

IIMP's achievements of the first decade

By: Nisar Butt, President/CEO



It gives me immense pleasure to share this message with the entire marketing community around the globe. Over the course a decade, the IIMP has reached stunning heights at a number of fronts that is a direct result of our dedicated teams who have made it possible to consistently escalate.

The organization was founded as a non-profit professional body with the primary goal to serve marketing academicians and practitioners in advancing their professional careers.

In pursuit of developing standards, we learned the needs and wants of our members that brought our team's primary focus on crafting professional certifications worldwide with affordability and accessibility to accommodate all economical heights.

Over the last few years, our educational program has reached a number of countries and successfully produced Certified Marketing Management Professionals (CMMP) who are able to contribute proven practices

at workplaces.

In addition to our senior advisors, the academic accreditation committee members have demonstrated profound dedication in reviewing a large number of relevant programs from educational institutions in various parts of the world and granting them pertinent status of IIMP Recognized and Accredited Institutions. Ultimately, these establishments connect their alumni to pursue our CMMP certifications.

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*Spring 2019 program registration initial deadline: **December 15, 2018***

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“Sustainability Sells”

What is the best business claim to embrace Sustainability?

Editorial by: Sandra Pedro, CMMP



analysed categories, chocolate, coffee and bath products, grew faster than the total category.

It's well known that consumers reward companies who listen and respond to their needs and desires, and that advocate for the same values and practices as they do. They have the power to promote, critique and recommend the products and services they choose to consume. Which means increasing sales and business growth.

There is no doubt that sustainability has evolved from a trend into a necessary business opportunity. In our digital and social media age, transparency and authenticity are crucial and companies need to show that sustainability is a key part of their business strategy from beginning to end.

However, are satisfying consumers' needs and desires the only valid arguments for sustainability to be part of the business? Or should companies have a more holistic approach to their business and instead embrace sustainability for the future everyone? Are consumers really aware of the implications of their consumption practices on sustainability or do they buy products that claim to be sustainable because it is trendy or fashionable?

[Sustainability](#) is about connectivity of people, the economy and the environment. One does not exist without the other. For example, nowadays, we consume more than the planet can replace in natural resources. Global population growth and climate changes are pressuring food security, growing populations and increasing conflicts. The exploitation of natural resources is devastating vast forest areas, increasing pressure on climate change and endangering wildlife, leading to the extinction of thousand of species.

In summary, businesses need natural resources and people to work and to consume. People need natural resources and jobs. Overall, we all need to work for Sustainable Development. Both consumers and businesses are a big part of that picture. Working together is possible to [reduce pollution](#), to use cleaner technologies to enhance food security, to increase mobility, to increase access to sanitation and clean water, for better health and education, and so on...

Let us all work together to create a better business, a better environment and better people.

Sustainability Sells! This is the conclusion of Nielsen's report [What's Sustainability got to do with it?](#) which connects sustainability to increasing sales.

It's a claim that I have been advocating for several years. Not only because we, Human Beings, need to work towards sustainable development, but also because consumers prioritize sustainable options because they are more aware of the impact of their purchasing decisions on environmental and resource exploitation. Acknowledging consumer sentiment, sales, growth, distribution and more, is essential to growth.

According to Nielsen's latest report, sales of items with sustainability claims, such as environmental claims (carbon neutral, ethically sourced, made with renewable energy, etc.), organic ingredients or fair trade products, in the

EMBRACE SUSTAINABILITY

Making connections in your marketing strategies

By Caroline Berryman, CMMP



When a brand launches a campaign that can connect with people on an emotional level, most people want to be a part of it. To connect with people, it is important to create a one-on-one interaction with them, by creating an opportunity to join the conversation with a hashtag, by reposting images, and replying to comments. Being associated with a powerful and inspirational message, which is extensively shared, leaves a lasting impression on everyone who sees it and everyone who is involved.

At the beginning of this year LinkedIn created a social media campaign that changed the focus from their site to their audience by asking, "What are you in it for?" LinkedIn created a video ad campaign from member submissions that launched during the Golden Globes. The ads featured professionals in their respective fields with the message that members, of all unique professions, have a community in their platform. "Whatever you're in it for, we're in it together," according to LinkedIn.

When you incorporate User Generated Content (UGC) in interesting



ways, your UGC allows you to not only include your audience in your content (which helps form lasting loyalty) but it also gives a brand credibility by letting customers praise you rather than doing it yourself. Wayfair, an online furniture store, has a UGC campaign that lets customers showcase their online shopping sprees. Using the hashtag #WayfairAtHome, users can post photos of their Wayfair purchases, as set up in their homes. Then, Wayfair reposts UGC and provides a link so users can shop for the items featured in a real customer's home. This is a unique targeted strategy that combines customer testimonials and Wayfair products together.

Most marketers realize the importance of relationships between influencers and brands and one of Weight Watchers' campaigns reveals what can happen when brands decide to partner with a well-known spokesperson. At the beginning of 2018, musician DJ Khaled

became Weight Watchers' official social media ambassador. Throughout the campaign, DJ Khaled's fans can follow along on social (Snapchat, Twitter, Instagram, and Facebook) as he participates in the Weight Watcher Free-style program. He has a huge audience that is young and very active on social media channels and it's a whole different target audience that he is bringing to Weight Watchers which will help to transform their brand. A recent report from CNN reveals that Weight Watcher shares immediately rose by 6% after they announced their partnership with DJ Khaled.

Finding an influencer who can bring in new audiences while also fitting with your brand is a marketing win/win. However, make sure the partnership is with somebody who truly embodies the values of your brand.

7 Digital Marketing Mistakes of 2018

By Stephanie McCredie



We have been given a phenomenal opportunity to engage with consumers and influence their decisions through digital technology. However, as new technologies are evolving at such a fast speed, digital marketing is constantly being pulled into an ever-changing and developing arena. Leveraging the 'right' digital strategies is more vital than ever in order to reach and engage with the right people through your marketing campaigns.

Digital marketing mistakes can be extremely costly for your organisation. Here are some digital marketing mistakes of 2018 you could be avoiding:

1. Neglecting mobile users.

Mobile is a dominant platform for digital media. The statistics portal, Statista, report that the percentage of global web pages served to mobile phones in 2018 was 52.2 percent. With more than half of all global web pages being served to mobile phones, Google released a new mobile-first algorithm update early in 2018 when they decided that websites not optimized for mobile users would suffer the conse-

quences in search results. When a website is 'responsive' the design of a page responds to the size of the user's screen but Google is also concerned about your website's loading speed. Time spent optimising your images and code is, therefore, time well spent.

2. Avoiding social media.

Whether we like it or not, social media is where you need to hang out in order to build brand development. People hang out on social media and being there with them will help increase your reach. Social media has a way of personalising your interaction with consumers thus building their trust in your organisation.

3. Failing to utilise video.

Videos are engaging and help capture the attention of your proposed audience. Videos also contribute to your high-quality content and are just as valuable as your written con-

tent, images and infographics. When used and planned correctly, videos can play a major part in your SEO. They increase the time spent by visitors on your site which shows search engines that your site has quality content. Ensure you optimise your video on YouTube by writing good titles and descriptions and add links where appropriate, then Promote your videos through your social media channels.

4. Keeping content brief.

Google loves content-rich pages. Years ago we were encouraged to keep content brief, summarised and to-the-point so not to lose the attention of the reader. In digital marketing, we know that high quality, content-rich pages is what Google is looking for to prove you are an authority in your field which, in turn, increases your ranking in the SERPs.

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IIMP becomes as a Global Partner with Artificial Intelligence and Marketing Conference in Switzerland

The International Institute of Marketing Professionals (IIMP®) is Global Partner of the Conference Artificial Intelligence in Marketing that will take place on March 27th 2019, in Zurich, Switzerland.

The International Institute of Marketing Professionals (IIMP®) announces that is the Global Partner of the Conference Artificial Intelligence in Marketing, gathering, for one day, practitioners and leaders to drive marketing into new level of digital marketing. The conference will take place next year, in Zurich, Switzerland, on March 27th.

The future of marketing is being designed with new technologies and methods arising constantly. Artificial Intelligence (AI) is a driving force of change in near future. How will IA change marketing during the next



years? What is the potential of AI for marketers and managers? What are the experiences and success stories of other marketers using AI for their marketing activities? These are only a few questions that speakers will talk during a full day.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *“This is a great opportunity to gather professionals and business managers from around the world to discuss and share experiences on AI activities in market-*

ing. IIMP is proud to be part of the future of marketing in Switzerland. For many this is a polemic subjects, for others is a never ending world of possibilities. One thing is for sure, the marketing is changing fast and artificial intelligence is vital part of it.”

Learn more about AI Conference and tickets: <https://ai-zuerich.ch>

Conference contact info: Zurich, Switzerland: Phone: +41 (0) 78 900 5346, E-mail: sophie@ai-zuerich.ch

7 Digital Marketing Mistakes of 2018

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5. Not using testimonials and reviews.

Testimonials and customer reviews are powerful in building credibility and trust. Use these throughout all your digital marketing channels, including your website, social media, online advertisements and marketing emails. Your customer's opinions of their experience with your organisation are powerful in helping you gain new clients.

6. Set it & forget it attitude.

Gone are the days of creating a piece

of marketing literature and using that for the next five years! Websites need to stay fresh and updated, relevant to your season. All your digital marketing content should be revised and tweaked regularly as part of your SEO strategy.

7. Failing to measure ROI.

If you are responsible for your digital marketing budget, you are responsible for measuring the return on each of your marketing strategies. You may find you are blindly throwing money at a strategy that once

produced a positive ROI that is now dead. Stay with what is working and tweak or abandon what is not. Google Analytics provides a fantastic platform to track your digital marketing traffic and provides insights you can use to improve your ROI.

By correcting these seven digital marketing mistakes you can drastically improve your online brand visibility, follower engagement, and ultimately, drive new clients to your company.

IIMP's achievements

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Similarly, our conference and award team has played a vital role in partnering with significant marketing events and conferences all around the world. Our participation in these events has enabled us to reach out to relevant professionals to recognize and appreciate their achievements by presenting them with awards and certifications. We intend to embark on a larger scale in order to broaden our pres-

ence even further in the near future. However, in order to excel to a higher extent, we plan to further perfect areas including: our research journal, professional magazine and developing marketing standards. We plan to refocus on these areas in coming years and hope to achieve what we deserve.

In recognition of the profound contribution of our team members, especially those individuals who have

been demonstrated leadership in fulfilling given tasks, we would like to honour them with recognition certifications. Consequently, I highly commend the contribution of all our teams in making the IIMP a great success. Furthermore, I would like to invite professionals and institutions to get engaged with our mandate as your share for the benefit of the marketing community at large.

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27th of March 2019 in Zurich

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