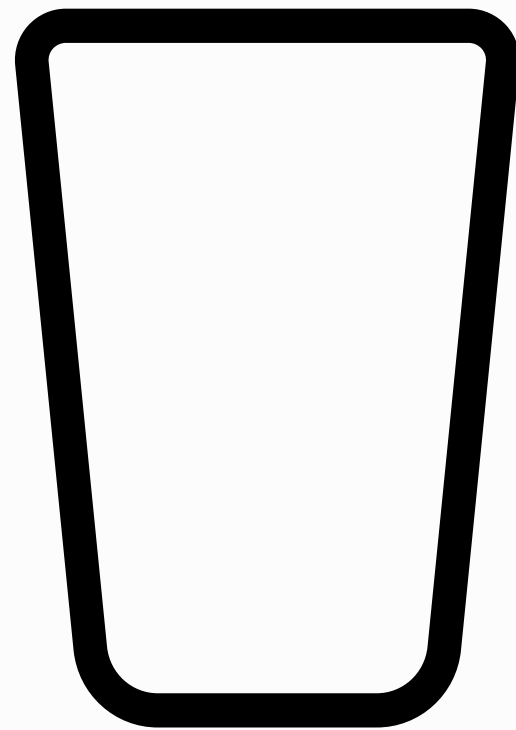
Be the puzzle piece 

So many caps!

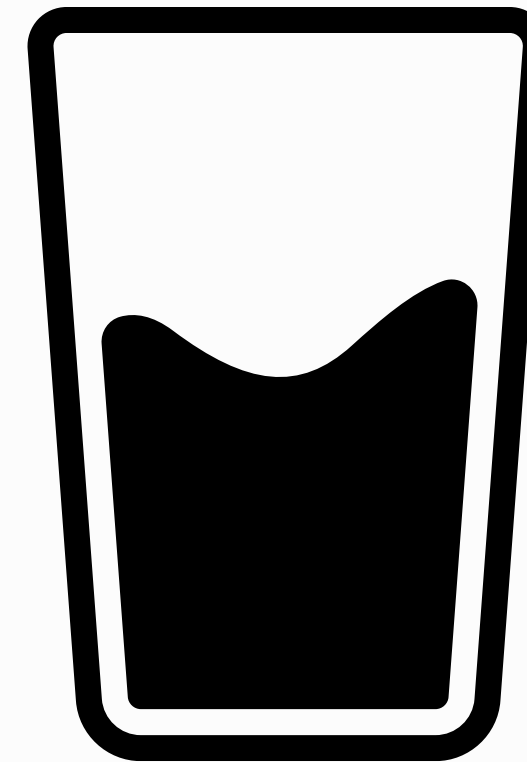


Lesson Learnt: Finding the gap

Manager
Strategic

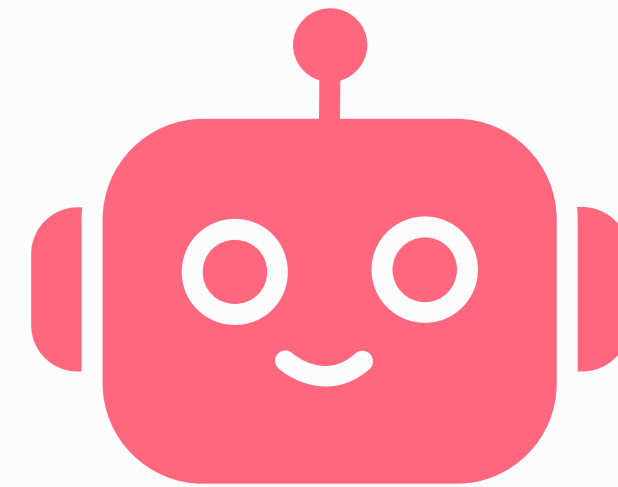


Exec/Assistant
Do-er





**People aren't
scared of AI, they
just don't see the
benefits for them**





**U.S. Treasury used AI to
recover **\$4 billion in
fraud** and improper
payments**

(6x increase YoY)



Tools I use



TrueClicks

SUPERNORMAL



ChatGPT-4o

**Trying to spend as much time
on the business as in the
business**



Lesson Learnt: Say yes!



Chris Nightingale · You
Digital Marketing Director, Paid Search & Social ex-AO.com
1mo · Edited · 🌐

So, the reason I decided to leave AO 😊

Finally. I can share what I've been cooking up for what feels like ...more

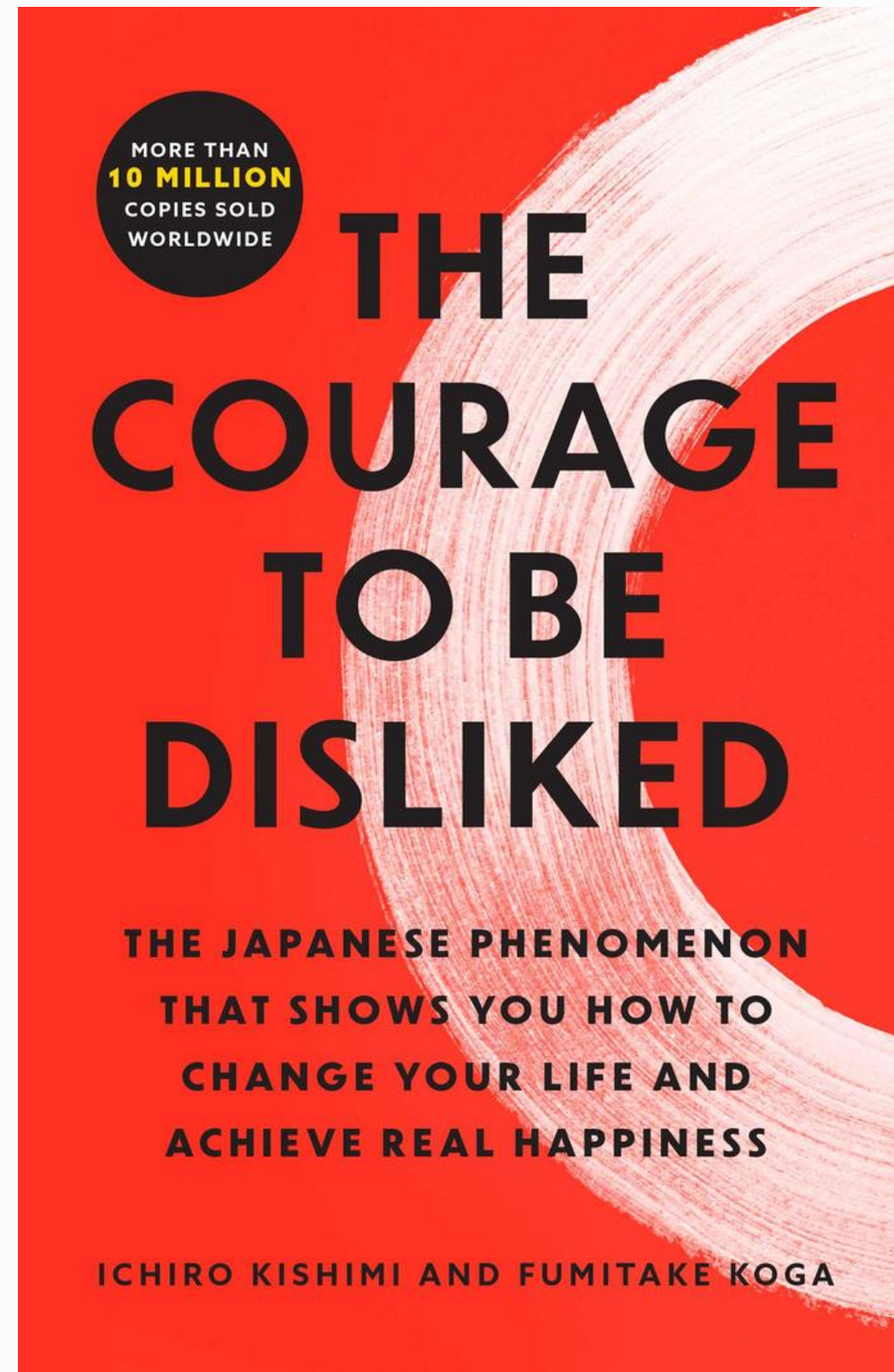


Sean Anderton and 500 others · 148 comments

Like Comment Repost Send

28,427 impressions [View analytics](#)

But also know when to say no...



Lesson Learnt: Preparing for failure





Tech takeaways

Don't trust Google support - use ChatGPT

Break through the walled gardens

Get comfortable with attribution & profit

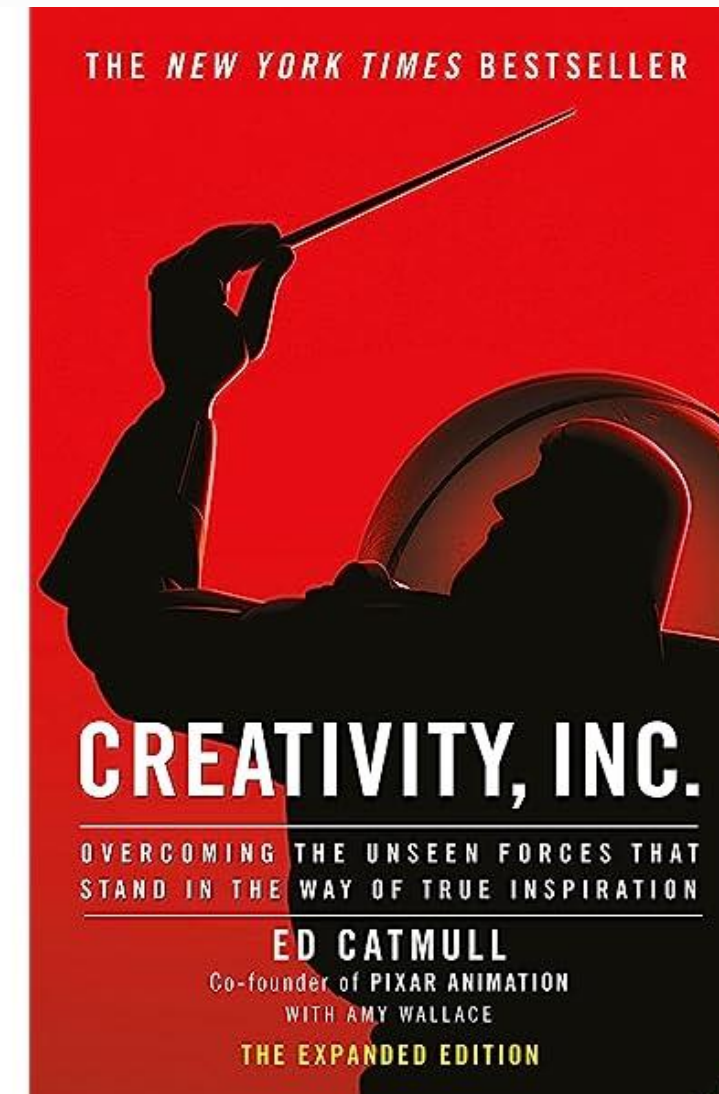
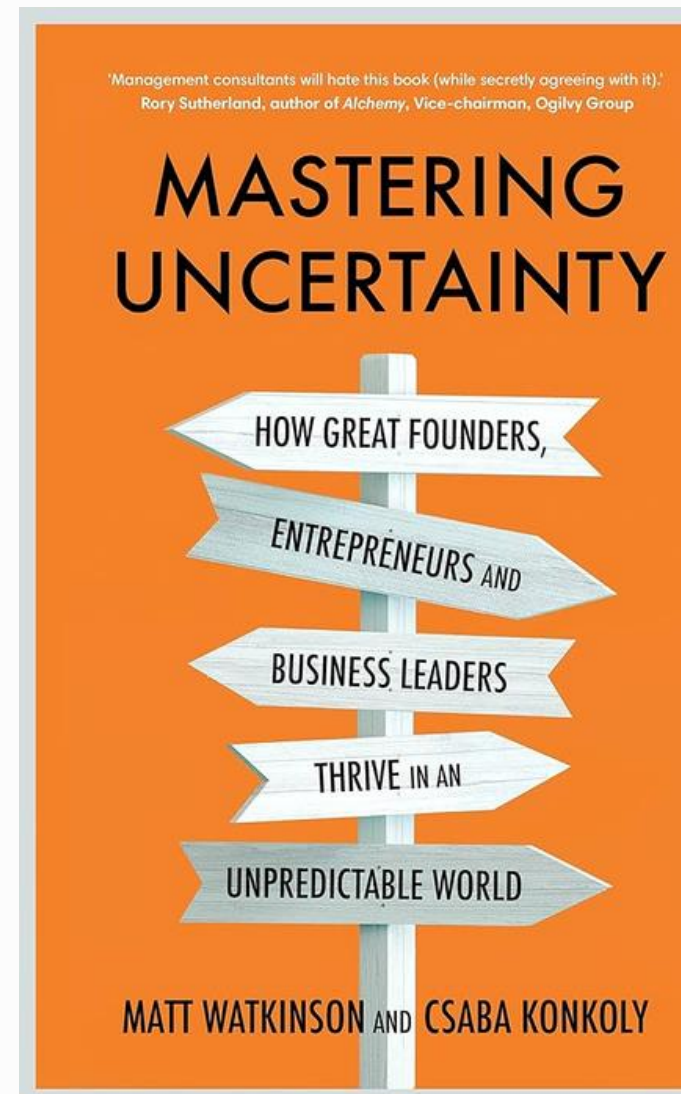
Be good.
Be kind.
Be brave.
Be different





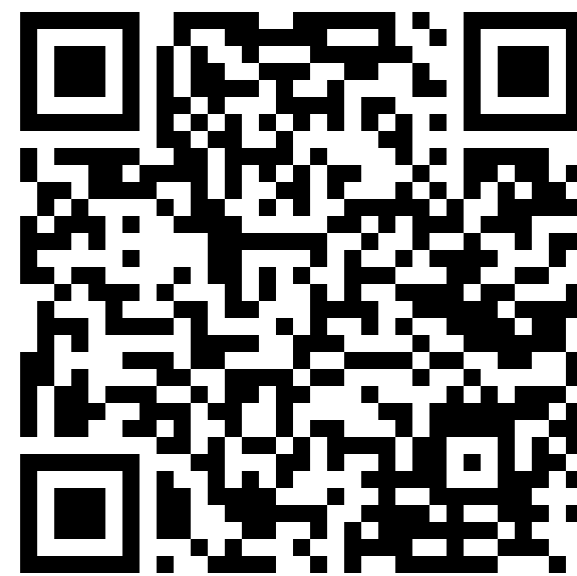
Find your pack

Recommended reads/listens



Thank you!

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