



The Direct Marketing Association
of Northern California

WEBINAR

DATA DRIVEN CREATIVE SOLUTIONS

DMAnc and School of Social
Free Webinar
Presenter: Kineta Kelsall



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Hi, I'm Kineta Kelsall

Founder & Director,
School of Social

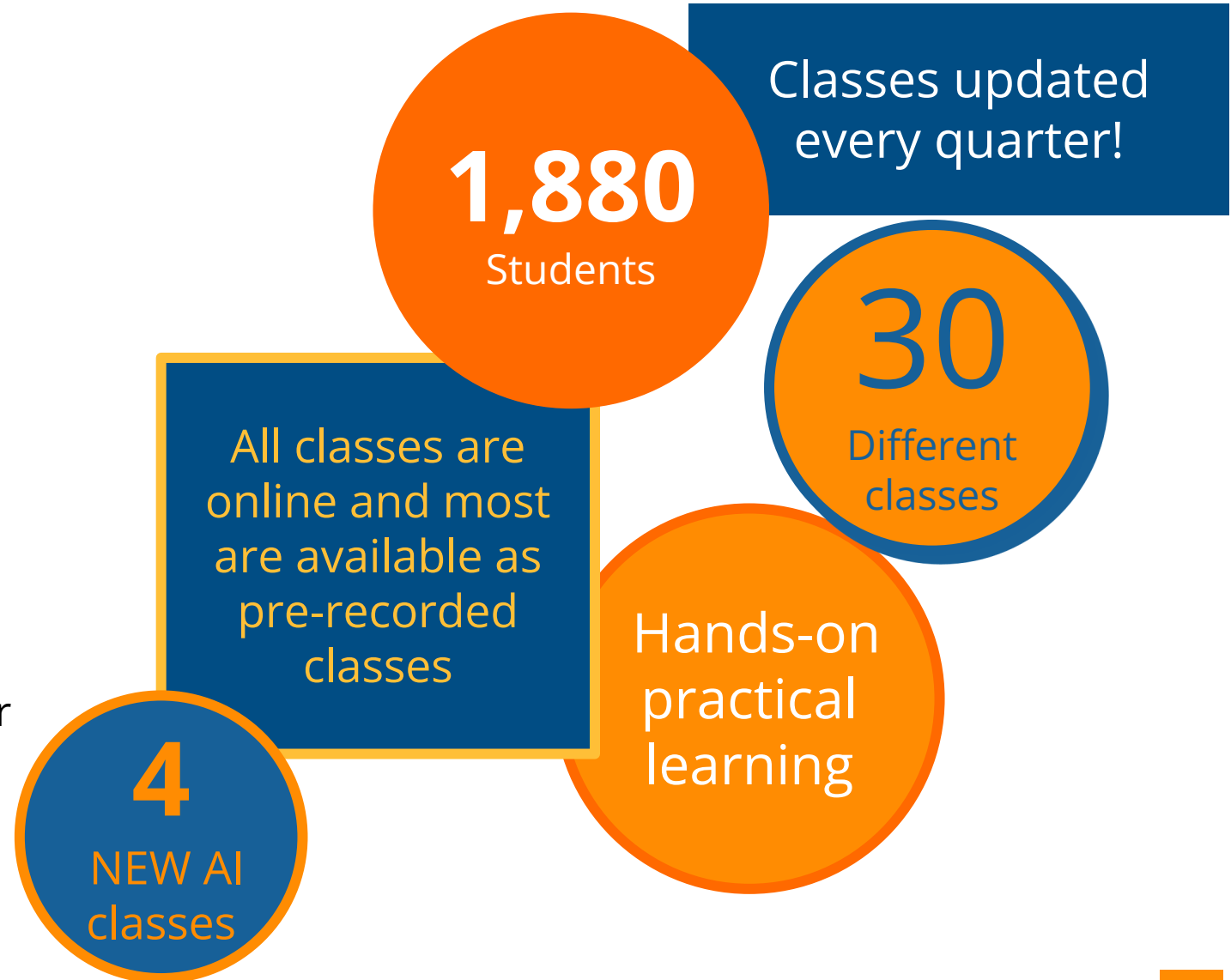


2024 – ABOUT US

The Direct Marketing Association of Northern California was formed to educate and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.

We have evolved to offer best-in-class live online education worldwide through our masterclasses and certification program, taught by world-renowned instructors. More than 1,880 professionals registered for workshops in 2023 and took advantage of over 30 workshop topics.

All masterclasses are updated every quarter to reflect the latest marketing techniques.



2024 DIGITAL MARKETING WORKSHOPS AT DMAnc.org

AI for Digital Marketing

- [AI for Social Media Masterclass](#)
- [Video Scriptwriting and Production Using AI Masterclass](#)
- [Leveraging AI for Your Digital Marketing: A Comprehensive Masterclass](#)
- [AI in Copywriting Masterclass](#)

Organic & Paid Social Media

- [Social Media Marketing Bootcamp](#)
- [Video Production for Social Media Masterclass](#)
- [Social Media Marketing Strategy Masterclass](#)
- [Social Media for eCommerce Masterclass](#)
- [Social Media Masterclass](#)
- [TikTok Advertising Masterclass](#)
- [Meta \(Facebook and Instagram\) and TikTok Advertising Masterclass](#)

- [TikTok Organic Social Media Strategy Masterclass](#)
- [LinkedIn Profile Optimization for Marketers Masterclass](#)
- [LinkedIn Advertising Masterclass](#)
- [Building a Personal & Corporate Thought Leadership Brand Masterclass](#)

Search Engine Marketing & Digital Analytics

- [Google Analytics 4.0](#)
- [Looker Studio \(formerly Google Data Studio\) for Marketers Masterclass](#)
- [Google Ads for Digital Advertising](#)
- [SEO 2024 for Digital Marketing Masterclass](#)

Sustainable Marketing

- [Sustainable Marketing Masterclass](#)

Email Marketing

- [Email Marketing Masterclass](#)

Content Marketing

- [Podcasting Masterclass](#)
- [Storytelling in Branding Content Marketing Masterclass](#)
- [Digital and Advertising Copywriting Masterclass](#)
- [In-Person, Virtual and Hybrid Event Marketing Masterclass](#)
- [Content Marketing Masterclass](#)
- [YouTube Channel Strategy and Production Masterclass](#)

B2B Marketing

- [Account-Based Marketing \(ABM\) for Small-to-Medium Companies](#)
- [B2B Marketing Strategy Development Masterclass](#)

BECOME A CERTIFIED DIGITAL MARKETER

- Earn a **Certified Digital Marketer (CDM)** certificate by completing any eight of the course modules within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.
- Find out more at <https://dmanc.org/certified-digital-marketer-cdm-requirements/>



BECOME A CERTIFIED SUSTAINABLE MARKETER (CSM)

- Earn a **Certified Sustainable Marketer** (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.
- This Certificate also qualifies as 3 course modules toward the **Certified Digital Marketer (CDM)** program.
- Find out more at <https://dmanc.org/certified-sustainable-marketer-csm-requirements/>



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HOW DO YOU **FEEL**?





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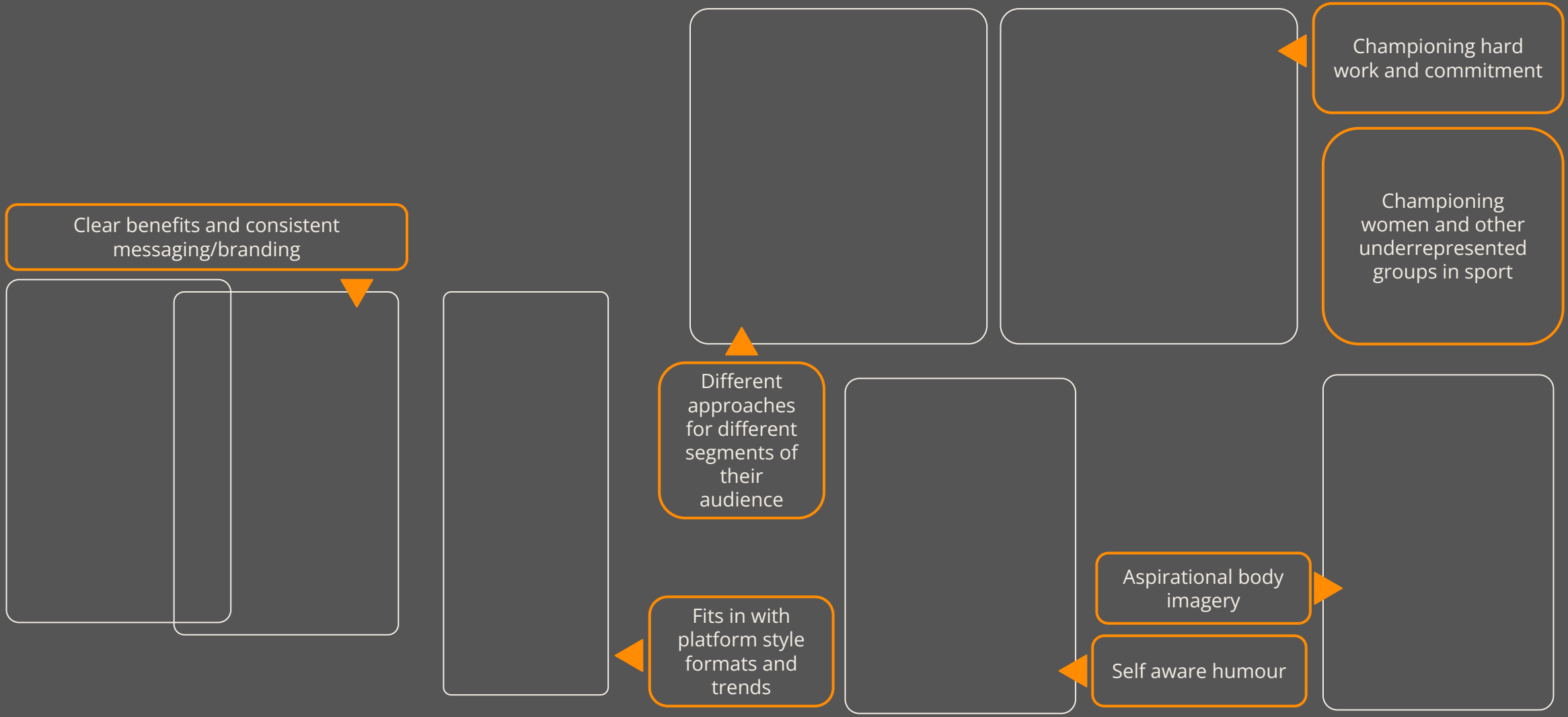
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WHAT ARE DATA DRIVEN CREATIVES?



Data-driven creativity consists of building marketing and communication strategies using data in order to create campaigns with a high level of **personalisation**, improve performance, and maximise ROI

THEMES & PATTERNS



GOOD EXAMPLES



Recently moved
Content is optimised
Style resonates
Although Shop Now CTA - the video showcases rooms styled in different way

Consumer insights informed
Personalisation and relevance
Integration with tech
Avoids assumptions

A screenshot of a Spotify playlist titled 'Mixtape Spaghetti' by Barilla. The playlist is described as a Hip Hop playlist that lasts the same amount of time as cooking spaghetti. The cover art features a colorful, abstract design with the text '9 MINUTI SPAGHETTI N.5'. The playlist includes 5 songs with a total duration of 9 minutes and 3 seconds. The Barilla logo is visible in the top left corner of the playlist image.

Public Playlist

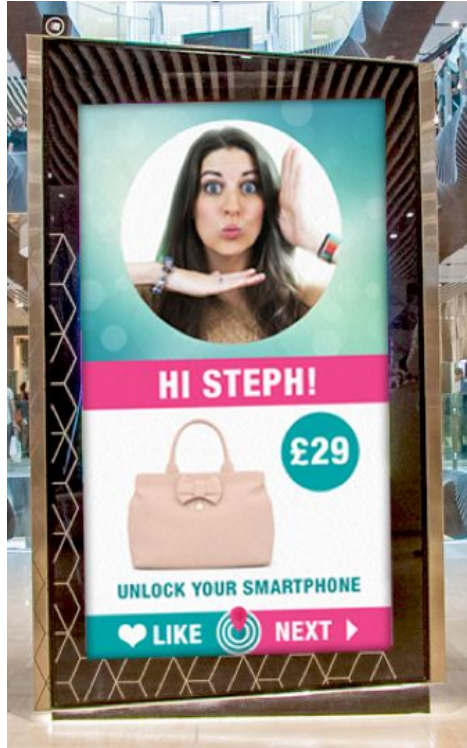
Mixtape Spaghetti

Una playlist Hip Hop che dura il tempo di cottura dei tuoi spaghetti. Con Playlist Timer cuoci la pasta a tempo di musica. La cover di Mixtape Spaghetti è dei Van Orton.

BARILLA • 18,973 likes • 5 songs, 9 min 3 sec

#	Title	Album	Date added	
1	Dadaa DJ Premier	Beats That Collected Dust Vol. 1	11 Jan 2021	3:04
2	Boogie Loogie Bpm Neffa, Dj Lugi	107 Elementi	5 Jan 2021	1:27
3	Hard Knock Life - Live On MTV Unpl... JAY-Z	Jay-Z Unplugged (Live On MTV U...	5 Jan 2021	1:31
4	Playlist Timer Various Artists	Barilla Playlist Timer	13 Jan 2021	0:09
5	Superclassico Ernia	Gemelli	5 Jan 2021	2:52

BAD EXAMPLES



Don't overdo it

Consumers are resigned to the fact you need, and will, use their information. But they do not like it when it hits too close to home, is inaccurate, ill-timed or insensitive. Be subtle, be clever.



Christina Rothenbeck

@C_A_Rothenbeck



Hey @shutterfly, maybe don't send mass "congrats on your new baby" emails? Those of us dealing w infertility JUST made it thru Mother's Day.

7:25 AM - May 14, 2014



Consumers don't notice when it's there but are highly sensitive to its absence.

McKinsey refers to it as a *"hygiene factor"*



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WHAT WAS THE LAST
CREATIVE THAT YOU WERE
RECENTLY TARGETED
WITH?



Prism, the design agency behind the ad, the **Tired** of being **Tired** campaign said sales of **Floradix** increased by **20%**



Relevant placement as London commuters are likely to be tired

Data-driven creative is a crucial aspect of any **personalisation strategy.**

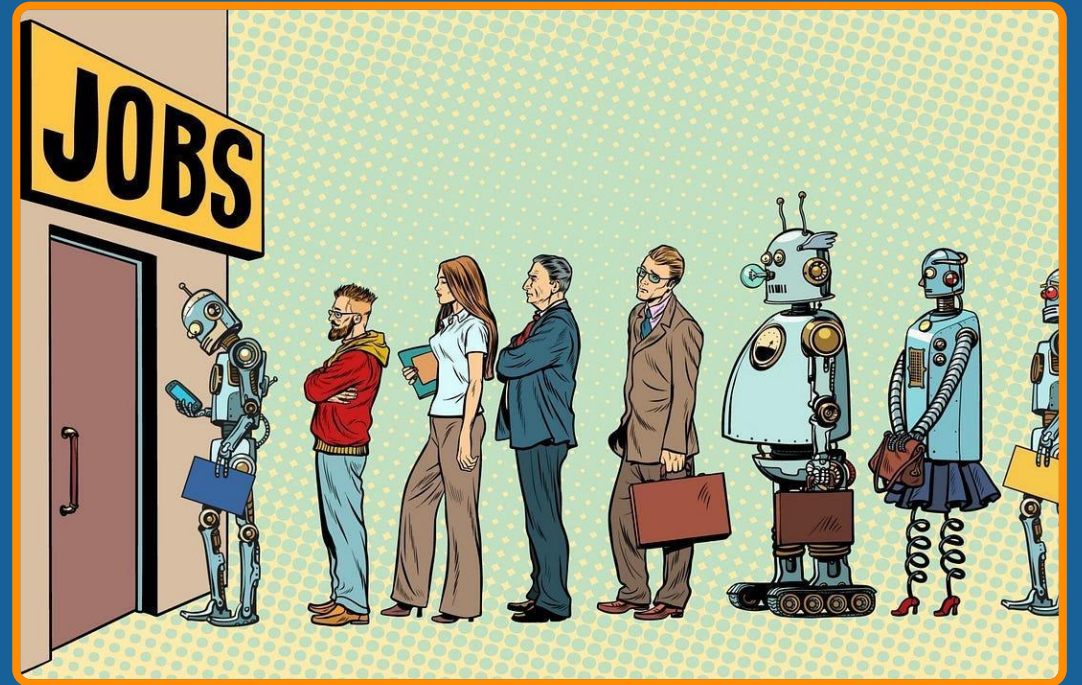
A personalisation strategy requires integrated data

GOLD STAR DATA DRIVEN SOLUTIONS



AI is here to turbocharge your **creative genius**, not steal the spotlight

We just need to learn how to use it.



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ARTISTS OF ALGORITHMS?



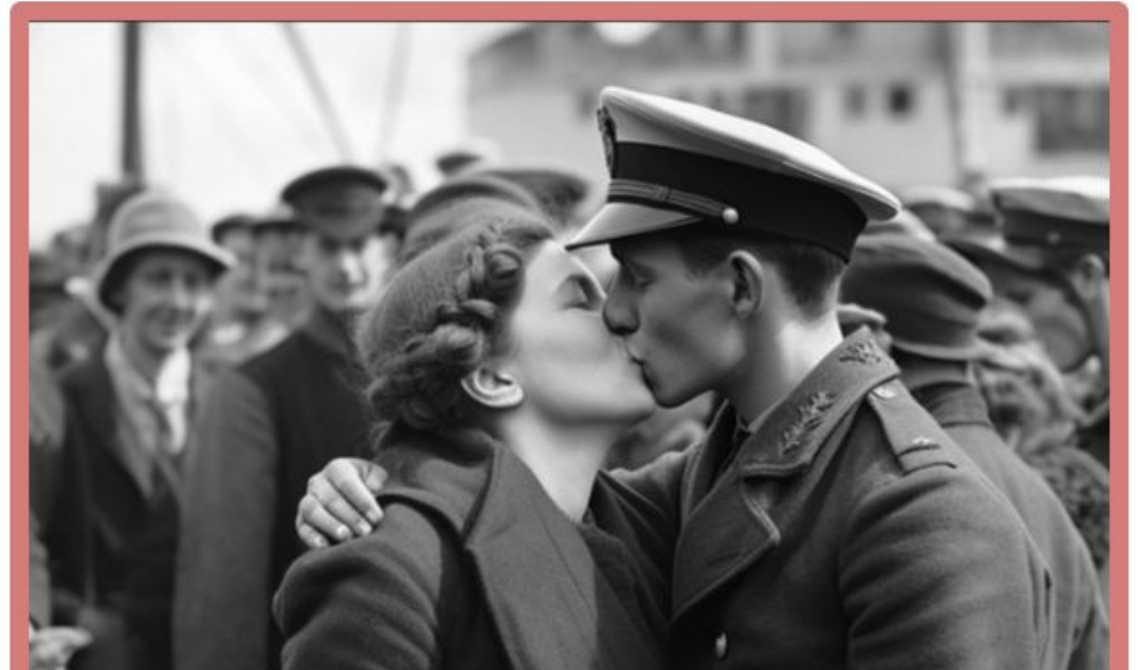


While AI is a valuable tool, it's important to remember that data support for your prompts and instructions remains essential; AI alone isn't the exclusive solution.

a young man is sitting on the couch with headphones on, in the style of iconic pop culture references, prairiecore, avocadopunk, photo taken with kodak portra, garden state, intense gaze, modular, movie still

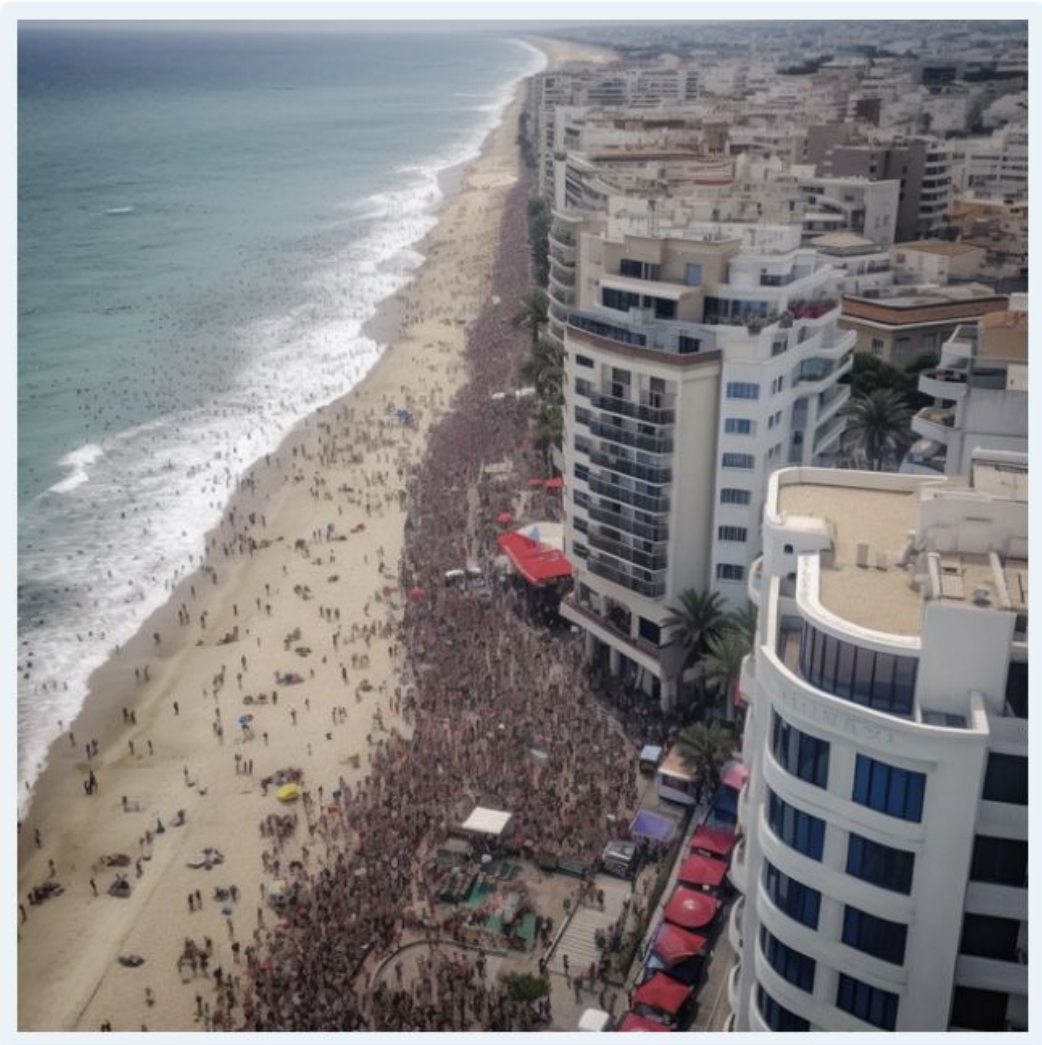






Soldiers Getting Last Kiss On Ship Before Deployment To Egypt. Black and white. 1925. Men are on the boat and women are on the port. old vintage photo.

A.I.: Victoriano Izquierdo



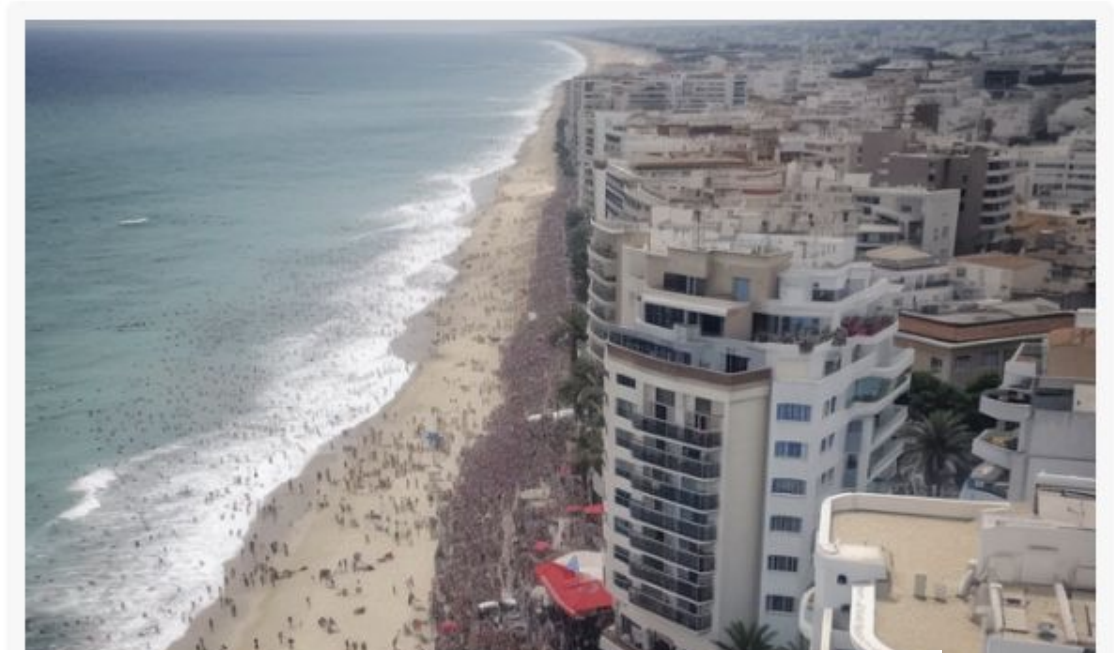


photo of a festival from a tall building of a lot of people drinking and dancing with an iPhone 13 playing on the beach. x3 zoom



Victoriano Izquierdo

UNDERSTANDING AI'S CURRENT CAPABILITIES

What AI can do	What AI can't do
Make calculations and conclusions from datasets way faster and more accurate than humans	Understand any context, cultural nuances or emotions behind that data
Create beautiful photography/art in a historically specific style	Be historically, factually or culturally accurate/sensitive
Help you generate ideas fast	Come up with new or original ideas that aren't sourced from previous ideas and datasets

In fact, because of the way machine learning currently works, it's more likely to cycle and recycle ideas so they end up becoming bland and boring after a while



Data Insights



AI



Technology

This is paramount

This is enhancements

This is scale

INTEGRATED CREATIVE STRATEGY



Heinz Fridge vs. Cupboard – Sparking **emotional** debate from data insights

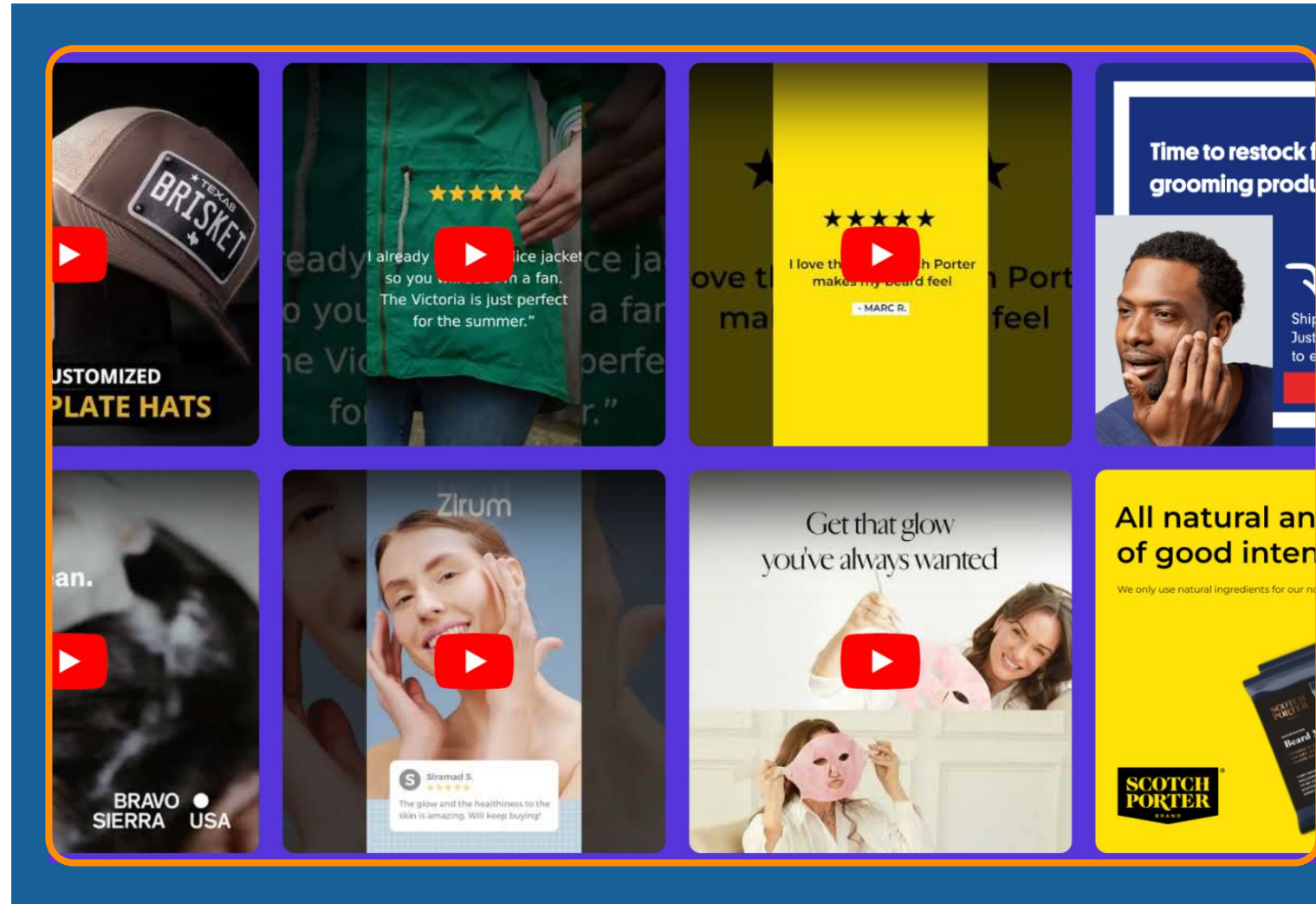


Chipotle – You're not special. Creating **shock and intrigue** from data insights



TECHNOLOGY TO SCALE

- Relevant
- Personalisation
- Efficiencies
- Continuous improvement
- Competitive advantage
- Measurement
- Scalability
- Predictive power



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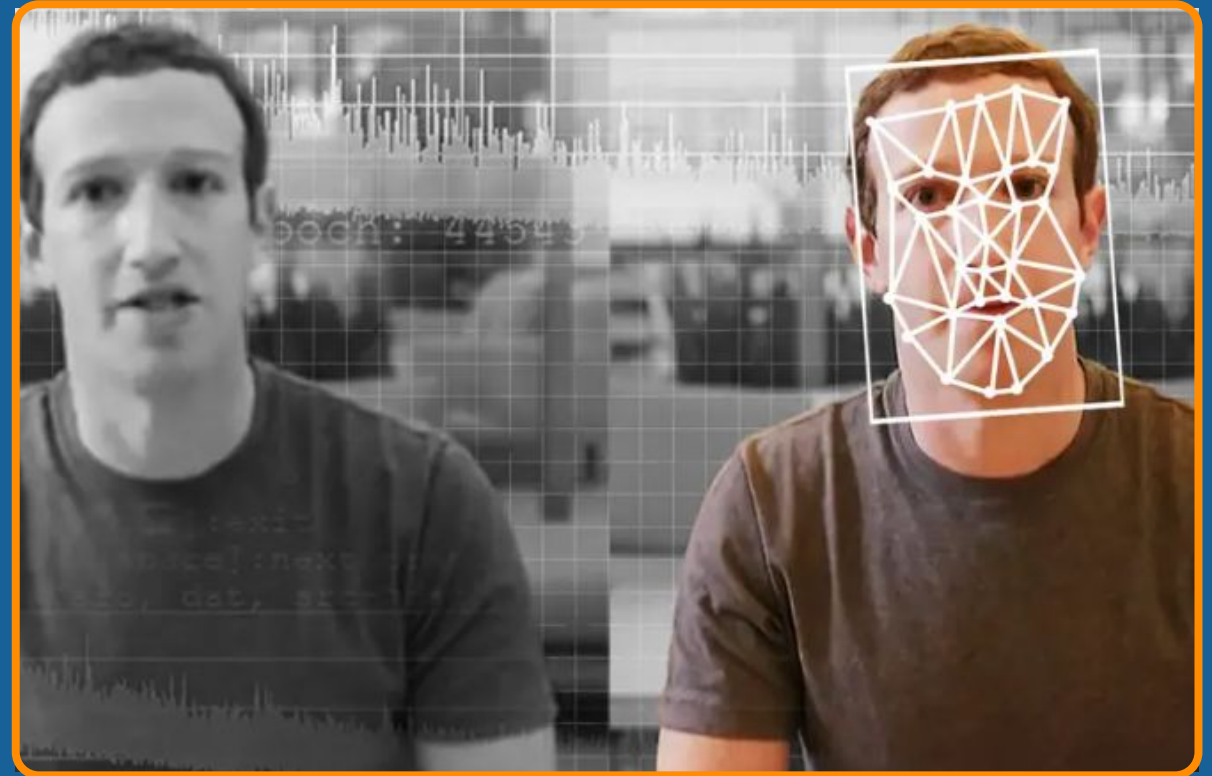
CHALLENGES



Data is fragmented.

Seeing is no longer **believing.**

Deep Fakes are hyper-realistic, AI-generated videos or images that convincingly manipulate and replace original content, often with the intent to deceive or mislead

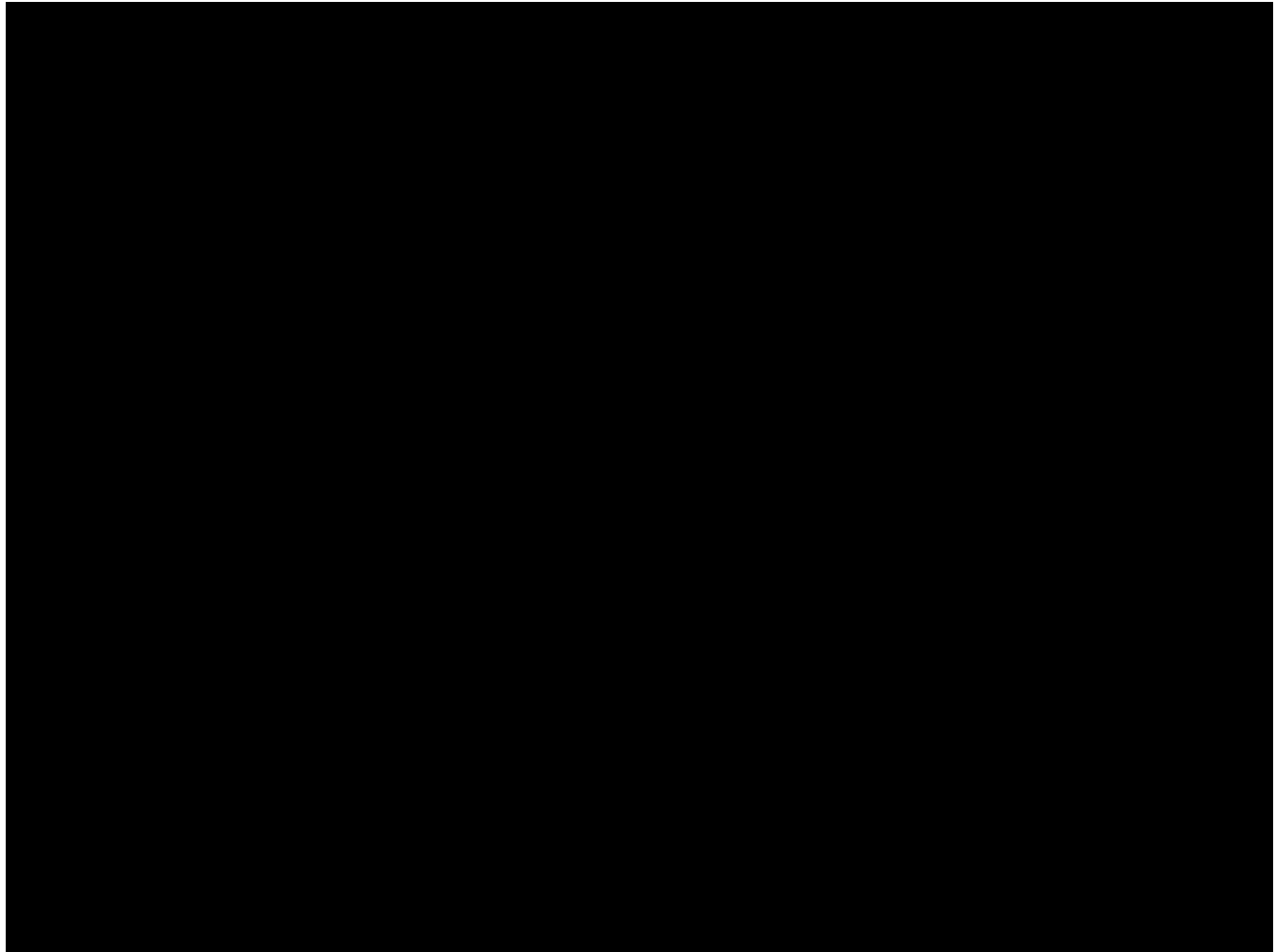


Deep Fakes in creative marketing

Fake customer testimonials

Fake customer complaints

Fake product reviews



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SUMMARY



Data = personalisation + AI = enhance and scale

*Data-driven creativity is the synergy of data, AI, and human understanding, all working together to create impactful and **emotionally resonant** campaigns*

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Founder & Director School of Social



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- Send follow-up questions and I'll reply.

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**THANK
YOU!**

