



# THE ART & SCIENCE OF MARKETING IN 2024

WHEN CUSTOMERS HAVE HIGHER EXPECTATIONS BUT SHORTER ATTENTION SPANS

September 6, 2023

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**hello@location3.com**

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# Speakers

- Crystal Ware, Managing Director, Location3
- Vera Shafiq, VP Digital Strategy, Location3
- Kelly Martens-Cromptvoets, VP Marketing, Any Lab Test Now
- Bo Lowery, VP Marketing, Wild Birds Unlimited

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# AGENDA

1

**THE CUSTOMER OF TODAY**

2

**THE BAR HAS BEEN SET HIGH!**

3

**HOW TO FLEX YOUR ART & SCIENCE  
MUSCLES!**

4

**HOW TO GRAB PEOPLE'S ATTENTION & KEEP  
THEM HOOKED!**

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# THE CUSTOMER OF TODAY



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# THE BAR HAS BEEN SET HIGH!



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# HOW TO FLEX YOUR ART & SCIENCE MUSCLES

**STORYTELLING**

**CUSTOMER DATA  
PLATFORM**

**AUDIENCE  
SEGMENTATION**

**AI & MACHINE  
LEARNING**

**PERSONALIZED  
CONTENT**

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# HOW TO GRAB PEOPLE'S ATTENTION & KEEP THEM HOOKED



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# Questions?

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# Thank you for attending!

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