# Marketing in the Digital Era

## CONTEXT

- Referred on certain laces and time
- Proper timing is a must
- A path to a certain journey

## CONTENT

- Storytelling
- Major ingredient for media
- An asset to the organization

## COMMUNITY

- Sharing the content openly
- Socially Active
- People are the biggest power

## COMMUNICATION

- Based on one-to-one, one-to-many
- Connected even more than before
- Higher global reach

## COLLABORATION

- Operates on Co-operation
- Dependent on Crowd Sourcing and Crowd funding
- Supports Innovation

## CAPTURE

- Support from Digital Diaries
- Express via videos
- Experience/observe new people and places

## CHANGE

- Move ahead toward digitalization
- Make a choice to either Survive or Thrive!

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