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SMME Clinic Masterclass

2025 Marketing Playbook

5 Trends to leapfrog your competition
Marlon August



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SMME CLINIC
Practical Business Remedies

- The power of tech, AI & where it's taking us
- Must have strategies to apply in your business today
- What you should adopt this year and beyond
- A framework for exponential growth and scaling your marketing

**What we are going to
talk about today...**

CAREER HIGHLIGHTS

1. LEAD GENERATION FOR LIVE EVENTS

Using paid and organic strategies to drive people to live events

2. WORKED IN MULTIPLE VERTICALS

SAAS brands, Legal, Automotive, Incubators, E-commerce, Sports, Construction, Coaches & Trainers / Thought leaders

3. STUDIED WITH SOME OF THE WORLD'S BEST MARKETERS

4. RAISED OVER \$4 MILLION USD

In a single campaign



1. PERSONALISATION

Understand what do your clients want

- Maximise what you give your customers
- How you deliver it.

Established business exercise

- Interview your top clients and ask them instead of what you think they need.

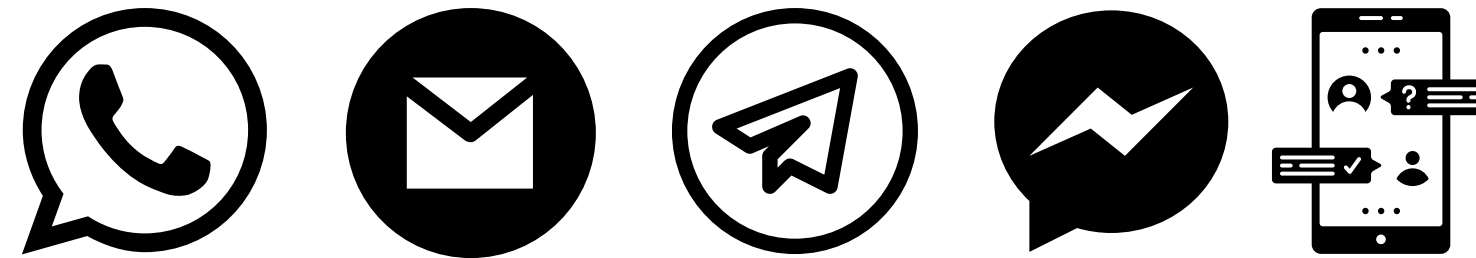
Newly established...

- Figure out who you would want to serve and ask them!



CONVERSATIONAL MARKETING

Consumers want a response... and they want it now!



The days of waiting 24 hours for a reply are long gone.

PERSONALISATION BEGINS AT PROCESS

When you understand all that goes into serving your ideal customer and making them happy. Document and fine tune more towards their wants and needs.



WHAT IS THE PURPOSE OF A BUSINESS

Peter Ducker



“To find and keep a customer.”

To add....

Make a profit while doing that.



2. PERSONAL BRAND

AGE OF THE LEADING LEARNER

- Become a authority in your space
- Learn, teach and implementing all in one



HOW PAID ADS PERFORM BETTER...

- Organic content will actually make your ads perform

AGE OF AI

- With the rise of usage of AI there will be a flood of low quality so the need for authentic human content will win.



2. PERSONAL BRAND

HUMAN CENTRIC

REAL

We are living in the age of impact. Where what we portray is held up against the light.



RELEVANT

Context is everything in communication. If you meet people where they are at in their lives, you'll connect with them faster

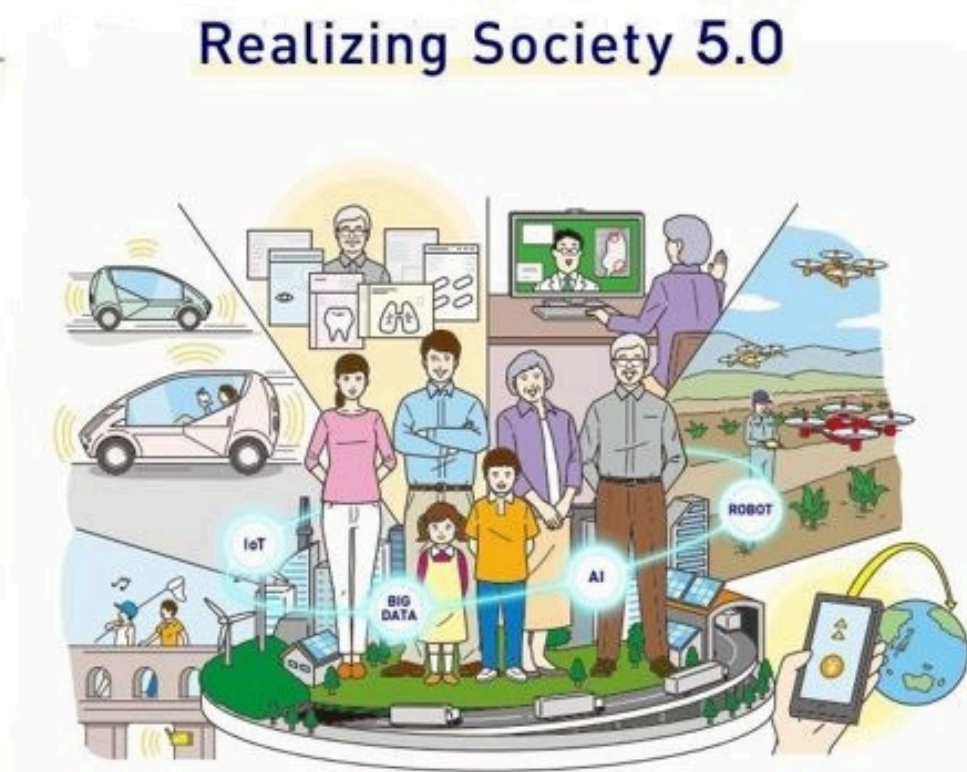
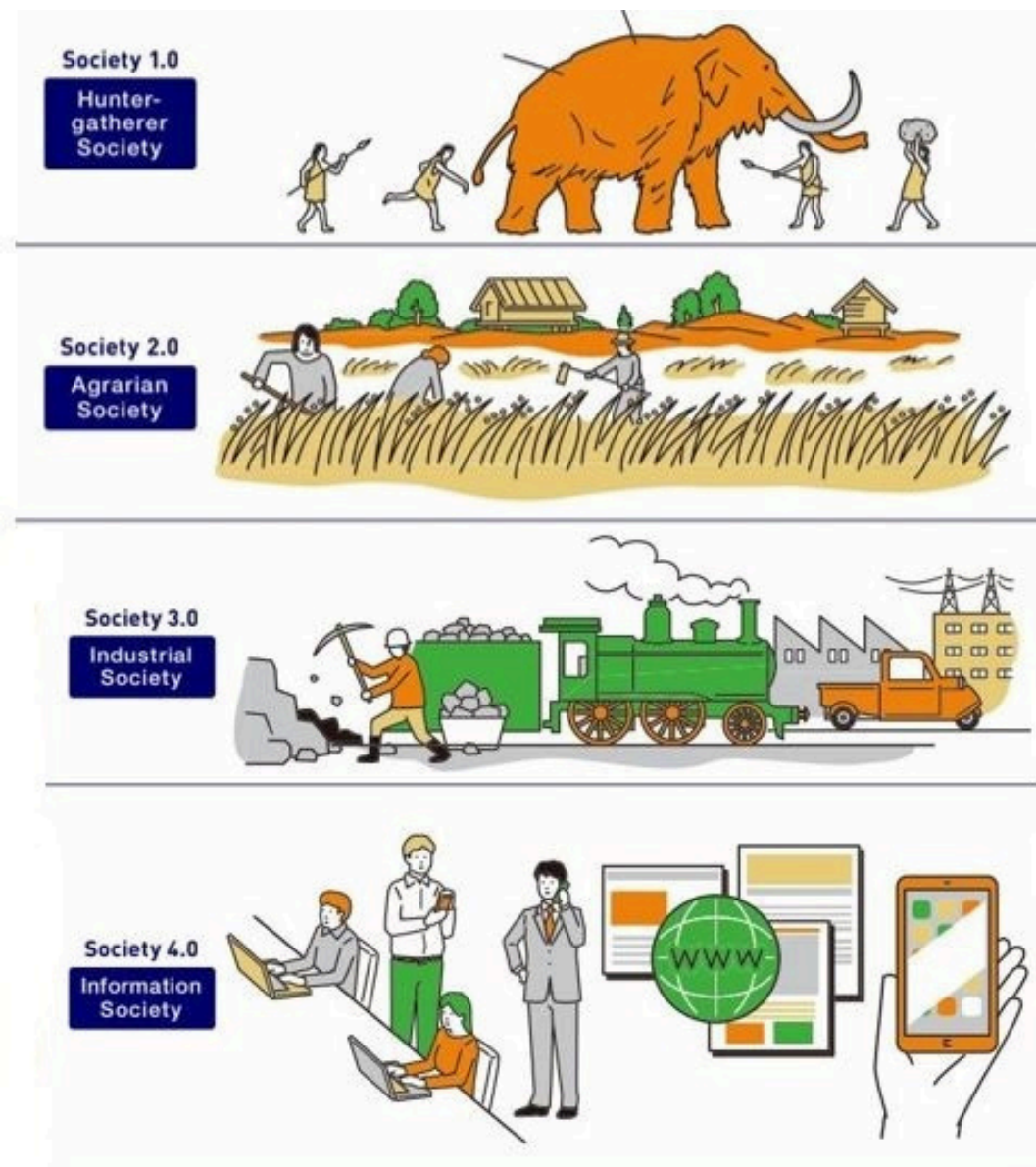
PERSONALISED

Make your customers feel like they are the only one(s) you are communicating with.



3. ENTREPRENEUR 5.0

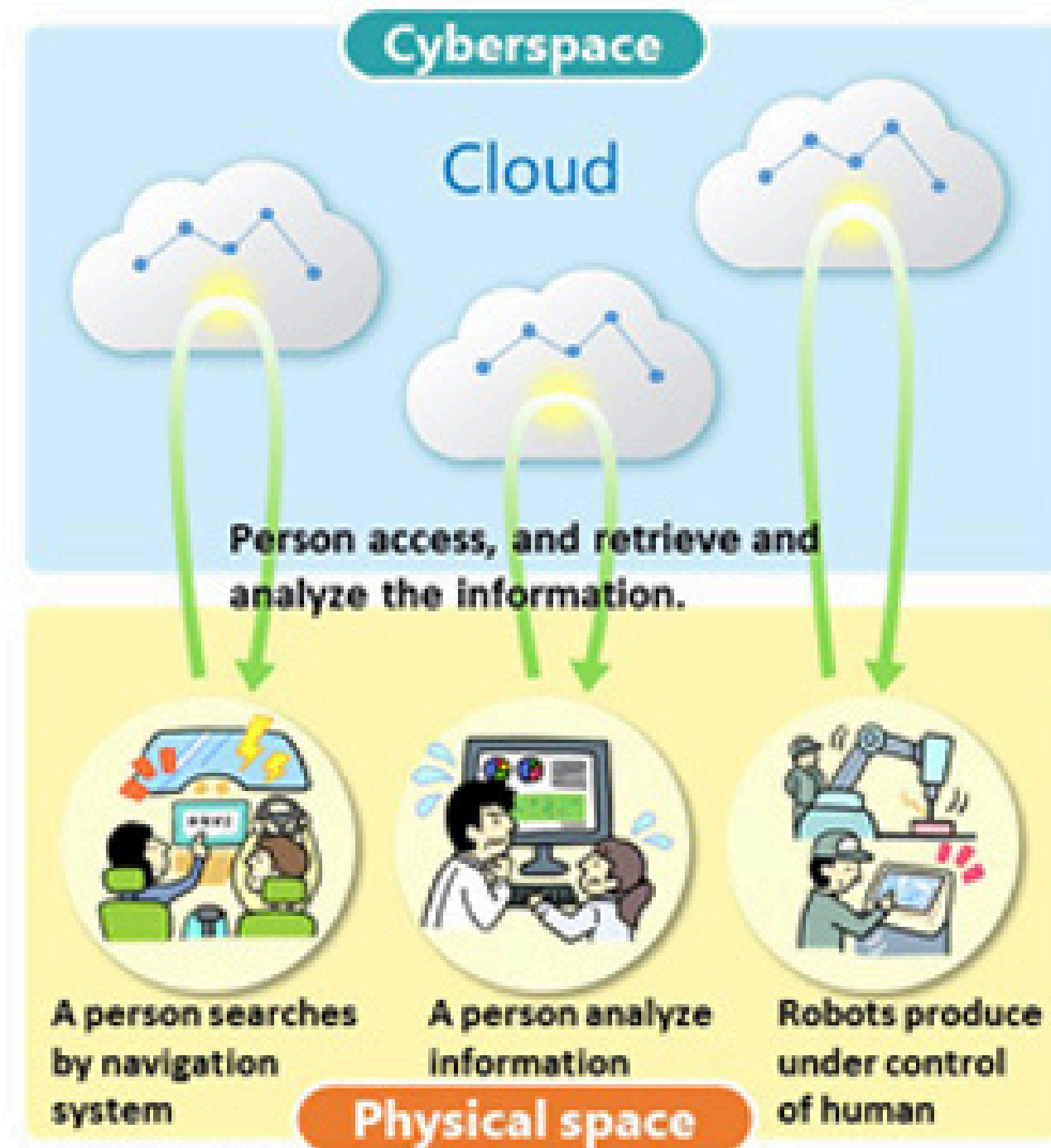
Entrepreneurship has changed.



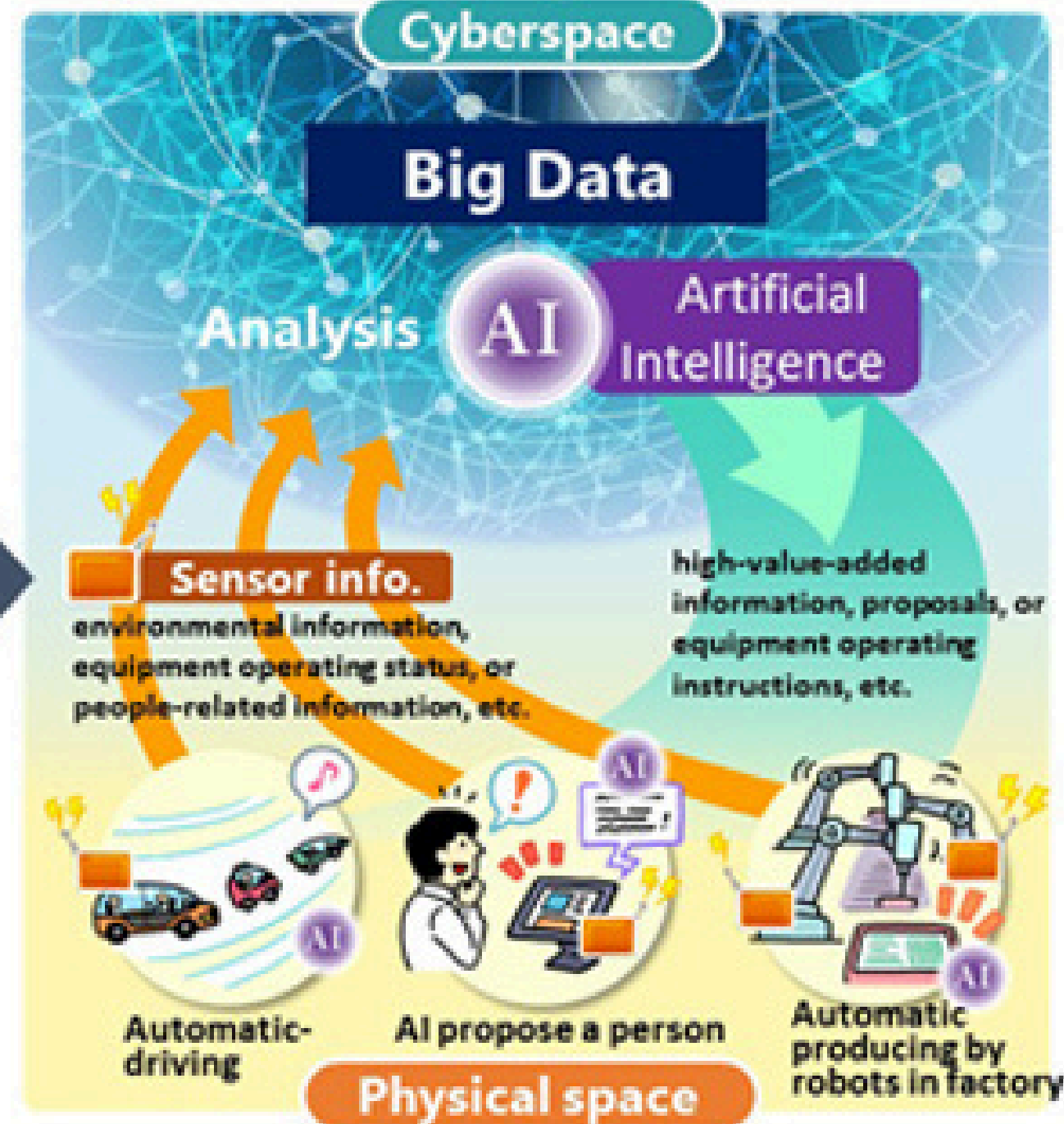
Entrepreneurship has changed.

Current information society (4.0)

Society 5.0



[source: CAO, Japan]





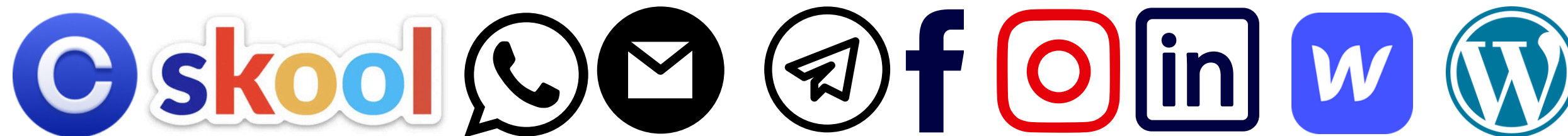
4. RESURGENCE OF COMMUNITY

PEOPLES ATTENTION IS IMPORTANT

- The more useful you are. The more they stick around.
- The more you have others that can support those people - The more they stick around.

ATTENTION IS GETTING MORE EXPENSIVE

- The cost of acquiring leads is ever increasing.
- Building a community ensures a following.



5. SCALE

WHEN THINGS WORK... AUTOMATE

- This is the year of agents....

WHAT CAN YOU AUTOMATE??

- Lead generation
- Follow up (Inbound & outbound)
- Sales



THE 6 D'S OF EXPONENTIAL GROWTH



PETER DIAMANDIS

Peter H. Diamandis engineer, physician, and entrepreneur best known for being the founder and chairman of the X Prize Foundation, co-founder and executive chairman of Singularity University



The 6 D's

DIGITALIZATION

Drive larger scale content that helps you create better quality content faster and for the right people.

Once something goes from physical to digital, it gains the ability to grow exponentially.

DECEPTION

Initial exponential growth is such small increases (.01 to .02) that it goes largely unnoticed.



The 6 D's

DISRUPTION

Either a new market is created, or an old one is overturned. You either disrupt yourself, or you are disrupted.

DEMONETIZATION

The major assets in the industry will become free. Free music, free reading, free communication.



The 6 D's

DEMATERIALIZATION

Removal of the original product entirely, lumping alarm clocks, cameras, notebooks, and phones into one smartphone.

DEMOCRATIZATION

The costs drop so low that the technology becomes available to everyone.



EVERY WEEK STARTING NEXT MONDAY



*LIVE SESSIONS EVERY MORNING
FACEBOOK GROUP MARKETING MADE SIMPLE*

<https://rebrand.ly/marketingmadesimple>



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f o X in @marlonbha

✉ marlon@storyadvantage.agency



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