THE
LYST

3 things you can do to...

BE A RESPONSIBLE MARKETER

Balancing the needs of commerce and customer can be a rocky road for marketers and brands. We asked three experts for their insights about how and where it's done well

Nick Welch, business development director, smart data provider ADmantX

"Marketers must understand brand safety"

Protecting brands is vital, but protecting the consumer against harmful or offensive messaging is even more important. What I'd call 'brand safety' means marketers must go beyond standard measures of responsibility and create strategies that work for their specific product, industry, audience, and brand values. Marketers need to understand what brand safety really means to their own business. And remember, even though we live in an age of automation the human element is vital. Don't leave it to the machines.

1

Stephen Upstone, CEO, mobile video platform LoopMe

"Listen before you speak"

Technology means your feedback loop with consumers can now be in real time and in-depth. As a consequence there is now an obligation for marketers to really listen to consumers, and have better dialogues with them. You can build predictive models that allow you to target your ads better, and pick the best times to talk to someone rather than communicating irresponsibly. This completely changes the nature of communication. The real value is in listening before you speak, and not bothering someone when they're not wanting to be spoken to.

2

Allyson Stewart–Allen, CEO, business consultancy International Marketing Partners

"Look to the companies that do it best"

When I look at at companies and their corporate responsibility strategies, some stand out. Marketers would do well to remember the five imperatives that SABMiller lists: a thriving world; a sociable world; a resilient world; a clean world; a productive world. When asked, employees, investors and suppliers alike all say that they feel proud to be connected to the company due to this social agenda. It's a key differentiator that has real meaning for them personally. Emulating this would be good for business in any sector.

3