

GROWTH SERIES



DRIVING GROWTH THROUGH
DIGITAL MARKETING

WELCOME





Mark Hamill
CEO
ARCET Global



THIS EVENT IS ABOUT
YOU!



AGENDA

10:00 Introduction by Mark Hamill, CEO of ARCET Global

10:05 Welcome Note by Ian Hunt, Chief Customer Officer, RAKEZ

10:10 Digital Marketing Success by Marco Borghi, RAK Ceramics

10:30 Building Your Digital Marketing Strategy by Lalaine Chu Benitez, Illustrado

10:50 Q&A

11:00 End of Programme



ALL EVENTS ON COMPASS WEBSITE

UPCOMING EVENTS

[compass.rakez.com/
events](https://compass.rakez.com/events)



GROWTH SERIES
Sep 10 2024

DRIVING GROWTH THROUGH DIGITAL MARKETING
September 10, 2024 9:30 am - 11:00 am
Compass Coworking Centre

[EVENT DETAILS >](#)



HSE SEMINAR INVITATION
Sep 11 2024

HSE SEMINAR: DISASTER AND EMERGENCY MANAGEMENT
September 11, 2024 9:30 am - 12:30 pm
Compass Coworking Centre

[EVENT DETAILS >](#)



TAX
Sep 17 2024

VAS EVENT: SETTING UP AND MAXIMISING SUCCESS ON AMAZON
September 17, 2024 11:00 am - 12:00 pm
Webinar

[EVENT DETAILS >](#)



Key Accounts Networking Event
Sep 18 2024

KEY ACCOUNTS NETWORKING EVENT
September 18, 2024 10:00 am - 12:00 pm
Compass Coworking Centre

[EVENT DETAILS >](#)



HSE SEMINAR INVITATION
Sep 25 2024

HSE SEMINAR: WORKPLACE ERGONOMICS
September 25, 2024 9:30 am - 12:30 pm
Compass Coworking Centre

[EVENT DETAILS >](#)



TAX
Sep 26 2024

VAS EVENT: HR RECRUITMENT
September 26, 2024 11:00 am - 12:00 pm
Webinar

[EVENT DETAILS >](#)



**GROWTH
SERIES**



NEXT EVENTS

02 OCTOBER 2024

Event 7: Driving Growth
through Social Media
Marketing

30 OCTOBER 2024

Event 8: Starting and Scaling
an eCommerce Business



GROWTH SERIES



DRIVING GROWTH THROUGH
DIGITAL MARKETING

TODAY'S SPEAKERS



Marco Borghi
D. General Manager Corporate &
Product Communications
RAK Ceramics



Lalaine Chu-Benitez
CEO
Ilustrado

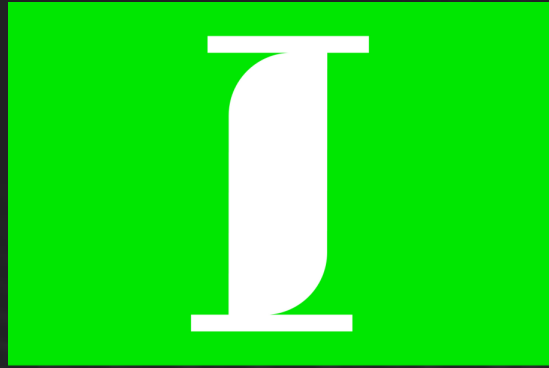




Ian Hunt
Chief Customer Officer

RAKEZ



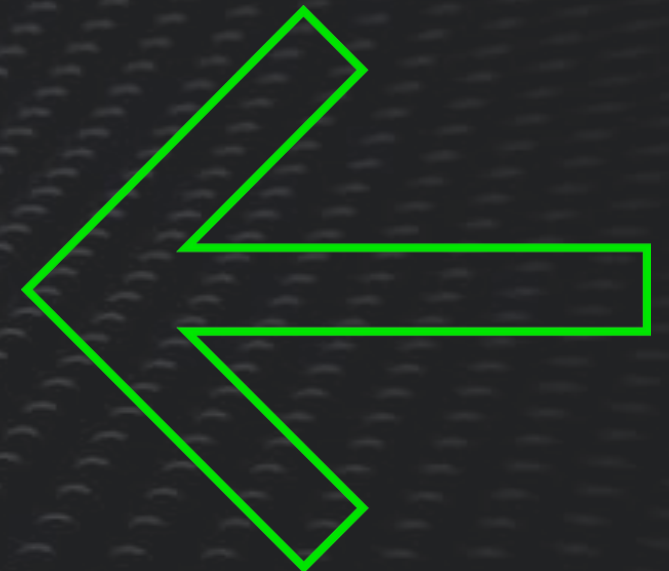


ILLUSTRADO

Digital Marketing & Brand Building

Compass - RAKEZ
UAE

LALAIN CHU-BENITEZ
MANAGING DIRECTOR
ILLUSTRADO BRAND DEVELOPMENT & CREATIVE AGENCY

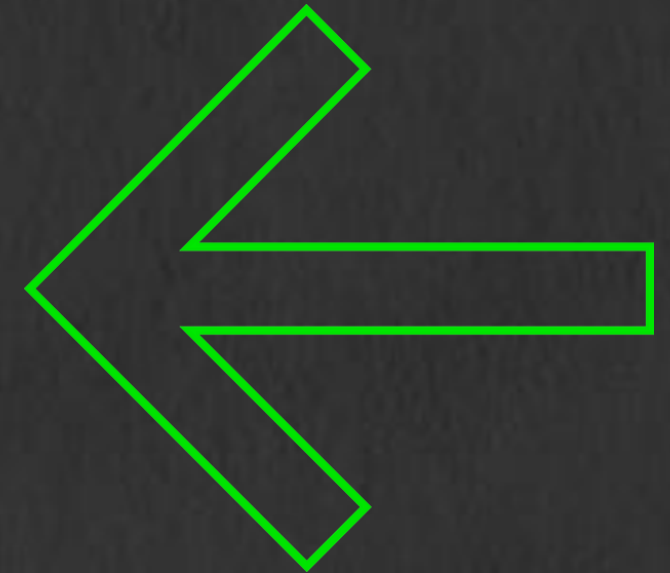


About Me

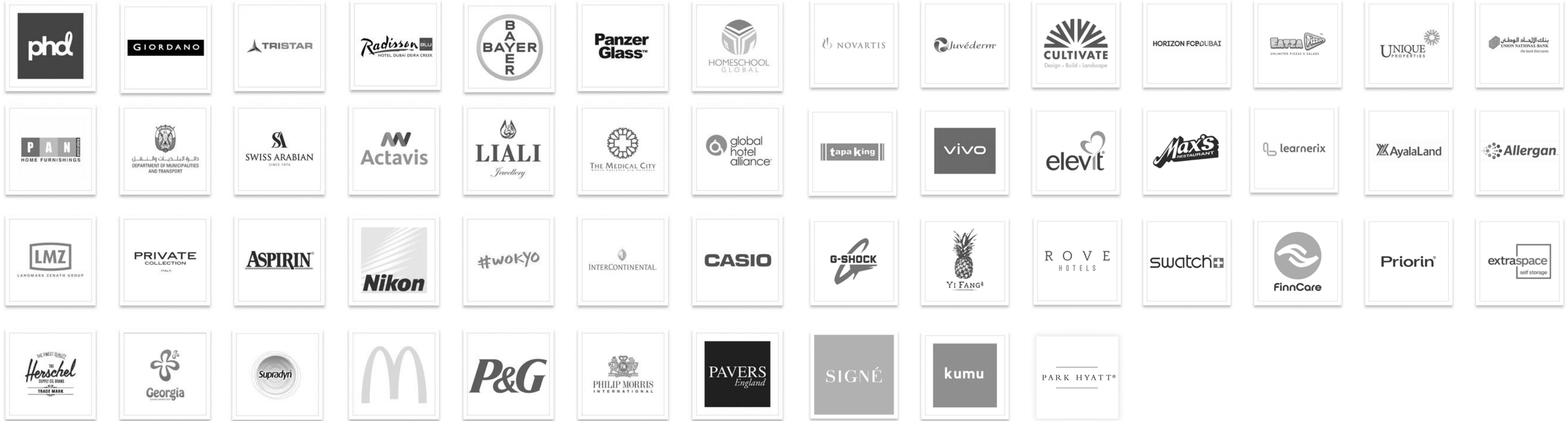
Lalaine Chu-Benitez
@lalaine_chubenitez
illustrado.co

Co-Founder & Managing Director
Illustrado FZ LLC - Brand Development & Creative Agency
Dubai, UAE

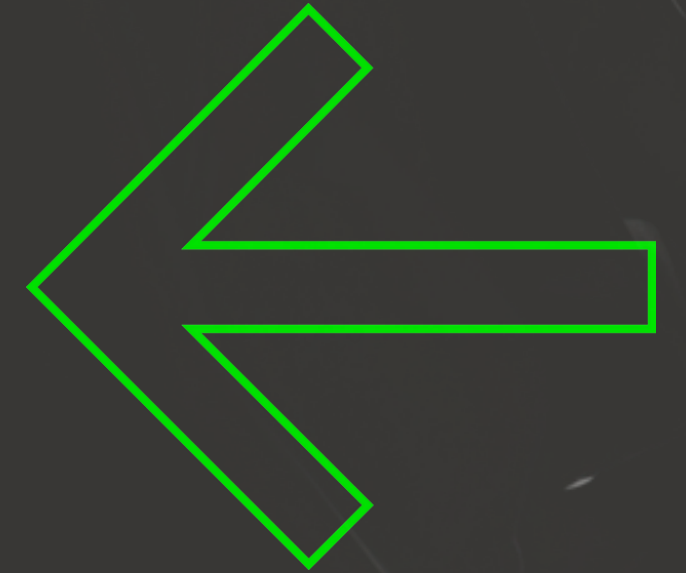
Entrepreneur & Marketing Professional
**On a mission to level the playing field
between ambitious & audacious challenger brands versus global giants**



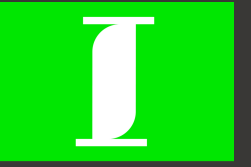




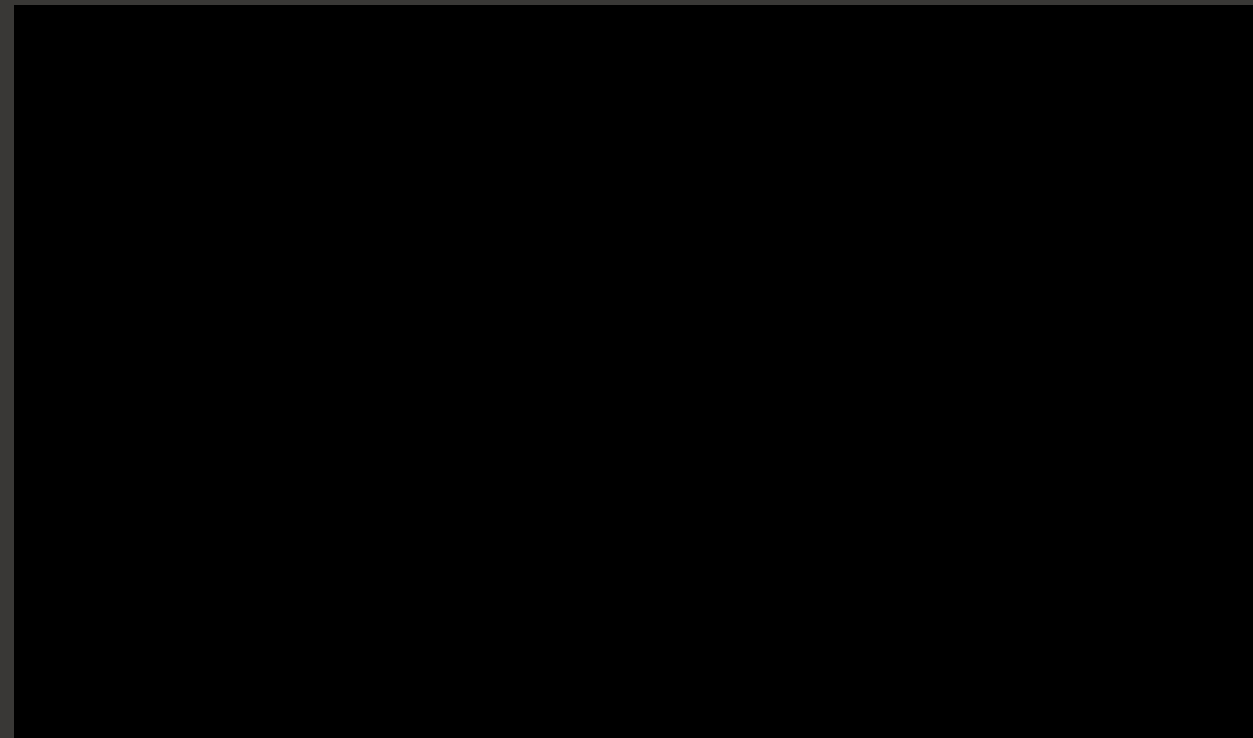
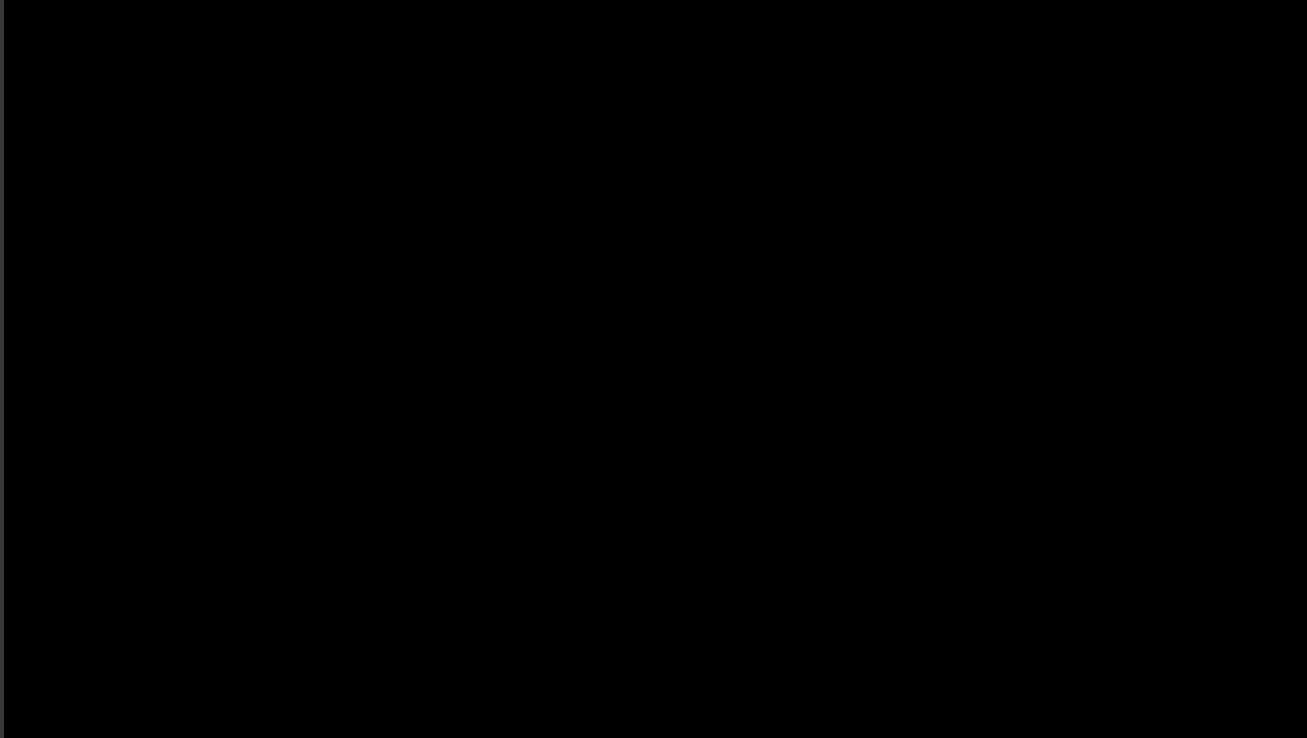
BACKGROUND



The Power of Digital Technology



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ENTERTAINMENT

TikTok star Addison Rae reveals how her life changed since going viral

Daniel Cleary | Published: Feb 16, 2020, 21:52 | Updated: Feb 16, 2020, 21:52



ADDISON RAE / TIKTOK





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HOME > TRAVEL

American Airlines passenger in viral videos of her screaming and having a breakdown said it's wrecked her life

Sophia Ankel Aug 11, 2023, 2:32 PM GMT+4

A TikTok video of Gomas accusing a passenger of not being "real" went viral in July. [Screenshot/TikTok - knuckleslawncare](#)

LINKEDIN WEBINARS

Upcoming LinkedIn Webinars

LinkedIn Ads [Register](#)

PROBLEM

AED140K in 3 months of social media ads but our launch was unsuccessful. What did we do wrong?

PROBLEM

We've been trying to generate leads on LinkedIn in the last 6 months. Still no increase in our leads.

PROBLEM

We spend AED55k on digital ads monthly and get AED70k in sales.

PROBLEM

**We are caught in a price war,
no matter how much we spend
on digital ads.**

DIGITAL TECHNOLOGY

Plenty and mostly freely available

Information, Big Data Automation, Analytics, Marketing, Community Productivity, Streaming, Computing, Artificial Intelligence, Social Media, etc.

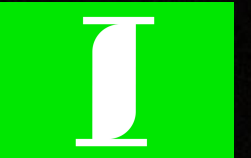


DIGITAL MARKETING

Plenty and mostly freely
available

SEO, Website
Social Media,
Ads – Social Media, PPC, Programmatic
Email, Mobile
Analytics and Automation
Affiliate Marketing





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DIGITAL TECH

Helps you go faster,
save time and
execute at scale

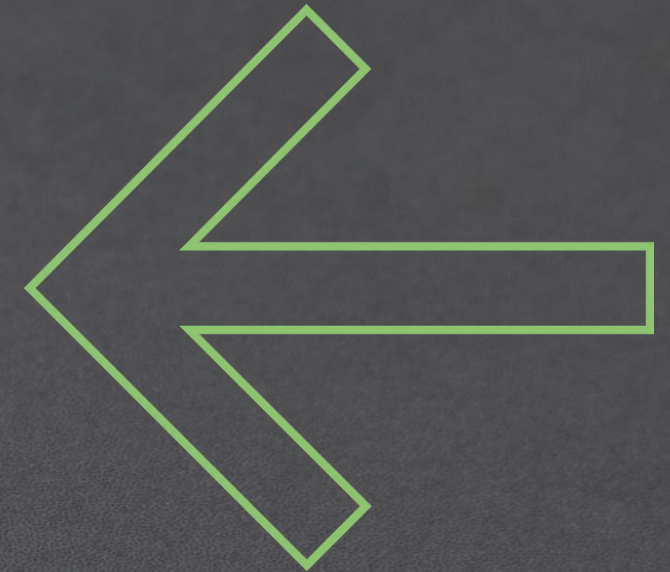


DIGITAL TECH

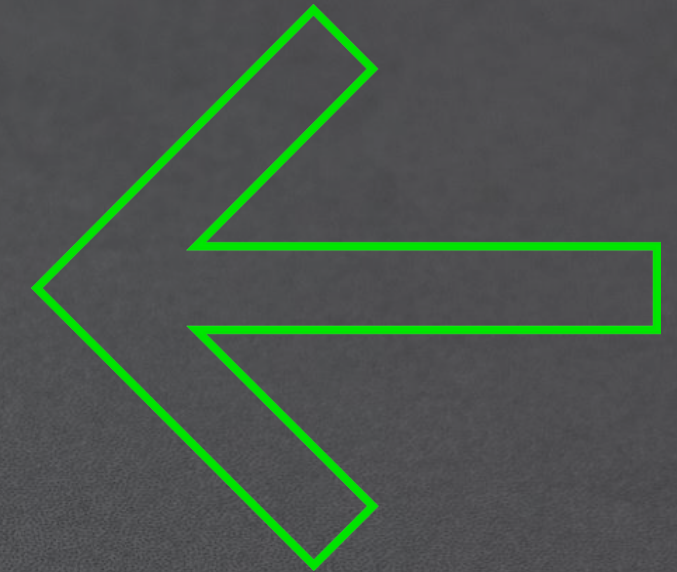
- **Amplifies**
- **Connects People**
- **Provides Accessibility**

THE REALITY OF DIGITAL

Digital technology is immensely helpful to businesses and is a necessity for progress.

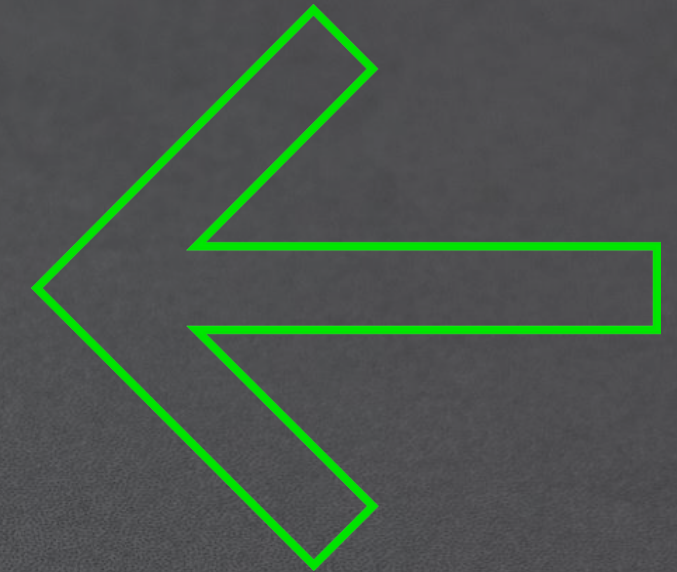


THE REALITY OF DIGITAL



However, it does not guarantee good outcomes if the business, the product, the system, or the brand foundation is flawed.

THE REALITY OF DIGITAL



In fact, in some cases,
it can even be detrimental
as it will **amplify errors
and weaknesses**
of the business and the brand.



Garbage *in* Garbage **OUT**



HOW TO PROPERLY HARNESS THE POWER OF DIGITAL

Understand that digital is just the **vehicle**, it is not your -

- company
- product or service
- or your brand and reputation

HOW TO PROPERLY HARNESS THE POWER OF DIGITAL

**Start with building
strong business and brand
foundational basics.**

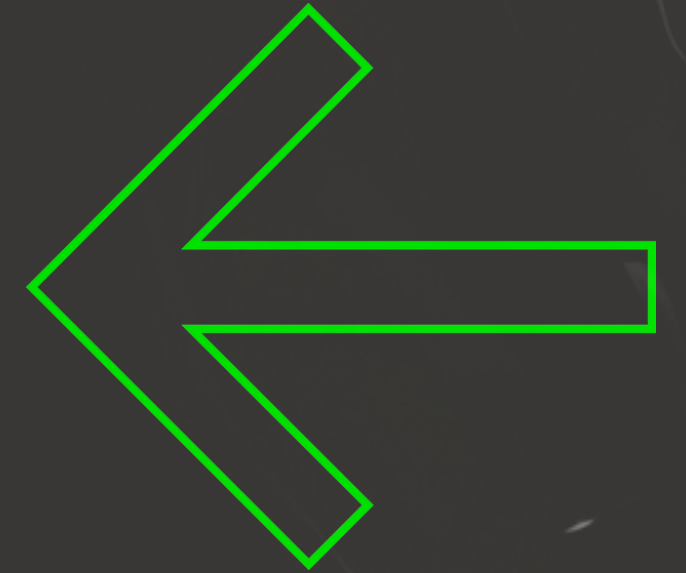
Build from the inside out.

HOW TO PROPERLY HARNESS THE POWER OF DIGITAL

Balance between
substance and expediency.

Between the **heart** of your
business and digital technology.

BACKGROUND



Building from the inside out

SALES

Prospecting, Qualifying,
Lead Gen, Closing,
Client Servicing,

MARKETING

Product, Price, Place Promo
Customer, Cost, Convenience,
Communication

SALES

Prospecting, Qualifying,
Lead Gen, Closing,
Client Servicing,

MARKETING

Product, Price, Place Promo
Customer, Cost, Convenience,
Communication

BRAND

Mission, Vision, Values,
Identity, Image, Messaging,
Reputation, Internal Alignment,
Culture

SALES

Prospecting, Qualifying,
Lead Gen, Closing,
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MARKETING

Product, Price, Place Promo
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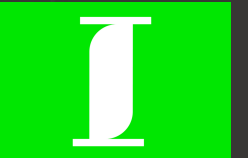
DIGITAL MARKETING
Website, SEO, Soc Med Platforms, Ads, Analytics
EDM, Mobile, Automation

BRAND
Mission, Vision, Values,
Identity, Image, Messaging,
Reputation, Internal Alignment,
Culture

SALES
Prospecting, Qualifying,
Lead Gen, Closing,
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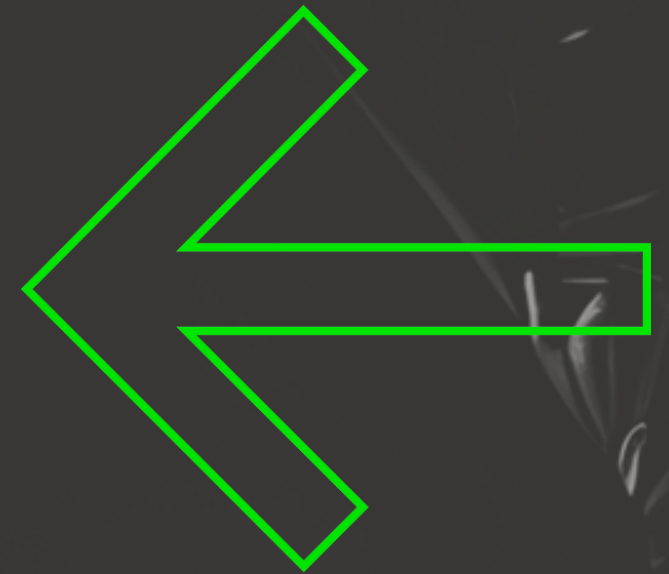
MARKETING
Product, Price, Place Promo
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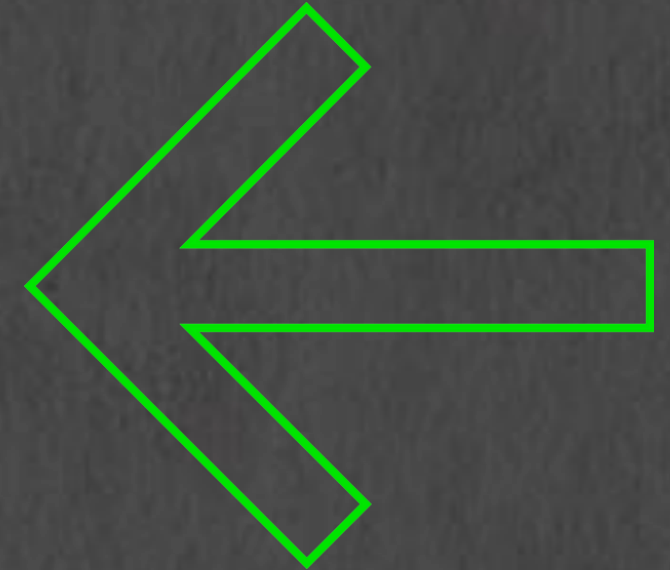
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BRAND POWER



APPLE

US\$3 Trillion



Most valuable company in the world
100MILLION USERS

APPLE

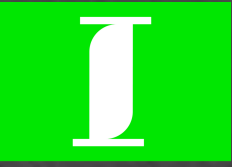
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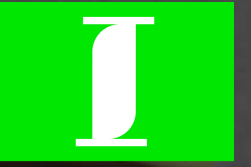
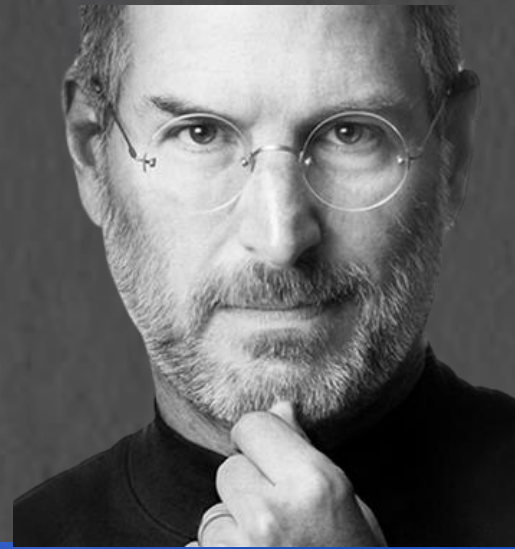
Started in 1976 with US\$1300
in Steve Job's family garage



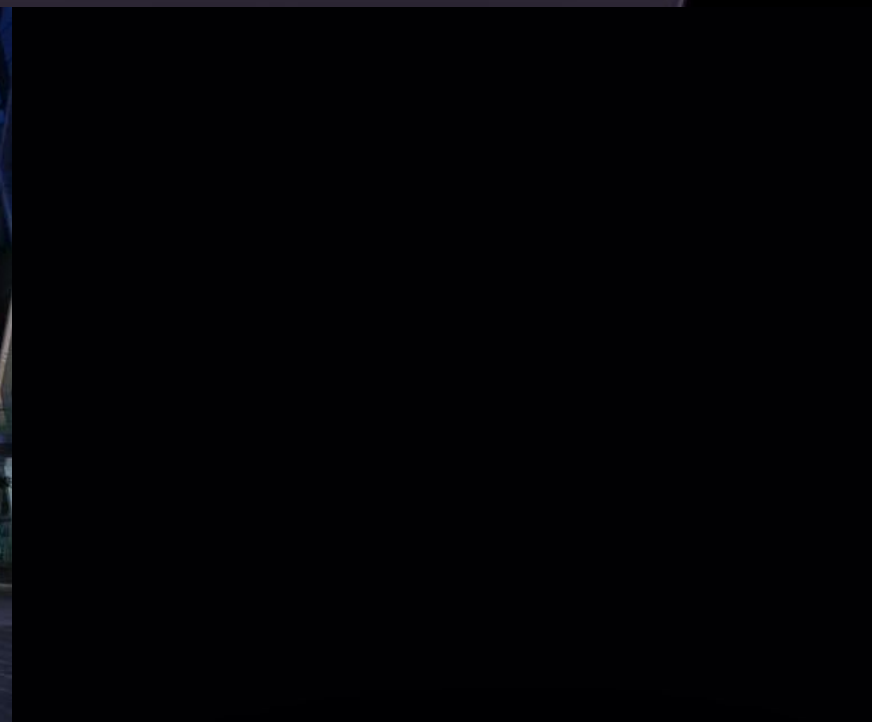
Think Apple.



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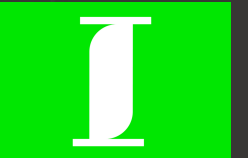


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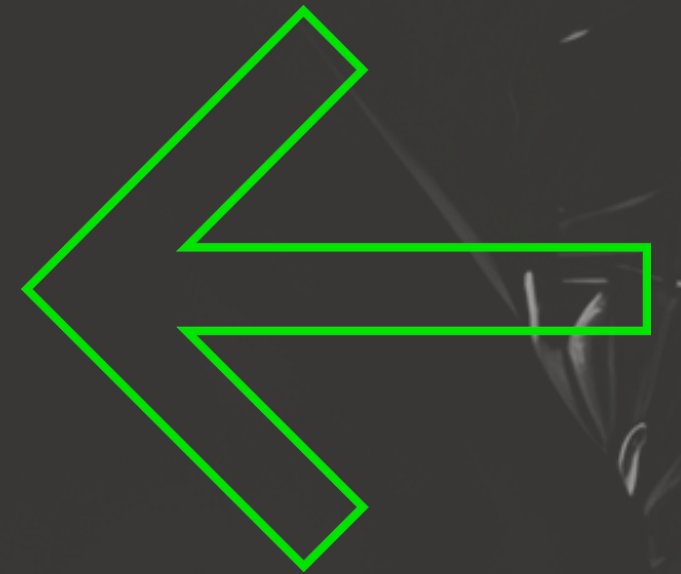


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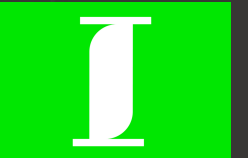
More than **95%** of iPhones,
AirPods, Macs and iPads
are made in China.



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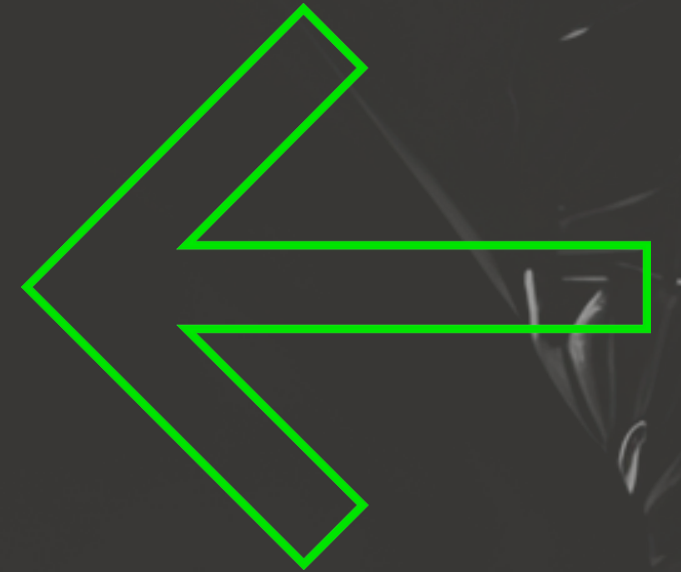


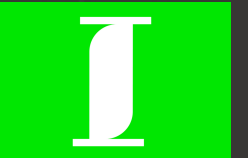
THE BRAND



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WHAT IS A BRAND? HOW DO I BUILD ONE?





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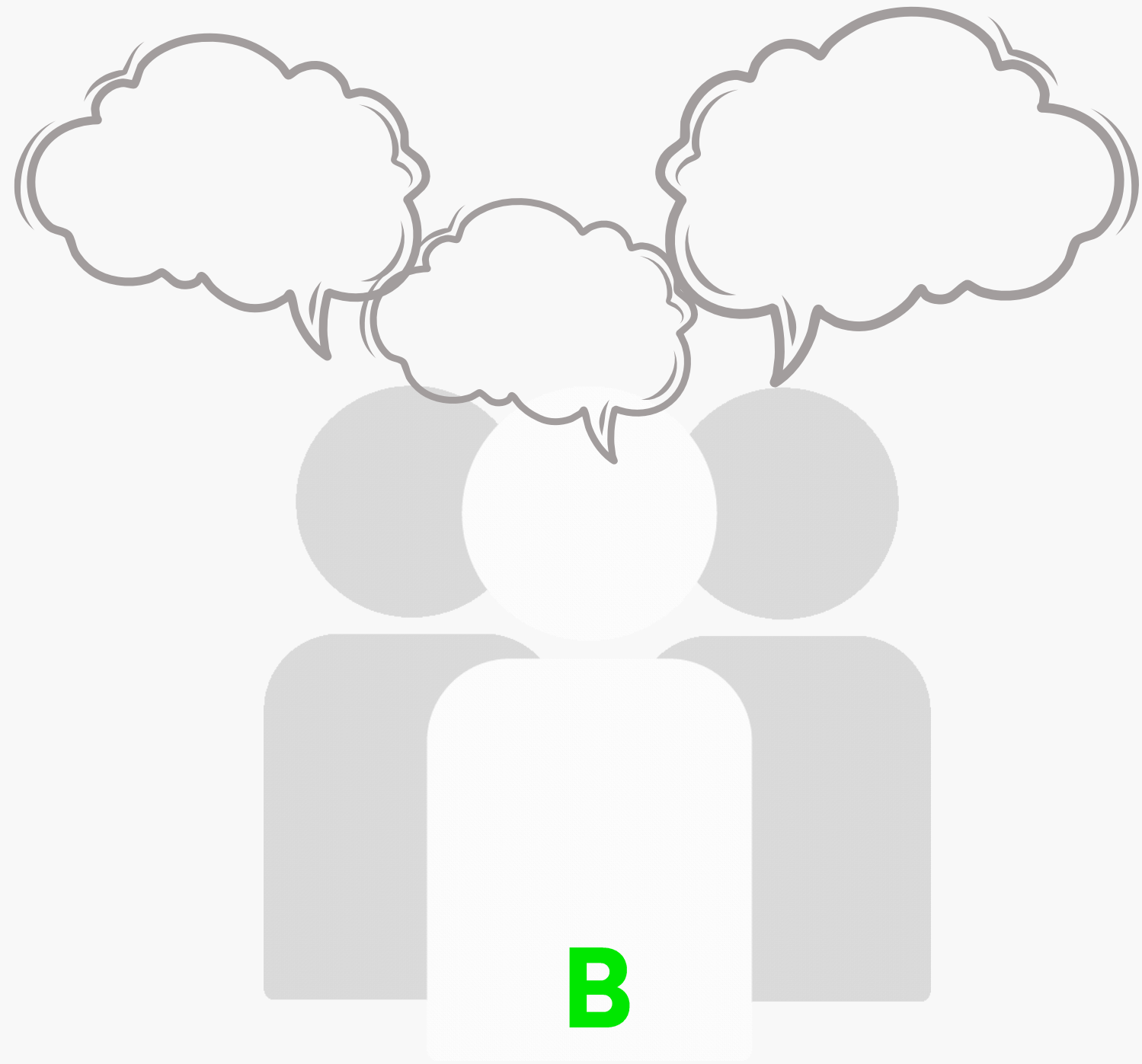
Which one is the Brand?



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A



B

**Your brand is what people say
when you're not in the room.**

JEFF BEZOS

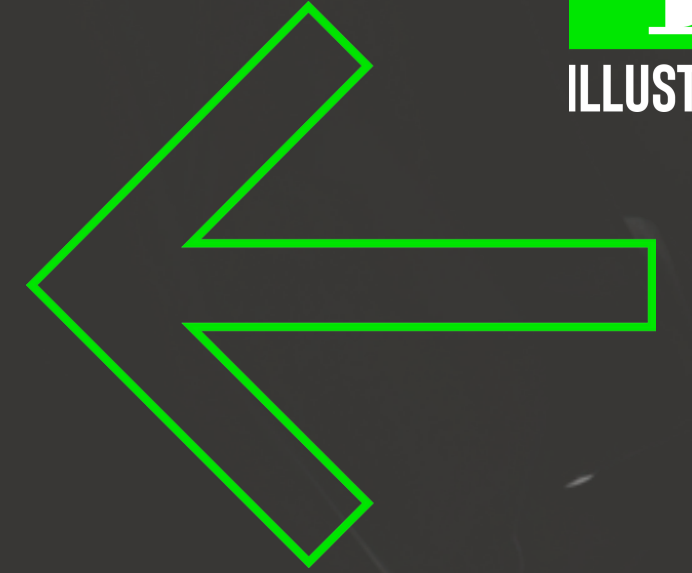
REPUTATION = BRAND

What shapes a Brand?

**A brand is defined by how
customers experience it
at every touchpoint.**

Illustrado Holistic Brand Elements





BRANDING VS ADVERTISING

QUESTION

A Stranger Asks You

QUESTION

A Stranger Asks You





BRANDING

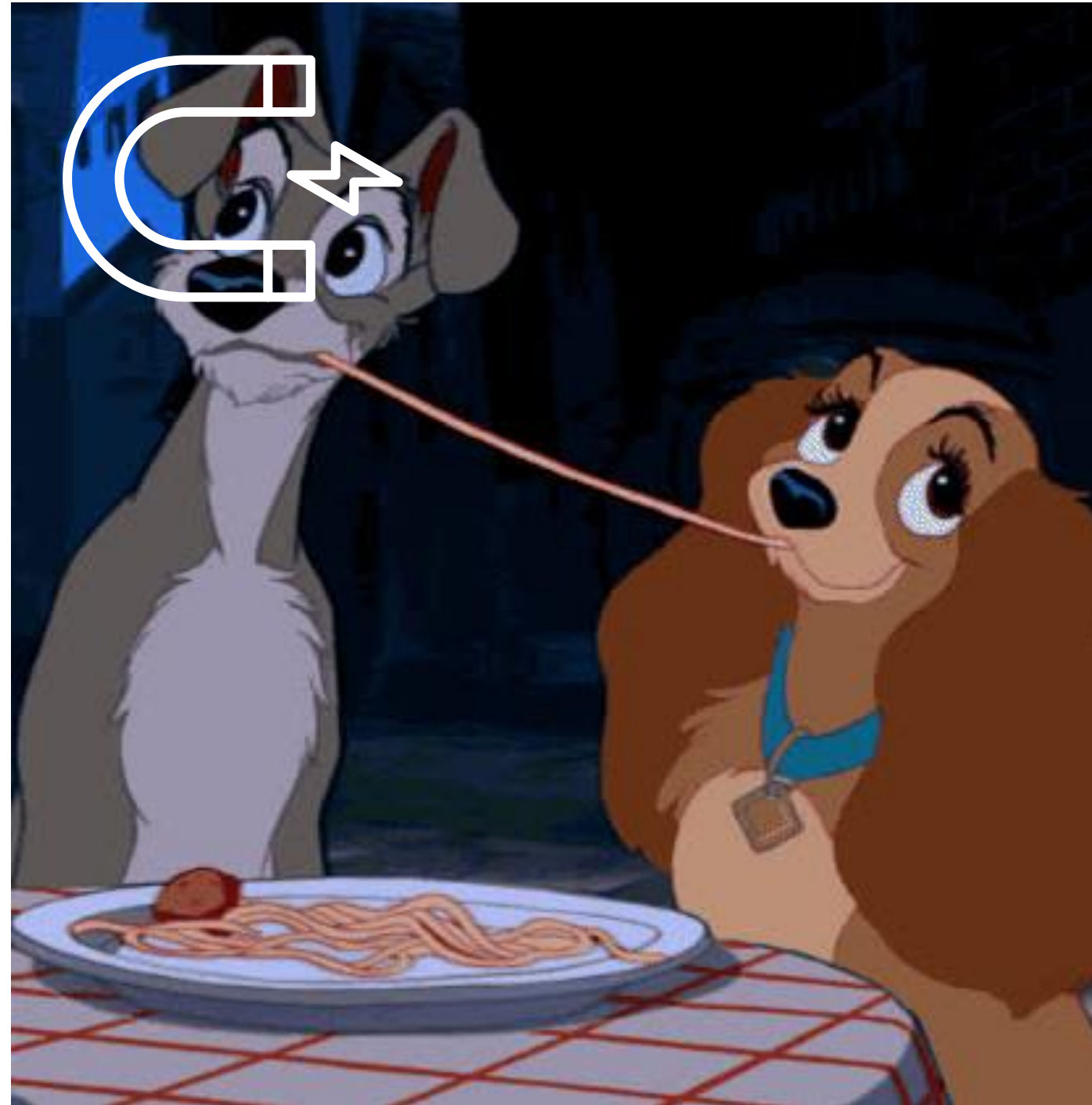
ATTRACTION MARKETING

INBOUND MARKETING

ADVERTISING

OUTBOUND MARKETING

BRANDING ATTRACTION MARKETING



ADVERTISING





BRANDING

ATTRACTION MARKETING

INBOUND MARKETING

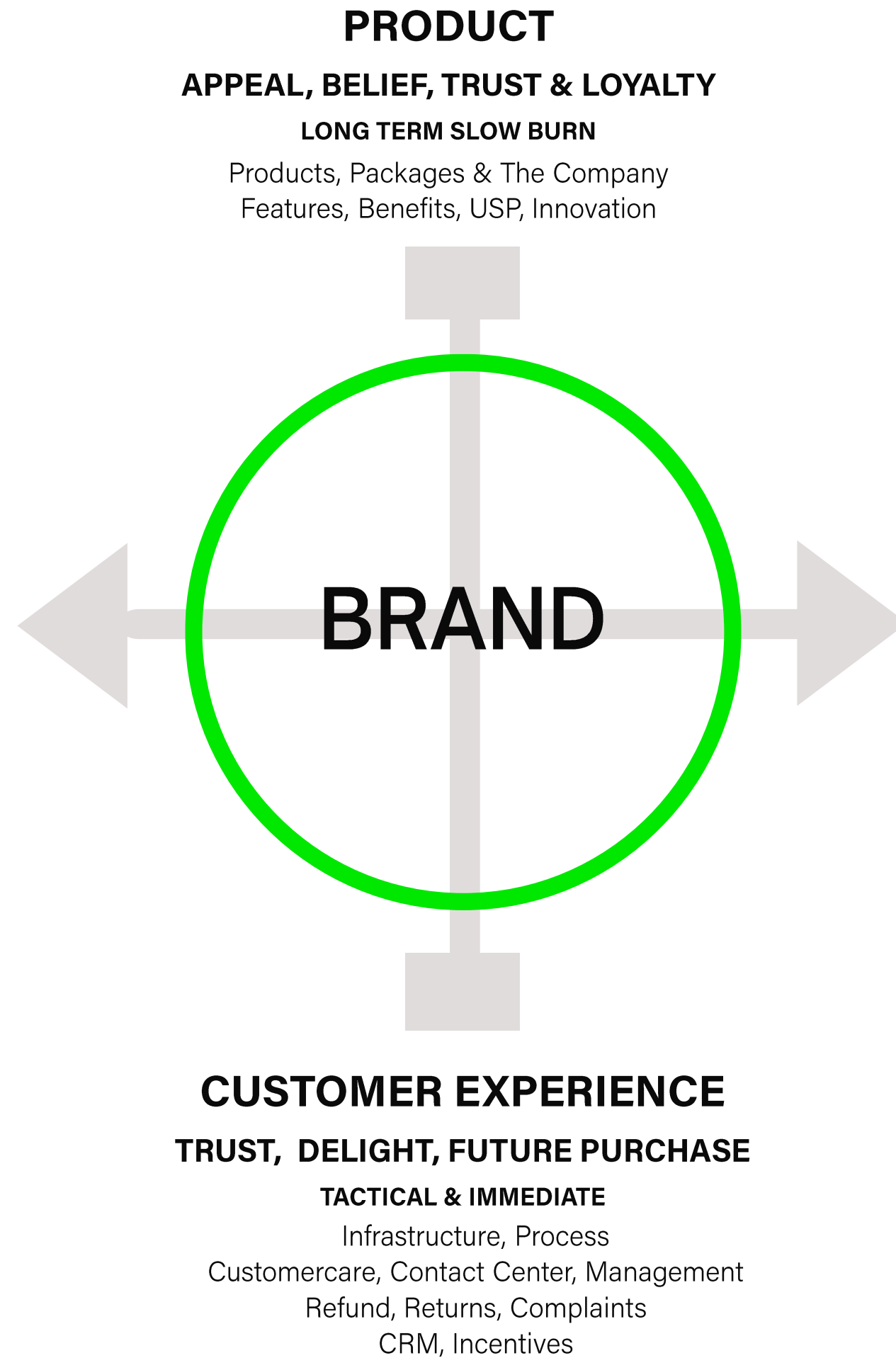
Attraction & Familiarity
Connection - Relationship
Giving Value
Tribe - Belonging
Trust, Loyalty

ADVERTISING

OUTBOUND MARKETING

Awareness
Sell
Generate Leads

MARKETING ECOSYSTEM



MARKETING ECOSYSTEM

**TRUST & PRESTIGE
BRANDS & LEADERS**

INBOUND MARKETING

**APPEAL, BELIEF,
TRUST & LOYALTY
LONG TERM SLOW BURN**

Image, Messaging, Reputation
Platforms (Website, Social Media, EDM)
Content * Community
Sign-Ups & CRM, SEO
Partnerships & PR

**BUILD AFFINITY
& REPUTATION**

PRODUCT

APPEAL, BELIEF, TRUST & LOYALTY

LONG TERM SLOW BURN

Products, Packages & The Company
Features, Benefits, USP, Innovation

**COMMODITIZED
PRODUCTS**

OUTBOUND MARKETING

**AWARENESS,
ATTENTION & CONSIDERATION**

TACTICAL & IMMEDIATE

Social Media Ads & Boosting
Google PPC & Youtube Ads
Ad Banners, Programmatic Ads,
SMS, Whatsapp Ads
Lead Generation, Direct Mail (EDM)

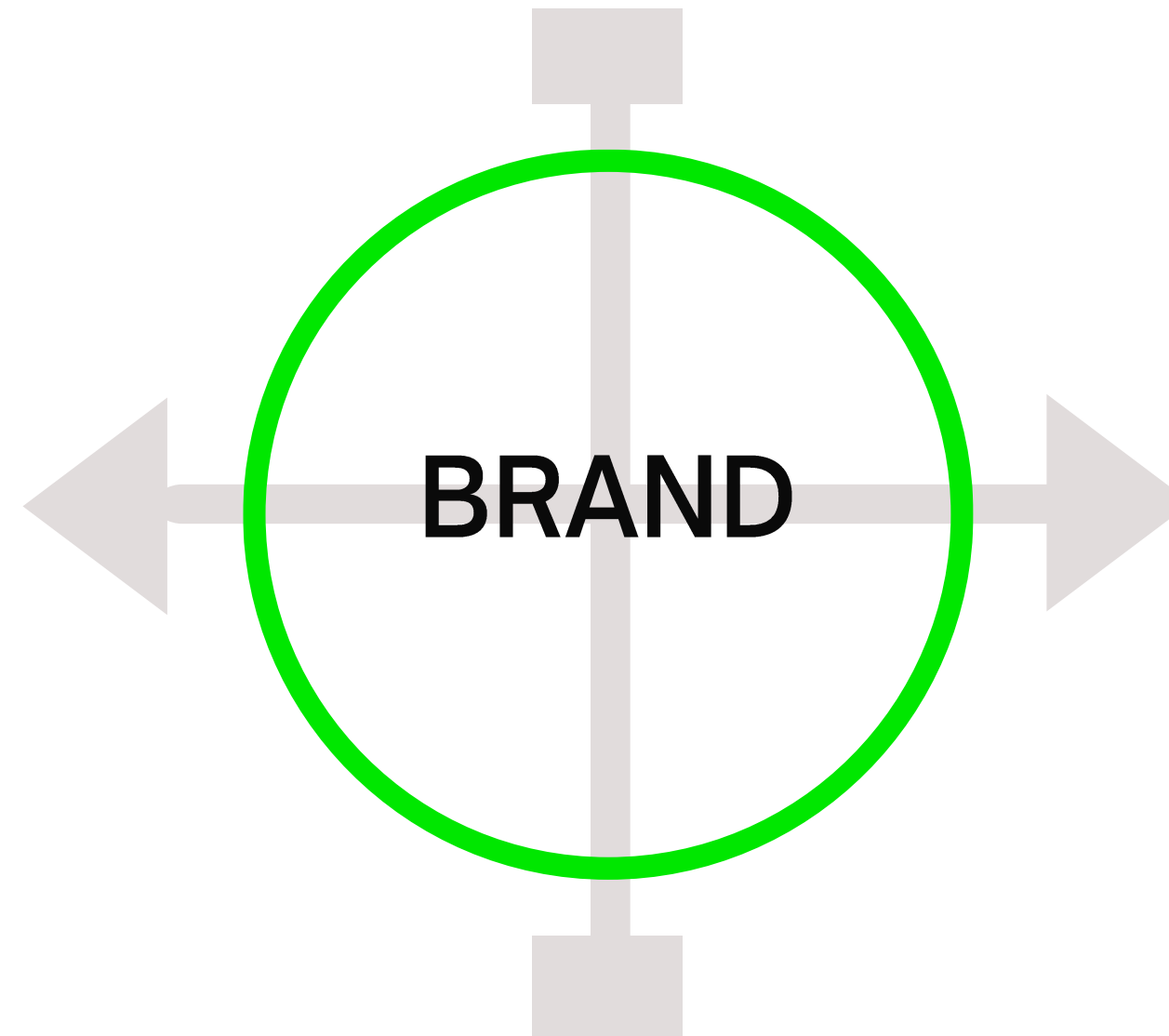
**SELL & GENERATE
LEADS**

CUSTOMER EXPERIENCE

TRUST, DELIGHT, FUTURE PURCHASE

TACTICAL & IMMEDIATE

Infrastructure, Process
Customercare, Contact Center, Management
Refund, Returns, Complaints
CRM, Incentives



MARKETING ECOSYSTEM

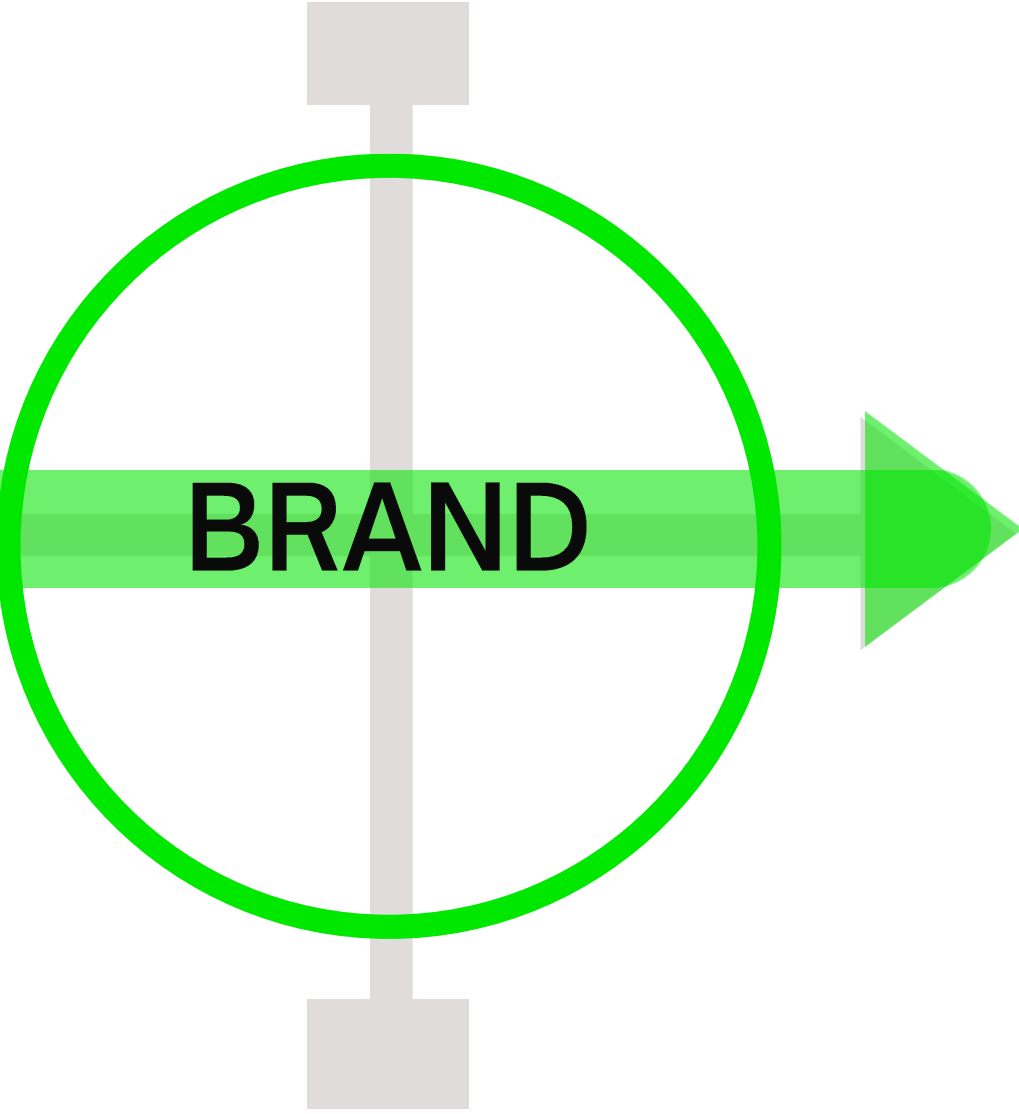
**TRUST & PRESTIGE
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Lead Generation, Direct Mail (EDM)

**SELL & GENERATE
LEADS**

The difference between
any good company versus
a **company that has an impact**
is its **REPUTATION.**

Key Takeaways

DIGITAL MARKETING = AMPLIFICATION

An accessible and mostly cost-effective means of reaching audiences

DIGITAL TECHNOLOGY IS JUST THE VEHICLE

It is not your company, product or service; or your brand and reputation

BRAND = REPUTATION

BRANDING is a **FOUNDATIONAL NECESSITY** that shapes your **REPUTATION**

Shaped by holistic internal and external elements

SUCCESSFUL MARKETING

Is based on a balance between inbound and outbound

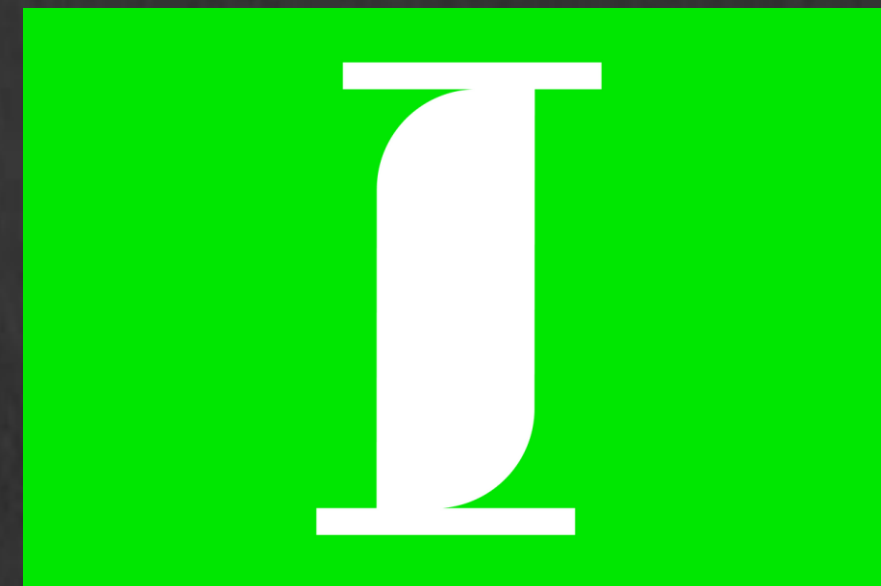
Build your brand and company from the inside out.

Determine your brand, sales and marketing and then amplify with digital



Lalaine Chu-Benitez

Managing Director



ILLUSTRADO

www.illustrado.co

[Tel: +971 4 425 7346](tel:+97144257346)

[Level 14, Boulevard Plaza Tower 1,](#)

[Sheikh Mohammed Bin Rashid Boulevard,](#)

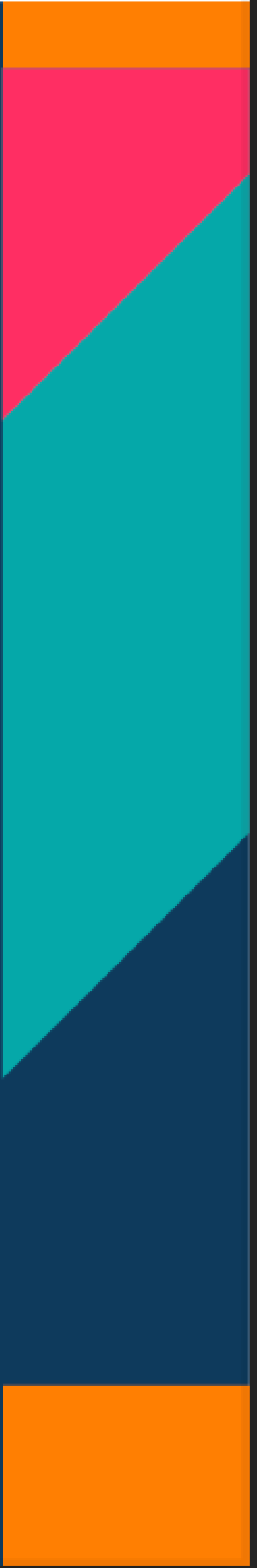
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Your Feedback is
important



Q&A



GROWTH SERIES



THANK YOU