

CUTTING THROUGH THE DIGITAL OVERWHELM

**The
power
of why**

Who am I?



Lecturer in Digital Marketing at Manchester Metropolitan University

Freelance marketing consultant

Over 10 years experience in digital marketing working for NHS, MoJ and agencies.

PAUSE

REWIND ◀◀

11:44

The overwhelm is real

2.54

billion

People purchasing
consumer goods online in
2024

10%

Growth rate in digital
marketing budget
spending across
businesses

2 hours

19 mins

Time spent on social
media per day across 6.8
different platforms

What does this mean for us?



Overwhelm and
BURNOUT



Multi-hyperate
MARKETING



Everything,
everywhere
ALL AT ONCE



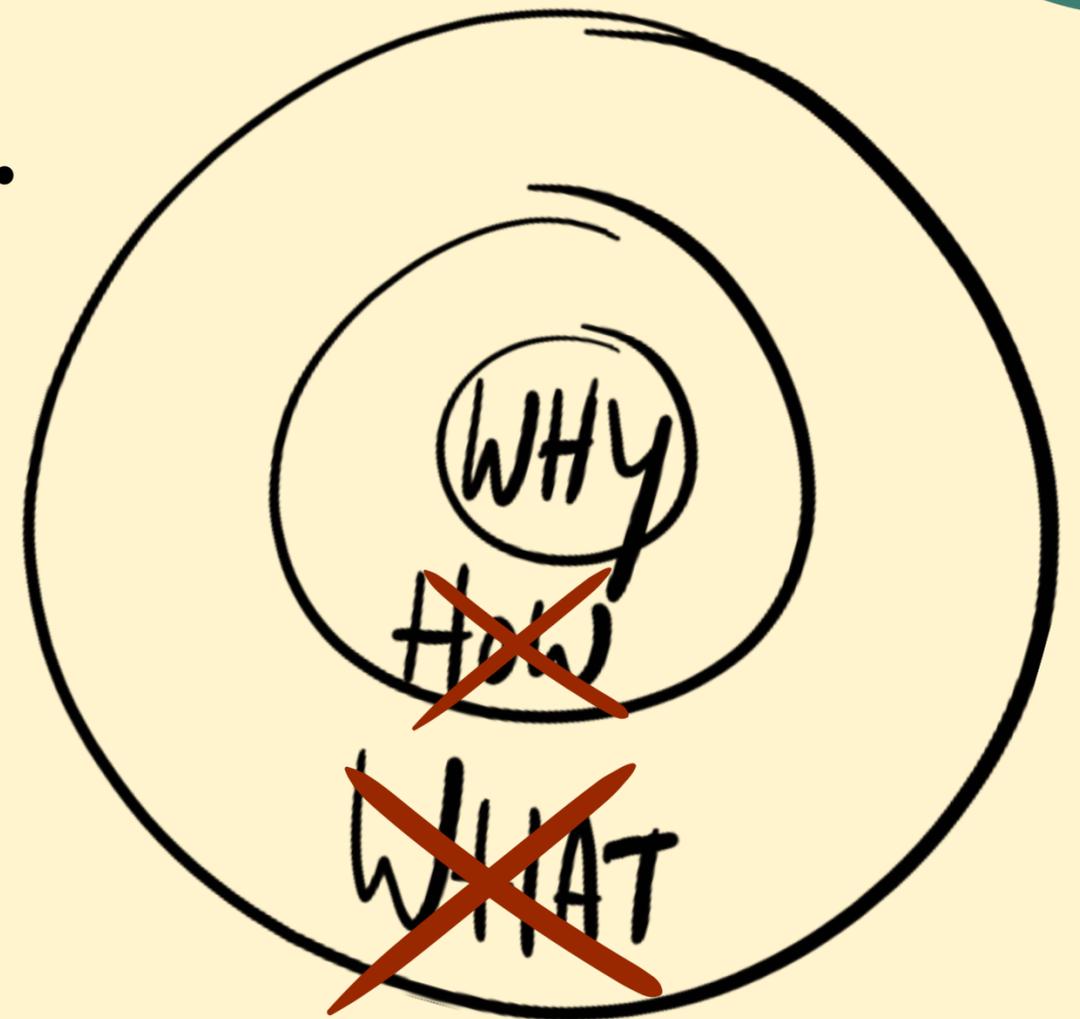
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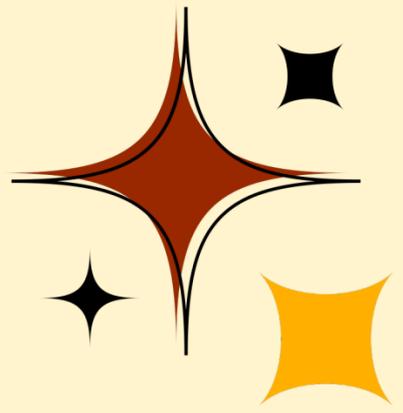
Introducing the why (Part 1)

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"People don't buy what you do; they buy **why** you do it. And what you do simply proves what you believe"

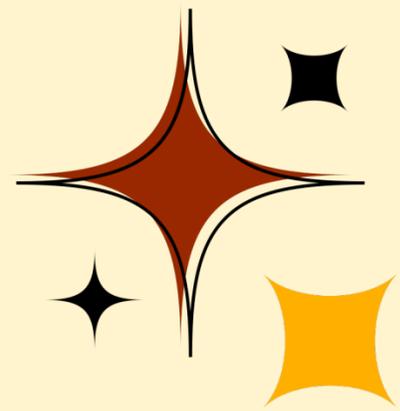
SIMON SINEK





In action

Let's say I work for a sustainable fashion brand...



Content marketing

- Blog posts that explain the 'why' behind our brand.
- Share stories about our commitment to sustainability, the journey of sourcing eco-friendly materials, and the positive impact your practices have on the environment.

Email marketing

- Newsletters that focus on the 'why' behind new collections or initiatives.
- Share stories from customers who share our values and have embraced our brand's mission.

SEO

- Incorporate keywords related to sustainability and ethical fashion into our strategy through organic and paid

Social media

- Share behind-the-scenes content, showcasing the ethical production process and people involved.



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Introducing the why (Part 2)

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**Don't stop here.
Take the why into all
your digital comms.**

Why are we posting this?
Why should people care?
Why is our brand better than our competitors?
Why is our audience engaging that way

One simple word = so much **clarity**



Just in case you needed more convincing

Asking **why** can help you...



Optimise your
STRATEGY



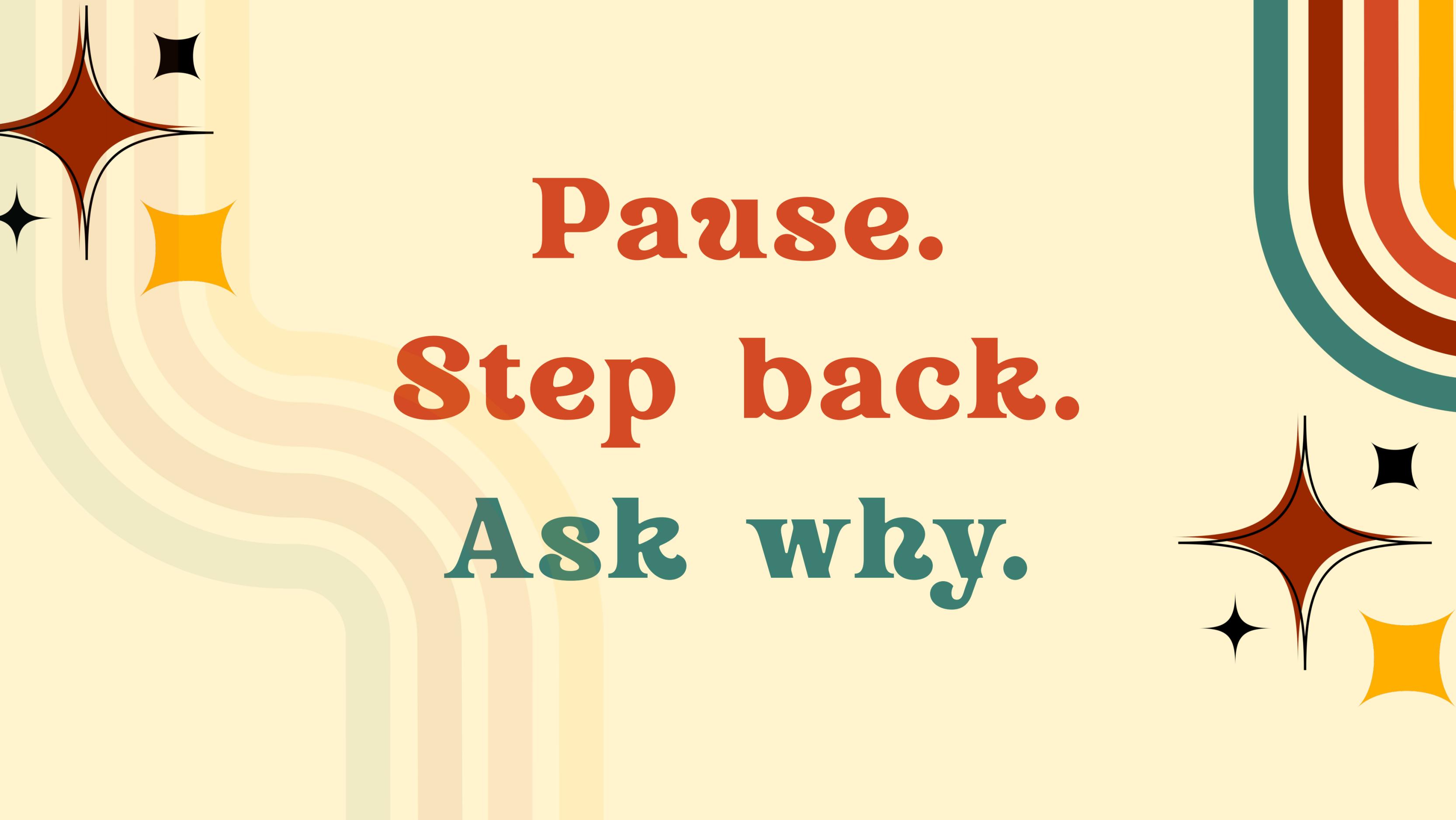
Make better
DECISIONS



Communicate
EFFECTIVELY



Combat your
BURNOUT



Pause.

Step back.

Ask why.

Let's keep this conversation going

