

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.

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
B U R N O U T

Multi-hyphenate
M A R K E T I N G

Everything,
everywhere
A L L A T O N C E



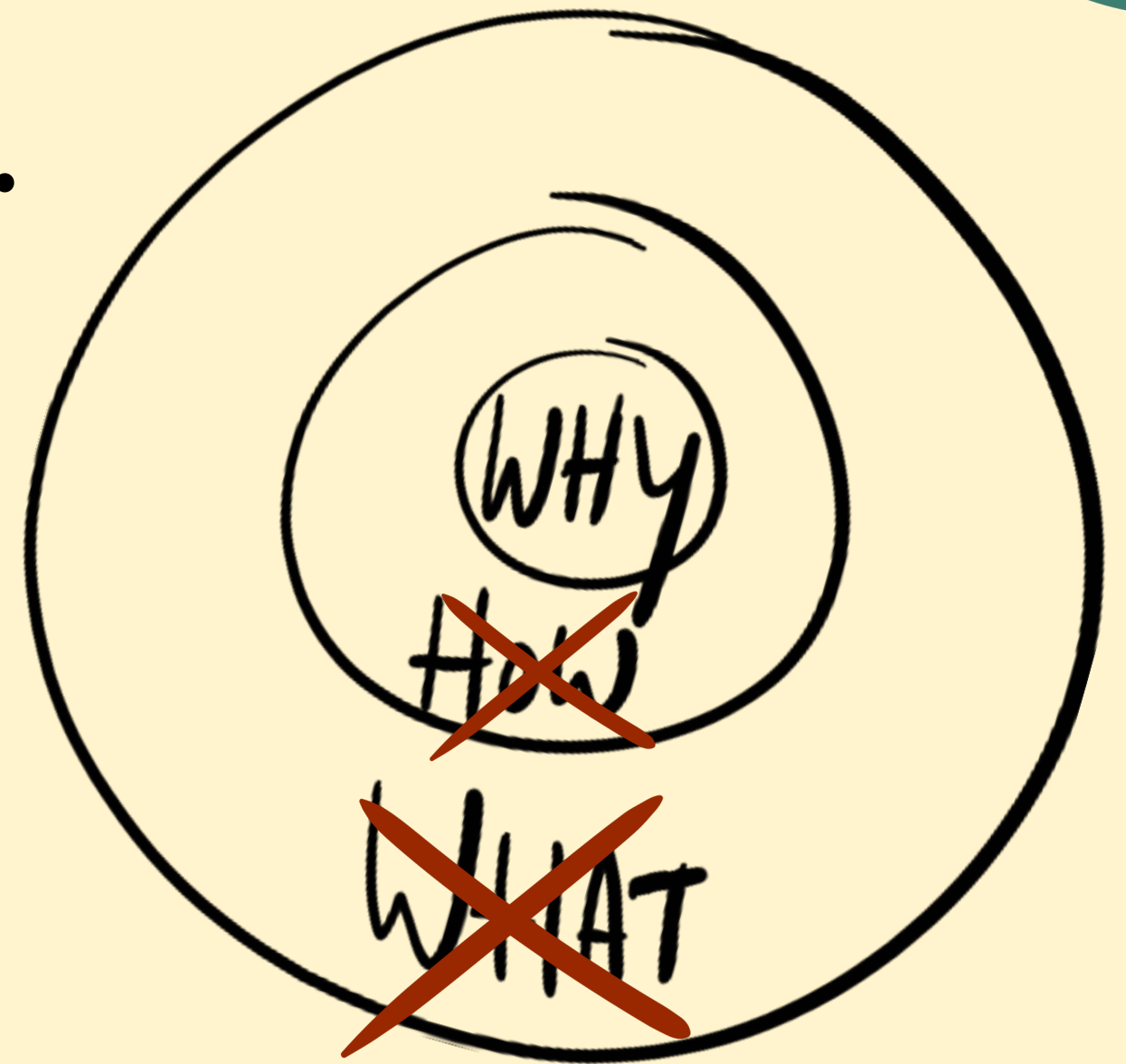
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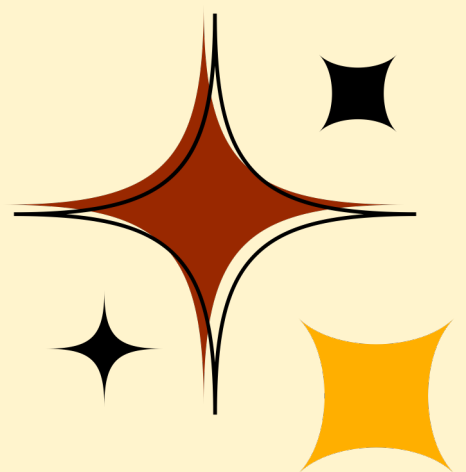
Introducing the why (Part 1)

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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"

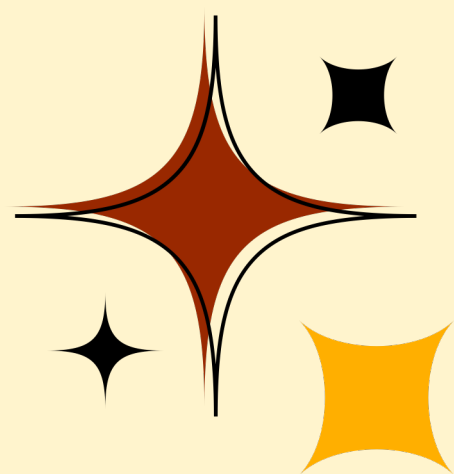
SIMON SINEK





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 there.
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

