

TFWA



# CONNECTING WITH DIGITAL NATIVES

ANDREW DAVIS



جمعية الشرق الأوسط و أفريقيا للأسواق الحرة  
MIDDLE EAST & AFRICA  
DUTY FREE ASSOCIATION

Nothing Has Changed Professionally!!







Something



Somewhere



Someone

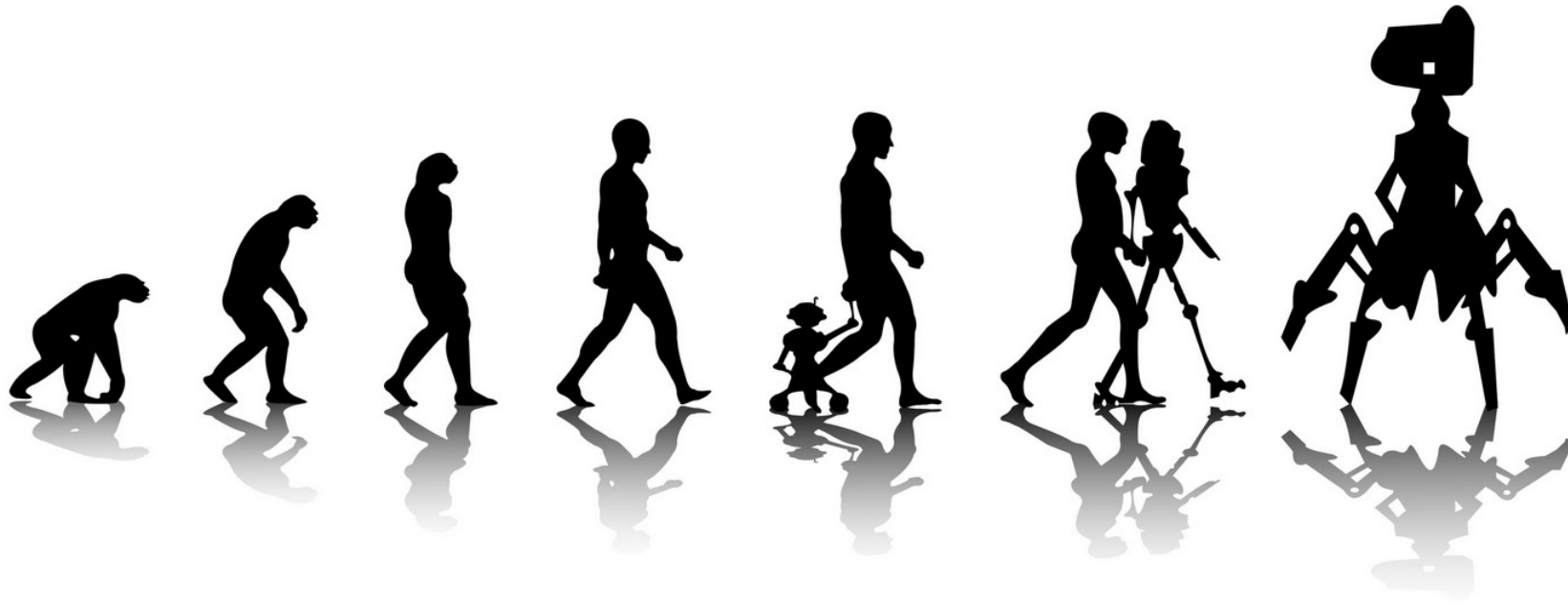
Behaviour



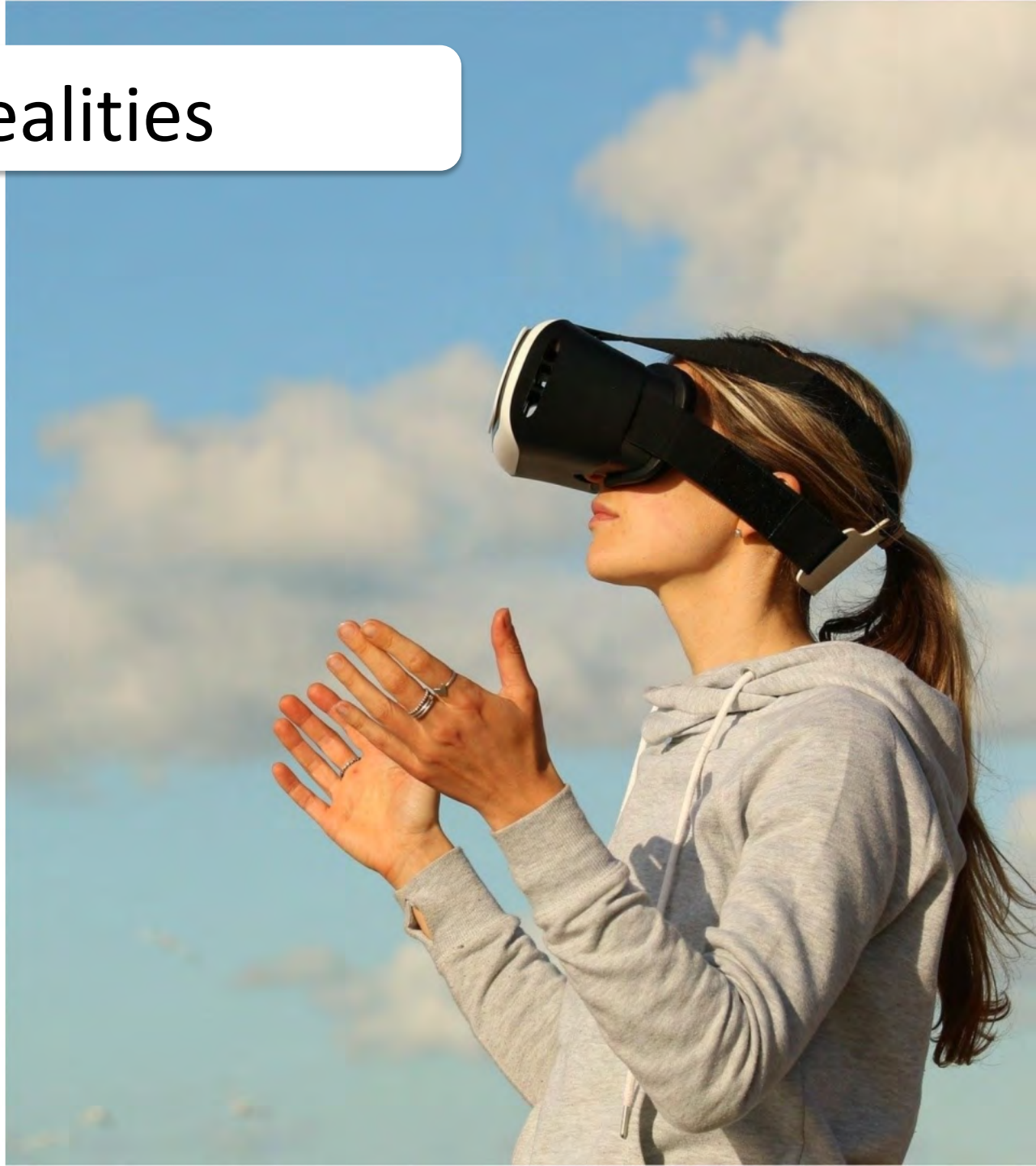
Technology



# Intelligence, Machine Learning & Automation



# The Realities



# Platforms (Established & Emerging)



**Tik Tok**



# Mobile Changed Everything





# Decrease In Attention Span



THE AVERAGE ATTENTION  
SPAN OF A HUMAN IN  
**2000**



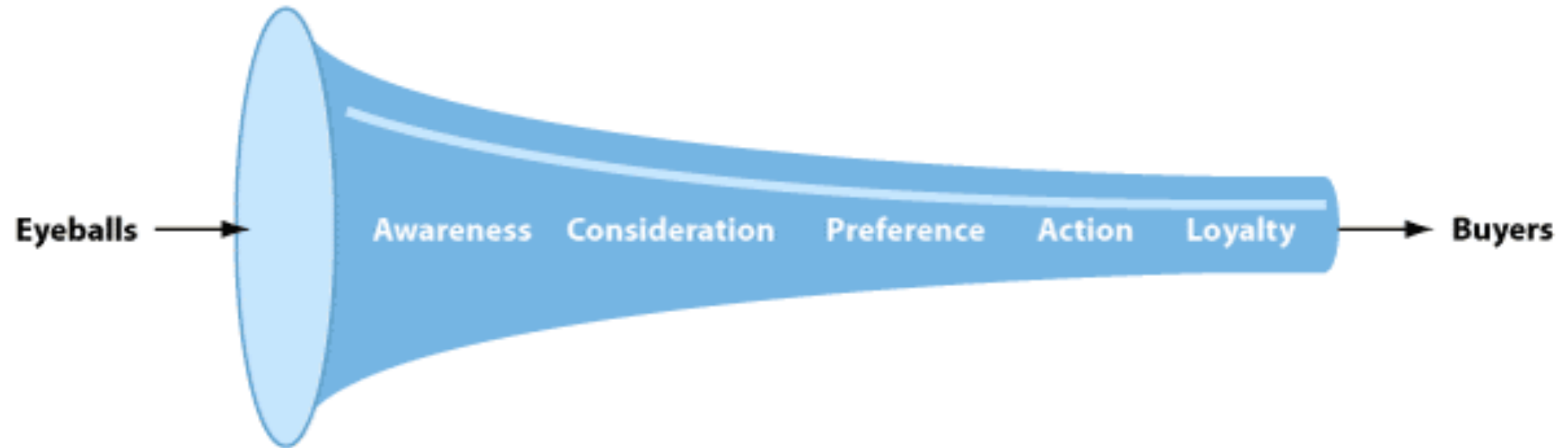
THE AVERAGE ATTENTION  
SPAN OF A HUMAN  
**NOW**

**AND...**



THE AVERAGE ATTENTION  
SPAN OF A  
**GOLDFISH**

# The Customer Journey Has Changed...





...To Look Like This

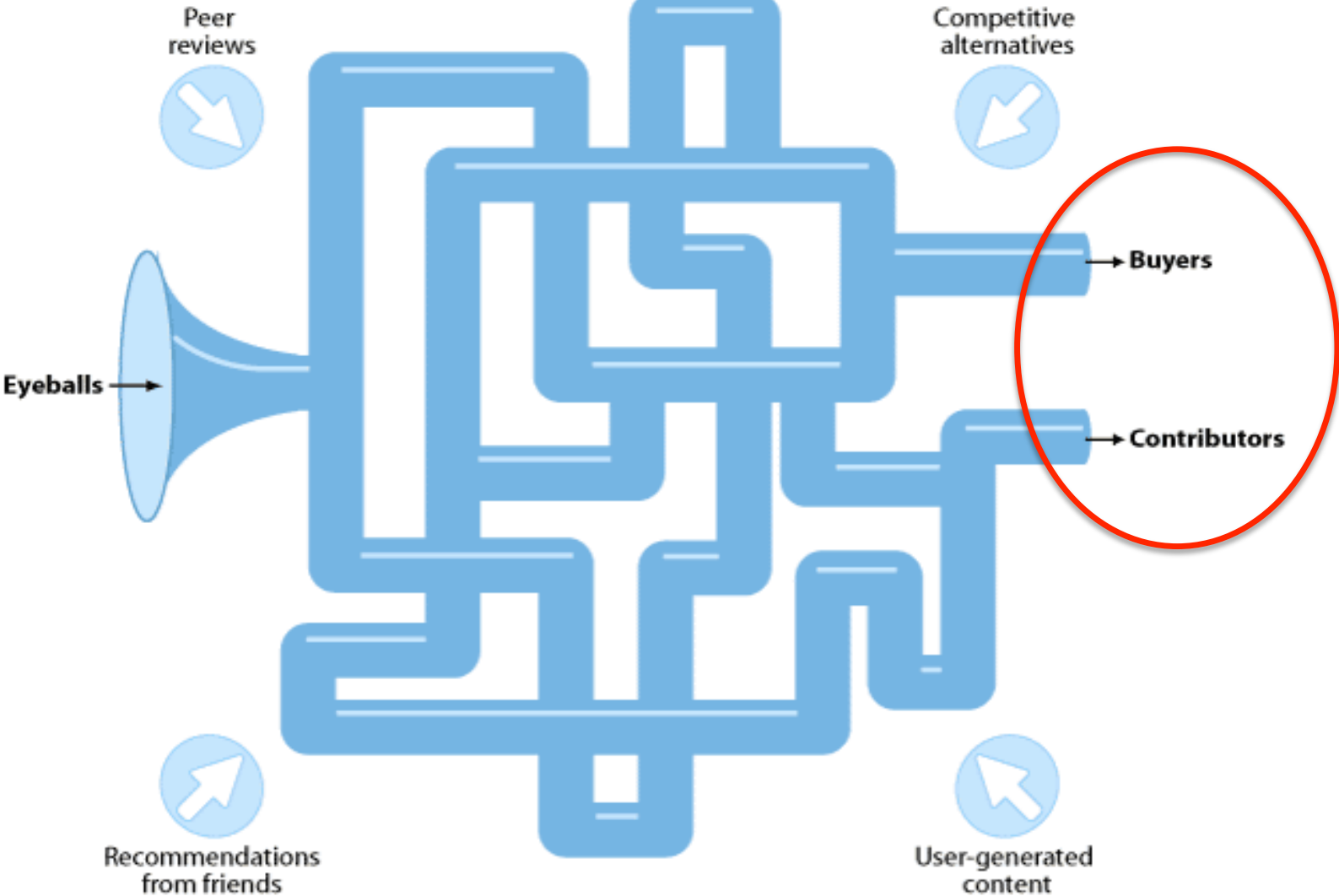
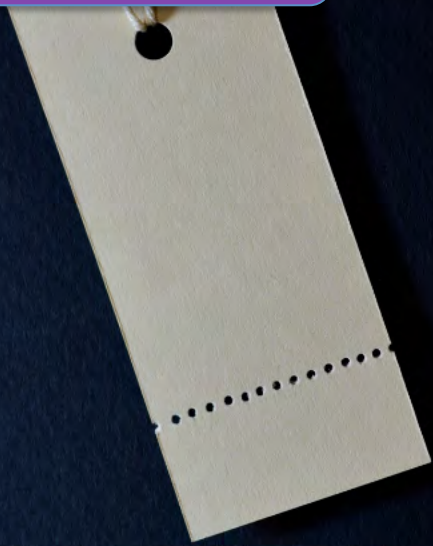


Image: Forrester

Price



Speed



Reasons People Buy

Quality /  
Value

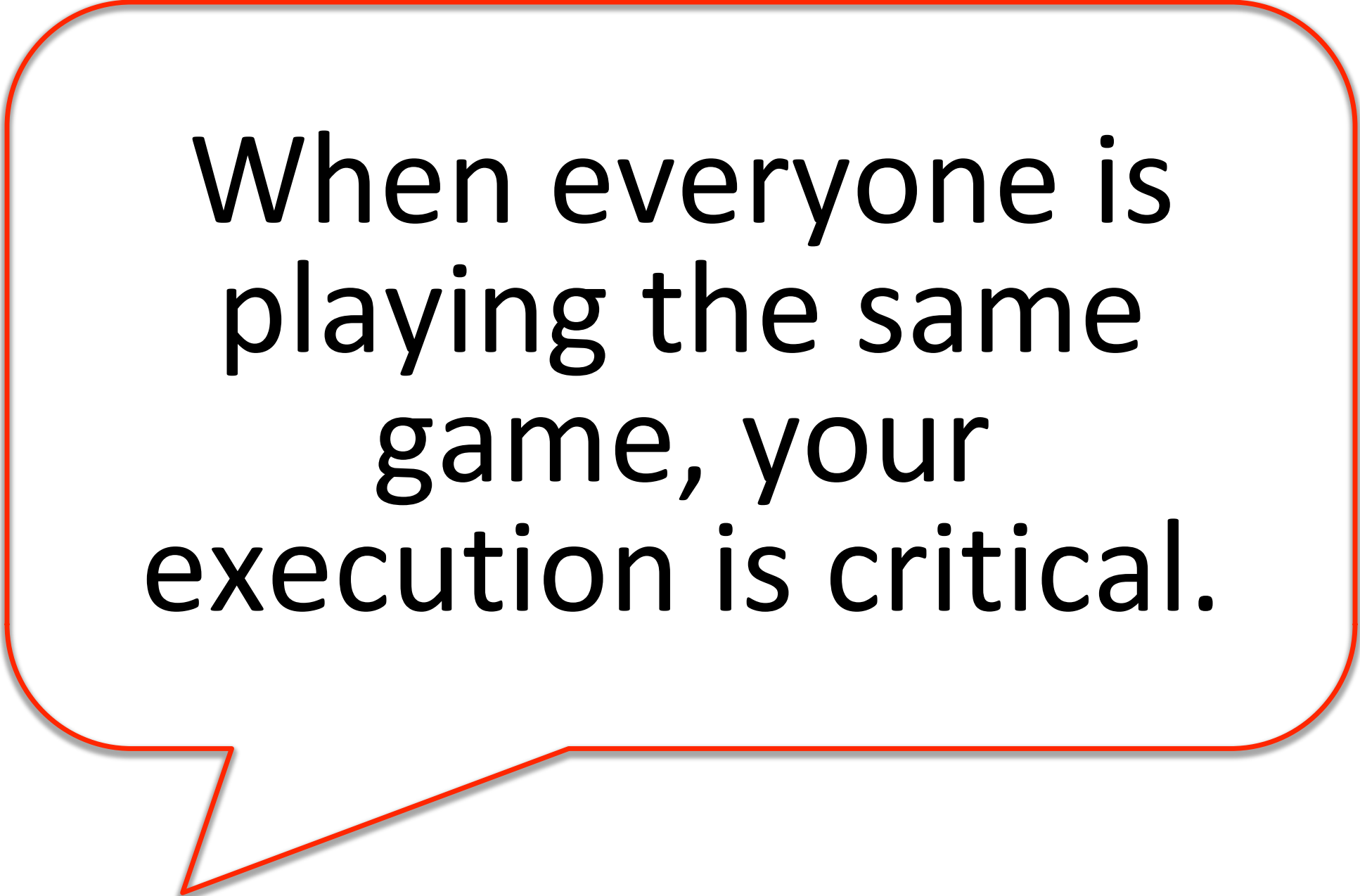


100% SATISFACTION GUARANTEED

Convenience







When everyone is  
playing the same  
game, your  
execution is critical.

KEY QUESTIONS  
YOUR CLIENTS ARE ASKING...

CREATE    DISTRIBUTE    CONVERT





A professional camera on a tripod is the central focus, positioned on the right side of the frame. The camera is black and detailed, showing its lens, viewfinder, and various controls. In the background, a person wearing a black hat and a light-colored top is blurred, suggesting a studio or fashion setting. To the left, a rack of clothes is partially visible. A white graphic element, consisting of a horizontal line with a solid black circle at its end, extends from the left edge of the image towards the center. A grey rectangular box with a white border is superimposed over the center of the image, containing the word "CREATE" in a bold, white, sans-serif font. Another white graphic element, consisting of a horizontal line with a solid black circle at its end, extends from the right edge of the image towards the center, meeting the grey box.

**CREATE**

# People Go To The Brand They Understand Best



# Touchpoints: Time Spent Before A Decision

- 11 touch points before action is taken (B2B).
- 7 hours before action is taken (B2C).

11  
7




In today's digital world, most companies lose sales before they are aware of the opportunities.

● tik tok  
Search term

+ Compare



Oman ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time 




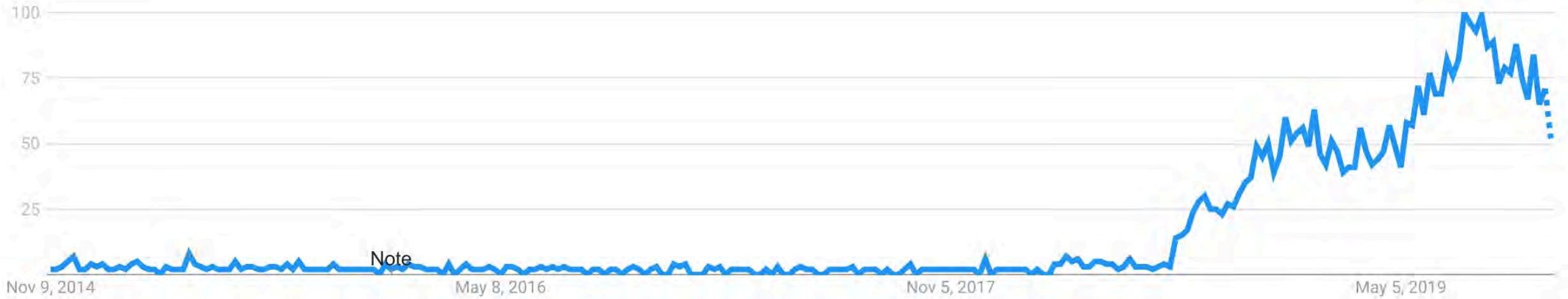
● tik tok  
Search term

+ Compare



Egypt ▼ Past 5 years ▼ All categories ▼ Web Search ▼

Interest over time 







● tik tok  
Search term

+ Compare

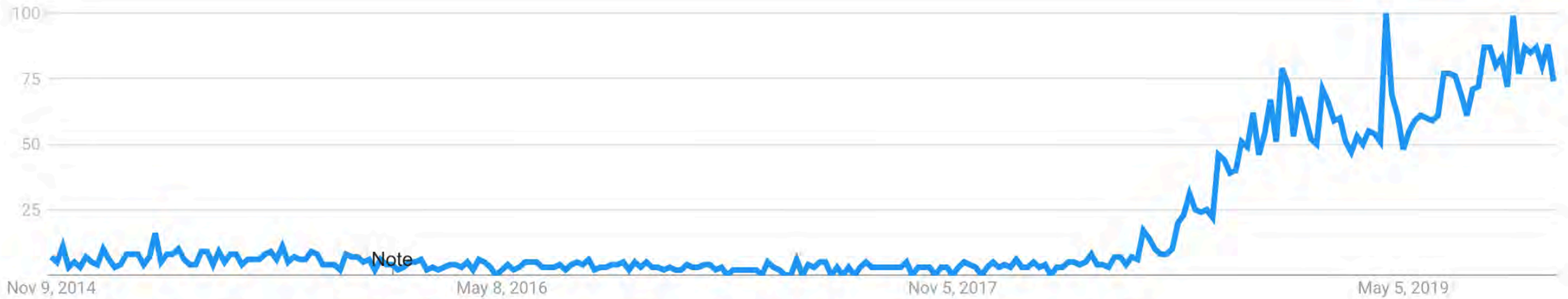
Saudi Arabia ▼

Past 5 years ▼

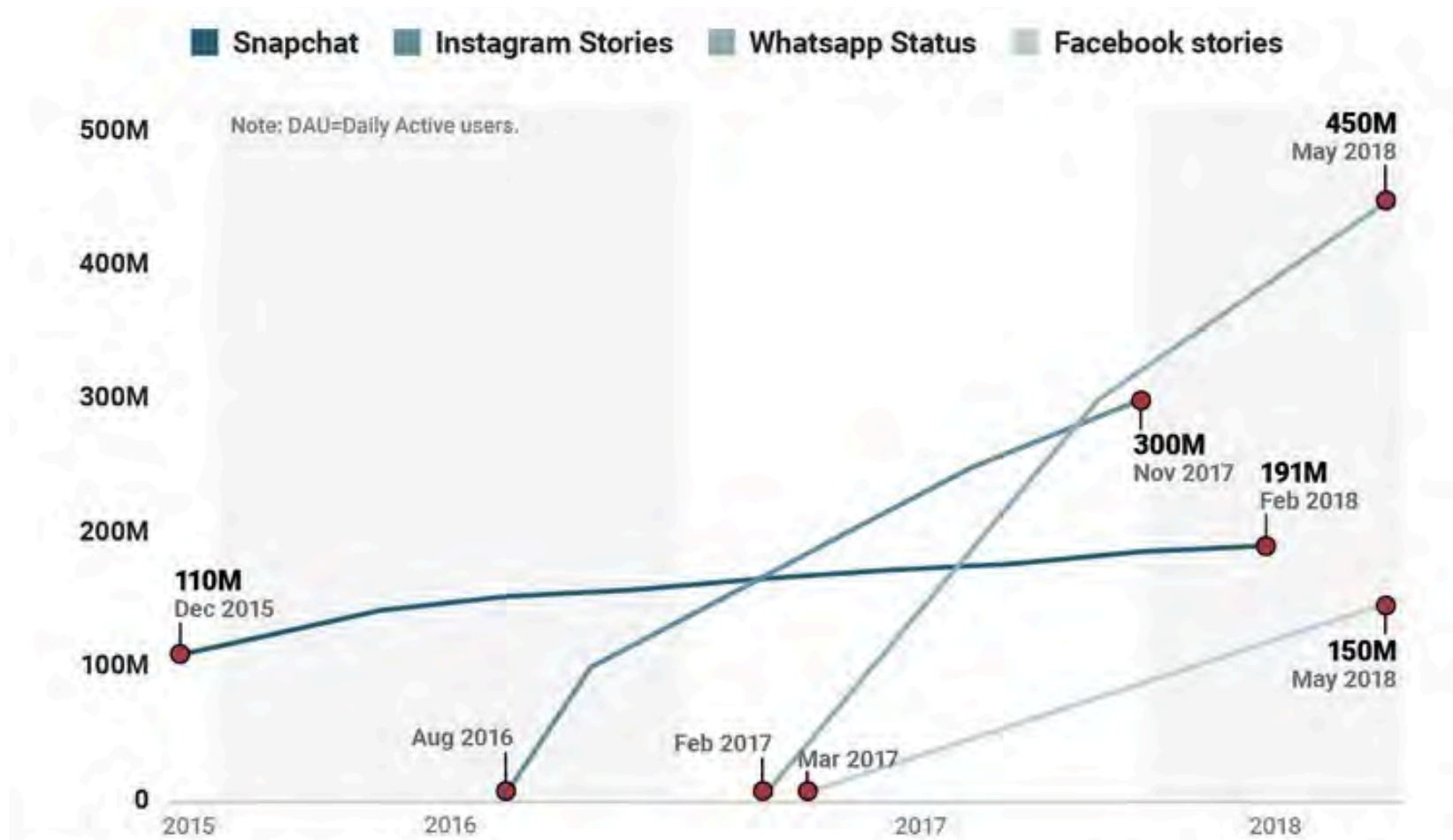
All categories ▼

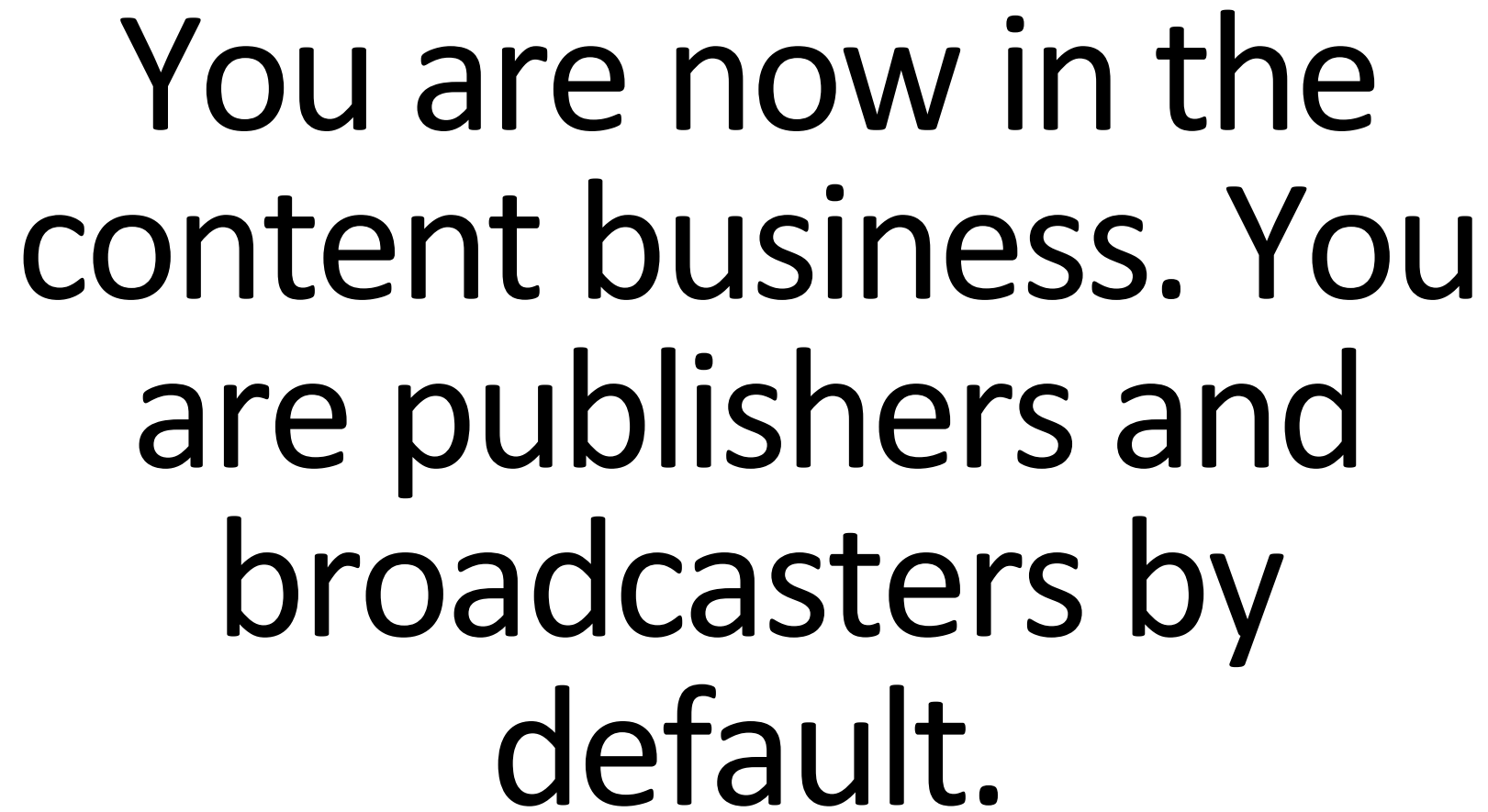
Web Search ▼

Interest over time ?



# Attention Right Now: The Power Of Stories





You are now in the  
content business. You  
are publishers and  
broadcasters by  
default.



A person with long dark hair is seen from behind, performing on a stage. They are holding a microphone. The background is dark with several bright, circular stage lights. A white horizontal line with circular end caps passes through a grey rectangular box containing the word 'DISTRIBUTE' in white, bold, sans-serif capital letters.

**DISTRIBUTE**

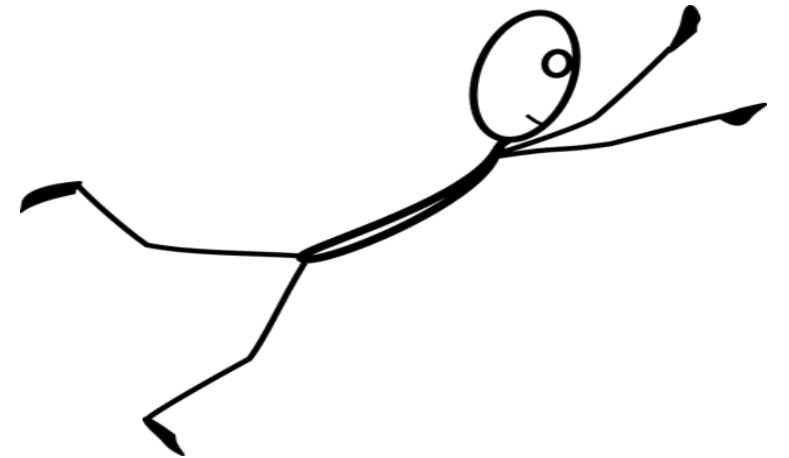
# 3 Ways People Find Content



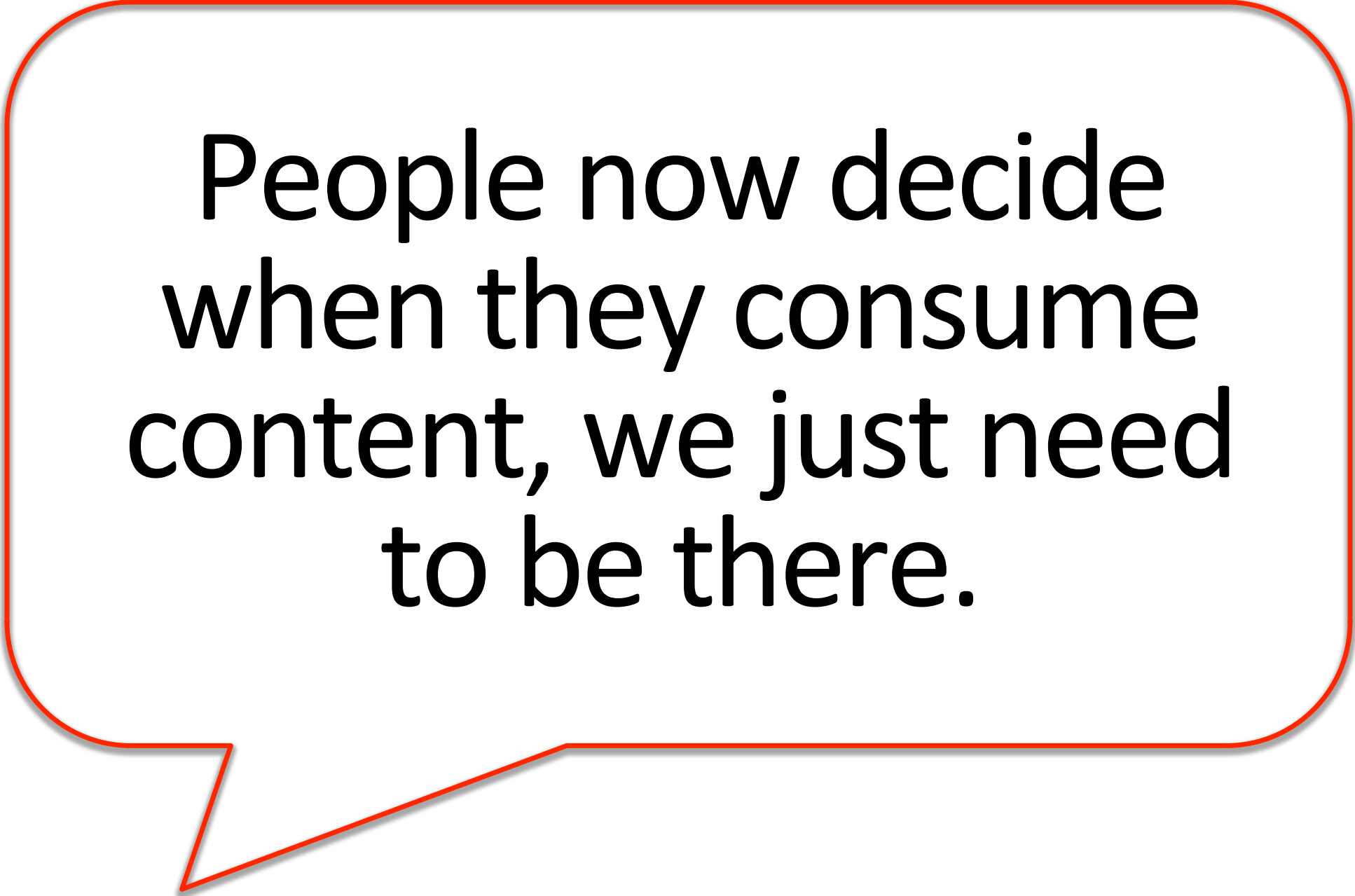
Search



Share



Stumble



People now decide  
when they consume  
content, we just need  
to be there.



A person in a dark suit and white shirt is holding a rectangular sign with the word "CONVERT" written on it. The sign is light blue with a white border and white text. The person's hand is visible on the left side of the sign. The background is dark. There are white decorative lines with circular ends extending from the left and right sides of the sign.

**CONVERT**

THE  
DIGITAL  
SOCIAL  
LENS



# Defining Your Objectives

Part Of The Sales  
Cycle

Campaign Awareness

Building Brand &  
Credibility

Building An  
Audience /  
Community

Data / Research

Positioning /  
Thought Leadership

Footfall

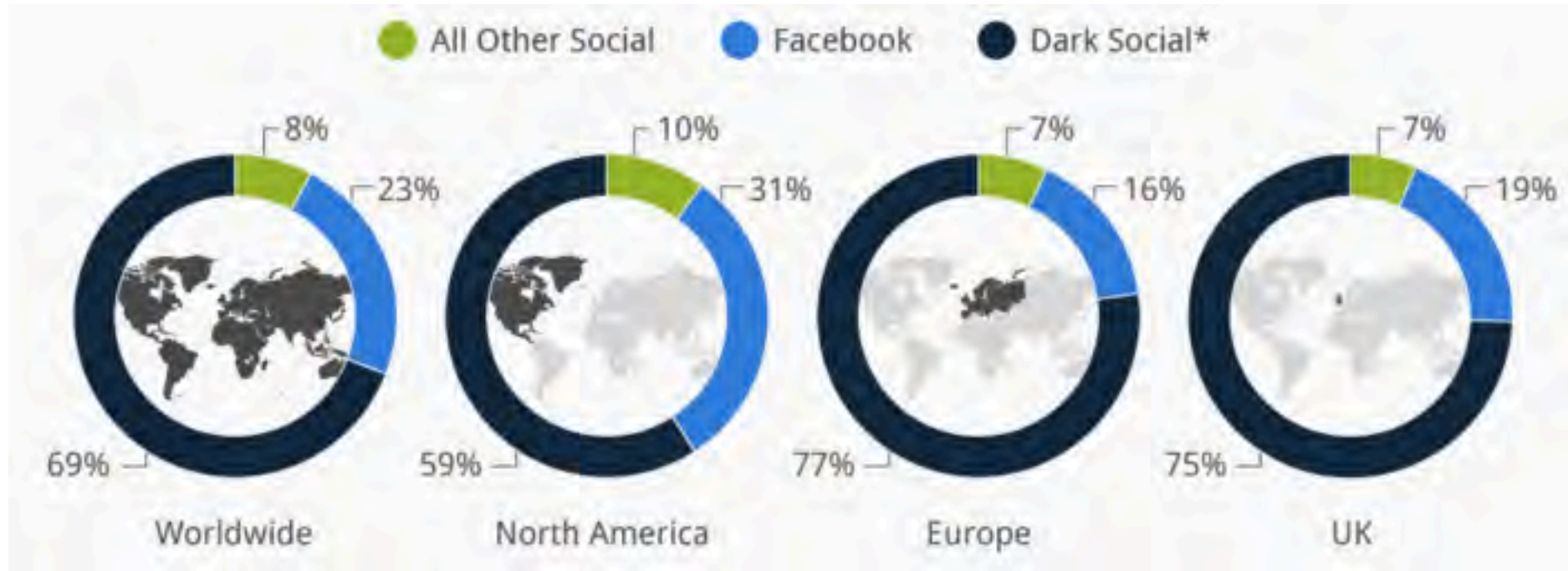
Reaching Different  
Audiences

Increase Website  
Traffic





# Don't Ignore Dark Social If Using Messaging



# Thank You For Listening 😊



[linkedin.com/in/andrewmdavis](https://www.linkedin.com/in/andrewmdavis)



[@andrew\\_davis](https://twitter.com/andrew_davis)



[Thinkingoutsidetheblog.com/marketing-tools](http://Thinkingoutsidetheblog.com/marketing-tools)



[andrew@twks.co.uk](mailto:andrew@twks.co.uk)



# Sources

- Google Trends: [www.google.com/trends](http://www.google.com/trends)
- Top 100 most checked in airports:  
<https://www.socialbakers.com/blog/top-100-most-checked-in-airports>
- Influencer Marketing Tool: <https://influencerintelligence.econsultancy.com/>