

IIMP[®] and Gro Pro 20/20 partner to create the future of marketing and business



The International Institute of Marketing Professionals (IIMP[®]) announces that is joining the Gro Pro 20/20 as a media partner, which will take place on June 13, in New York City.

Gro Pro 20/20 is an event created by advisory board of Chief Strategy & Business Development Officers and Chief Marketing Officers. This large event gathers hundreds of professionals and executives to connect and help one another navigate

an increasingly complicated and ever-changing landscape to drive company's success and professional and personal growth.

Advisory board is tasked with providing guidance and counsel on the programming elements of the conference. Each member has and will continue to be selected based on their experience and unique perspective on the current and future state of the professional services

sector. This year will be specially focus on client service and marketing.

Management consulting and advisory, law firms, software consulting, engineering, recruitment search firms, accounting and auditing, marketing consulting are just some of the industries attending this mentoring event.

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*Summer 2018 program registration deadline: **April 15, 2018***

Explore more..

Sustainability Strategies boost revenues

Editorial by Sandra Pedro, CMMP



Sustainability strategies boost revenues, cut operating costs and help businesses to achieve better borrowing rates, according to [new findings released by Dutch banking ING](#), based on the results of a survey of 210 finance executives from US based companies across various industries, with annual revenues up to \$20 billion.

The survey found that 48 per cent of respondents cited sustainability concerns as actively influencing their growth strategies and 81 per cent have formalized sustainability strategies in place. Among those companies with a well-established sustainability framework already in place, 87 per cent experienced some level of revenue increase while 65 per cent improved their credit ratings over the past two years. Meanwhile, the research has also established advantages linked to attracting and retaining talent.

However, firms still find it difficult to identify sustainability-led business opportunities, with 52 per cent indicating it is the biggest barrier to greater investment in sustainability initiatives. Additionally, many of the executive managers on the survey confessed that they also want to see more evidence that sustainability-led initiatives deliver real business value before they increase their investment levels.



Better understanding of sustainability improves business value

Done well, sustainability-driven initiatives — improving energy efficiency, re-thinking supply chains and even transforming business models — have the potential to drive competitive advantages, innovation and revenue growth. On the other hand, sustainability is now something that customers expect and employees want to be involved in, so it can also help to cut costs and improve efficiency.

However few businesses realize the full extent of these gains today. They need a better understanding of how sustainability can be translated

into different types of business value and how they can effectively measure the return on sustainability-driven investments before they can fulfill this potential. And they also need support from their executive leaders.

The research reveals that while companies have long-recognized the business risks created by issues such as raw-materials scarcity, air and water pollution, climate change and the importance of minimizing those risks, firms are only now beginning to understand that sustainability is about much more than mitigating risks.

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Get Started

Storytelling trends that marketers show know about

Caroline Berryman, CMMP



Successful marketing campaigns reveal that by telling their brand story well, marketers have the power to really increase the value of a product or service. Brands need a clear vision and the more innovative the better. Customer needs are constantly changing and behaviors shift which means that marketers need to be aware of the marketplace and be adaptable when developing marketing campaigns.

There are many tactics which a brand can use to tell its story and marketers need to ensure their campaigns are telling a compelling brand story that helps engage and influence customers. Here are six trends that marketers can use to help tell the story:

Data-driven storytelling

People process images much faster than text so using data to create visual stories, allows brands the ability to grab the customer's attention and provide solutions to problems. Data helps to tell the story without too many words.

Mini-ads

Brands need to consider new and more creative ways to reach their customers as part of their digital strategy. Video is growing as a

great way to tell a brand's story, especially if there is an educational component that needs to be included. But marketers need to be aware that telling a brand's story in a video longer than three minutes will likely not be viewed in its entirety by consumers. This is why Facebook launched six-second ads on its platform.

Customer-led storytelling

Consumers have many platforms to share their thoughts and opinions and many tend to trust their peers over ads when considering purchases. Marketers need to ensure brands are providing customers with an opportunity to tell their stories. This will help increase engagement, build trust and reach a much larger audience. Influencers are key to increasing engagement and marketers are paying for their insights as part of their media buys.

Transparent storytelling

Consumers want transparency and they want to know things like how companies conduct business, how they treat their employees, what their charities of choice are and what their position is when it comes to product testing, human rights, animal and environmental protection. This is not really a new concept; way back in 1986, The Body Shop was one of the first retailers to publicly claim they were against animal testing and backed this up by launching a major campaign with Greenpeace to save the whales.

Immersive storytelling

The convergence of media and tech is giving marketers new story-

telling formats. Immersive storytelling is a technique that can be found in theatres, games, documentaries and advertising. It gives consumers the feeling of really 'being there', using 3D gaming, and virtual and augmented reality technologies. A good example of this was the Pokémon Go reality app that caused disruptions in the marketplace, with consumers even taking time off work or booking vacations in order to catch their Pokémon characters. More companies are looking at this technology right now to entertain and increase consumer engagement.

Dark social

Dark social refers to the type of social sharing that can't be measured or tracked because it occurs outside of what can be measured by Web analytics. Today consumers are sharing links through apps such as WhatsApp or Snapchat, as well as through email or text. It is getting harder to measure referral sources and engagement than with Facebook or Twitter engagement. But successful brands like Adidas is using private messaging to address customer issues, questions and concerns. Dark social is now guiding customer complaints into private interactions and is able to handle requests more quickly than sending out links in public tweets.

With so many platforms and ways to share a brand's story, now is a great time to connect with your target audience, make your brand top of mind through an exciting and stimulating brand narrative.

Welcome to Mohammad Ali Kazmi—CMMP designation holder

Mohammad Ali Kazmi, Executive CMMP Karachi, Pakistan



"I'm very grateful to have found the CMMP designation while browsing through profiles of the marketing industry leaders in Canada and Pakistan. The contents of the CMMP program motivated me to explore further. It just caught my attention, as I was practically involved in the heart of marketing operations in my current role. Consequently, the CMMP program provided me with an opportunity to refresh my concepts. The IIMP is definitely a fore runner in garnering marketing industry talent pool with the necessary tools needed to not only secure a top trending position but also to comprehend the complexities of relevant roles. Upon completing this program successfully with flying colors, I feel immensely proud and confident that I will have a bright future ahead in Canada and abroad."

Mr. Kazmi is currently associated with the Jang Group in the Special Projects wing (Events & Exhibitions division) called 'Events Unlimited Pvt. Ltd.' as a Project Manager working on national scale experiential projects like Youth Expos and Parades etc. Previously, he has worked for highly prestigious companies such as National Foods Ltd., Nielsen and MEMRB .

Mr. Kazmi's academic achievements include "Executive CMMP" designation and MBA in Marketing major. Currently, he is pursuing a comprehensive Digital Marketing specialization as well from IDM Pakistan.

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The CBSA elevates and advances the business strategy profession by:

- Delivering a definitive body of knowledge for general and industry specific applications.
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Sustainability Strategies boost revenues

Editorial by Sandra Pedro, CMMP

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Examples of sustainability issues affecting business performance are easy to find in any sector of the economy. Global water scarcity threatens businesses across industries. For example, agriculture already accounts for 70 per cent of freshwater withdraws globally and is expected to increase 20 per cent by 2050. New technologies are increasing the consumption of finite raw materials that need to be responsibly managed. Huge demands for minerals, such as lithium and cobalt, used by the automotive industry for electric and autonomous vehicles are another case.

How to add business value with sustainability

In the US as the ING survey discovered, many companies are struggling globally to transform sustainability initiatives into business values. They do not understand how sustainability strategies can be integrated in their businesses, to add value and enhance their operations, reputation, consumer loyalty, risk management, reduce costs and attract and retain talent.

Difficulty identifying sustainability-led business opportunities, in predicting future performance, measuring performance, quantifying benefits, government regulations, access to finance, lack of board-level commitment to sustainability, lack of expertise and lack of enterprise-wide sustainability frameworks, are the biggest barriers preventing companies from investing more in sustainability initiatives.

Understanding what sustainability is all about and Sustainable Development frameworks help firms to identify sustainability-led opportunities that can help increase growth and integrate sustainability strategies into their businesses.

Full integration of whole departments and supply chains in sustainability initiatives helps develop forward-thinking performance models and monitor benefits.

Financial & non-financial metrics to increase investment in sustainability

Measuring and attributing tangible business outcomes to sustainability initiatives are major barriers to increasing investment in the business world. As ING indicates, overcoming this requires assessing both financial and non-financial metrics, which is possible by [GRI Standards](#), in their annual report.

This requires a long-term business vision and analysis to which metrics could be linked to sustainability performance, such as energy efficiency, water use and CO2, compliance (just to mention a few), and sources of information should be included in the report.

Companies can expect reporting requirements for stakeholders to increase over the next few years. Therefore, teams need to be skilled in this area to meet such requirements. A broad understanding of a sustainability changing landscape, Sustainable Development frameworks, and responding to increasing reporting requirements and de-

mands will be crucial in near future. Companies will face many challenges struggling to turn sustainability into business opportunities, especially small businesses with less financial influence. Some of the largest companies have embraced sustainability as a business strategy for growth. However, more and more small companies and start-ups are investing in sustainability and as core businesses.

This shows that sustainability is also an innovation driver leading companies to find new ways to reduce their footprint, develop new products, having more sustainable and efficient operations to reduce the impacts of their supply chain, and, at the same time, having a positive social impact.

Business benefits of introducing sustainable strategies throughout companies are becoming increasingly clear and more evident. Still the lack of knowledge and support from executive managers are still barriers that need to be overcome.

Reviewing strategies, apply sustainable thinking and tracking metrics across organizations, and implementing new reporting lines to senior management are key steps. Many sustainable initiatives require initial investments, but strong commitment from the entire organization, will make the initial investment easier in order to create new business opportunities in growing green financial markets, attract new investors, achieve financial advantages and long-term gains.