

*MASSTLC CMO ROUNDTABLE*

***The New Customer Journey  
Digital Engagement***

**CRAMER**

# ***Good Morning!***

We'll kick things off with a few trends and insights we've gained from working with our clients on digital engagement, especially in 2020.

***You've heard  
"Content  
is King."***

***It's actually  
CURRENCY.***

**We see two powerhouse tools anchoring and driving digital engagement**

**VIRTUAL  
EVENTS**

**VIDEO**

## Preparation

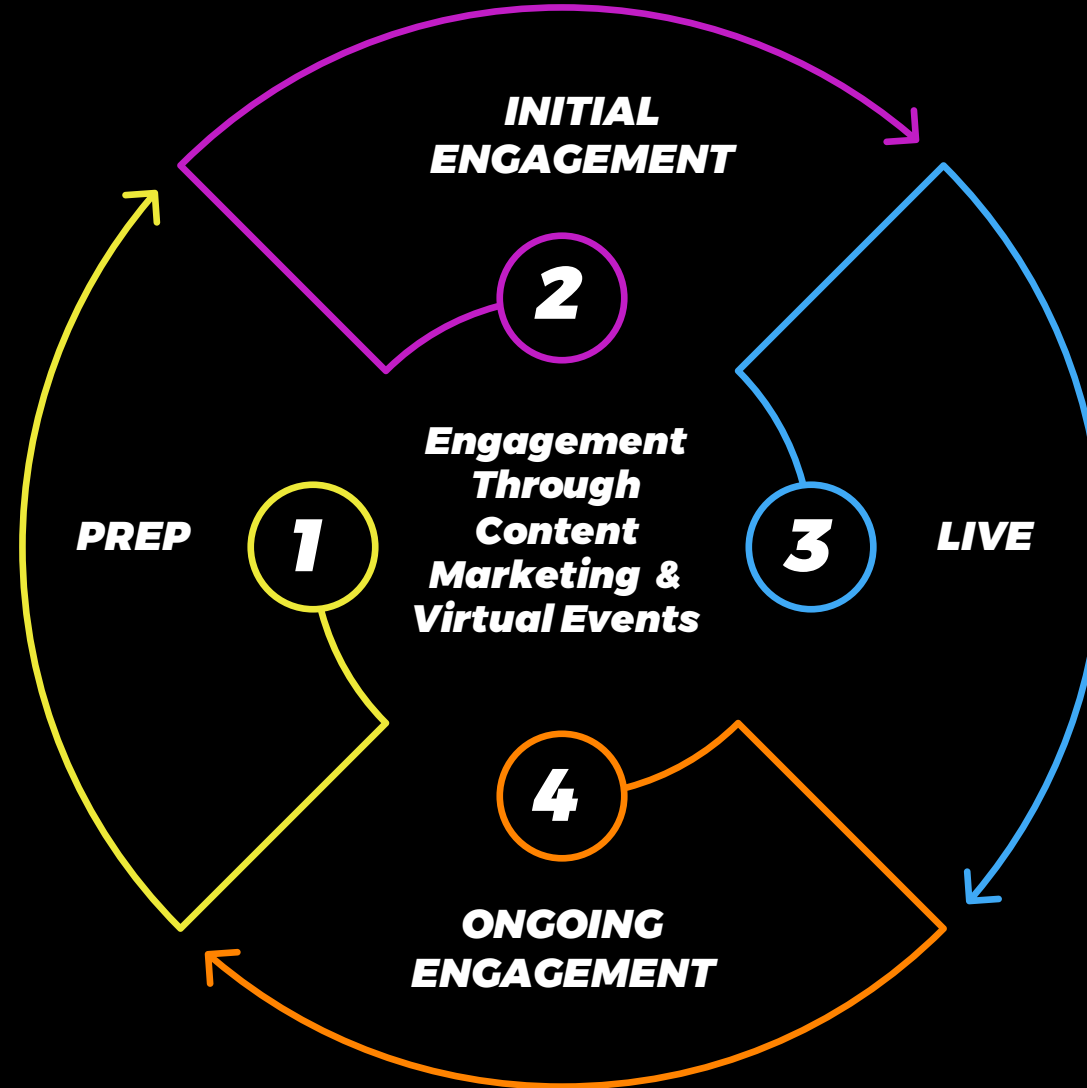
Personas  
Message Map  
Agenda

Intelligence  
Personalization  
Content

## Initial Engagement

Event Trailer  
Agenda Teaser  
Registration Info  
Speaker Announcements

Speaker  
Video Clips  
Speaker Quotes  
Preview Sponsor  
Commercials



## Ongoing Engagement

Event Recap  
E-books  
Keynote Quotes

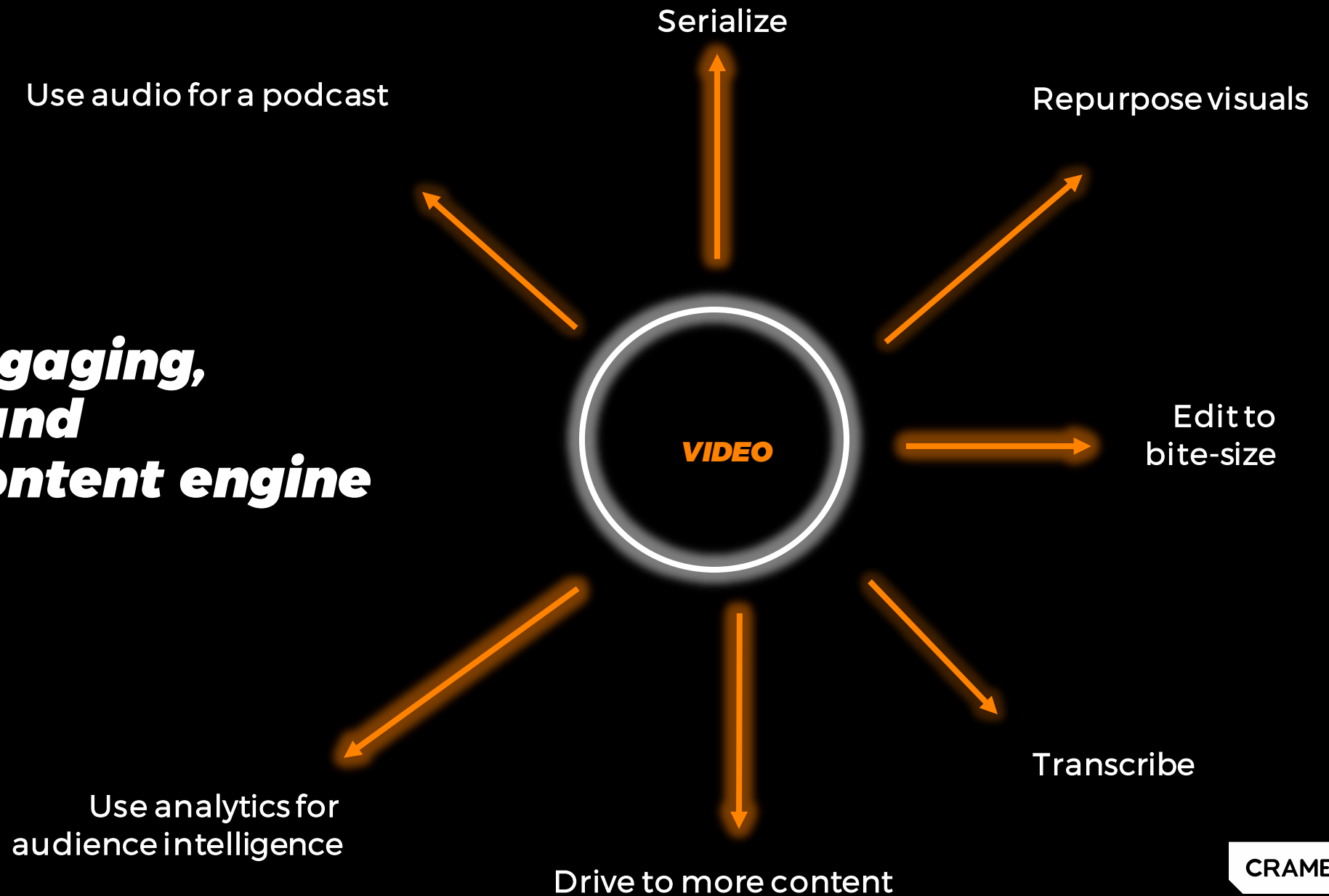
Testimonials  
On-demand  
Downloads

## Live Content

Presentations  
Q&A  
Networking  
Topics

Poll Results  
Panel Roundups  
Notable Quotes  
Social Media Posts

***Video is engaging,  
personal, and  
a digital content engine***



**Pain points and hacks** your team has run into while adapting to digital only engagement?

Channels and types of content that have seen the most success?

Challenges to expand or repeat those efforts?

Efforts your team is making to identify and stay true to your brand identity?



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