

WK360



THE MODERN MARKETING PLAYBOOK.

A practical guide to doing
more, better and for less.

MARKETING • IMAGERY • PACKAGING

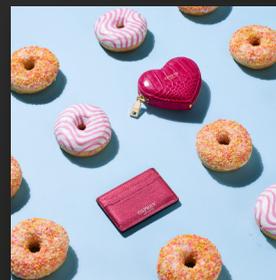
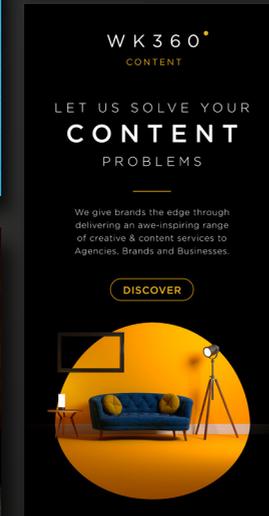
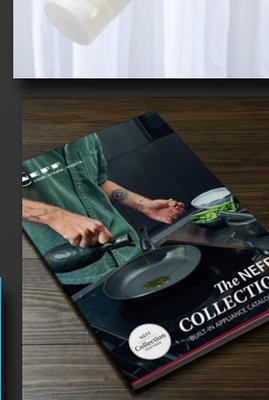
WK360.COM

THE MUST-HAVE BLUEPRINT FOR THE MODERN MARKETING LEADER

Modern Marketing teams face a range of challenges never seen before. As consumer expectations grow and digital channels multiply, marketing teams need smart, adaptable strategies to thrive.

This Modern Marketing Playbook is designed as a practical guide to help you maximise the output from your resources, produce better content, and empower your marketing team to achieve more – without spending more.

We'll take a look at ways to efficiently repurpose content, how to adopt more agile working practices, and how to leverage technology to address the challenge of producing powerful marketing in an increasingly demanding environment.



THE BITSIZE SUMMARY!

The Modern Marketing Playbook is your **essential guide to overcoming the challenges faced by today's marketing leaders**. As consumer expectations grow and digital platforms proliferate, marketers are tasked with creating impactful, multi-channel campaigns under tighter budgets and increasing pressure.

This playbook is designed to **help you 'do more, better, and for less'** by leveraging smarter strategies, efficient processes, and cutting-edge tools. It addresses the **key hurdles you're likely face, including:**



THE DIGITAL EFFICIENCY PARADOX

Meeting the demand for high-quality, diverse content while managing reduced budgets and maintaining creativity.



AD FATIGUE AND COMPETITION

Capturing attention in an oversaturated market where consumers are increasingly desensitised.



OMNI-CHANNEL COMPLEXITY

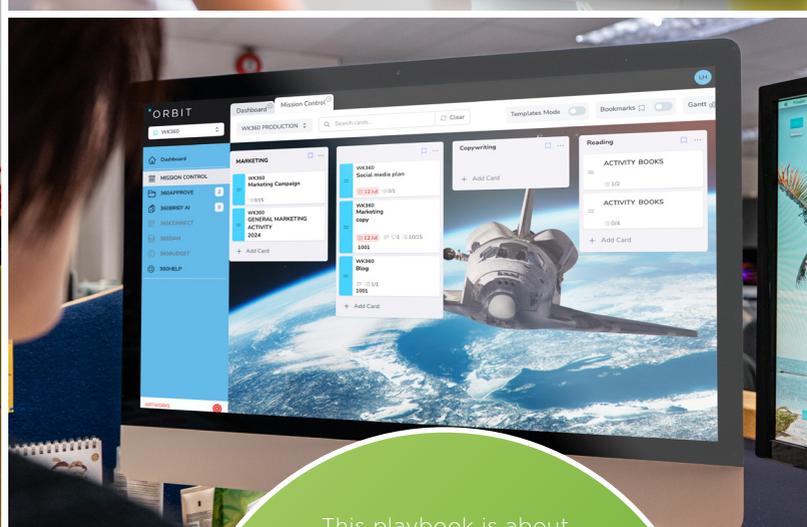
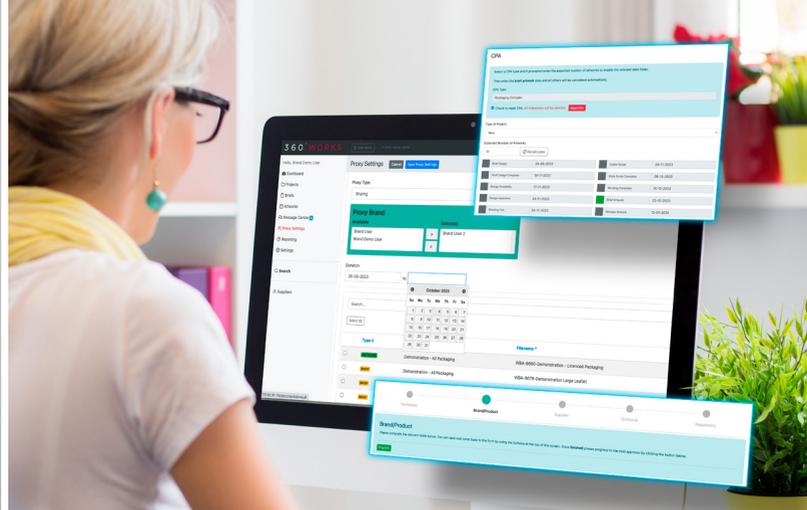
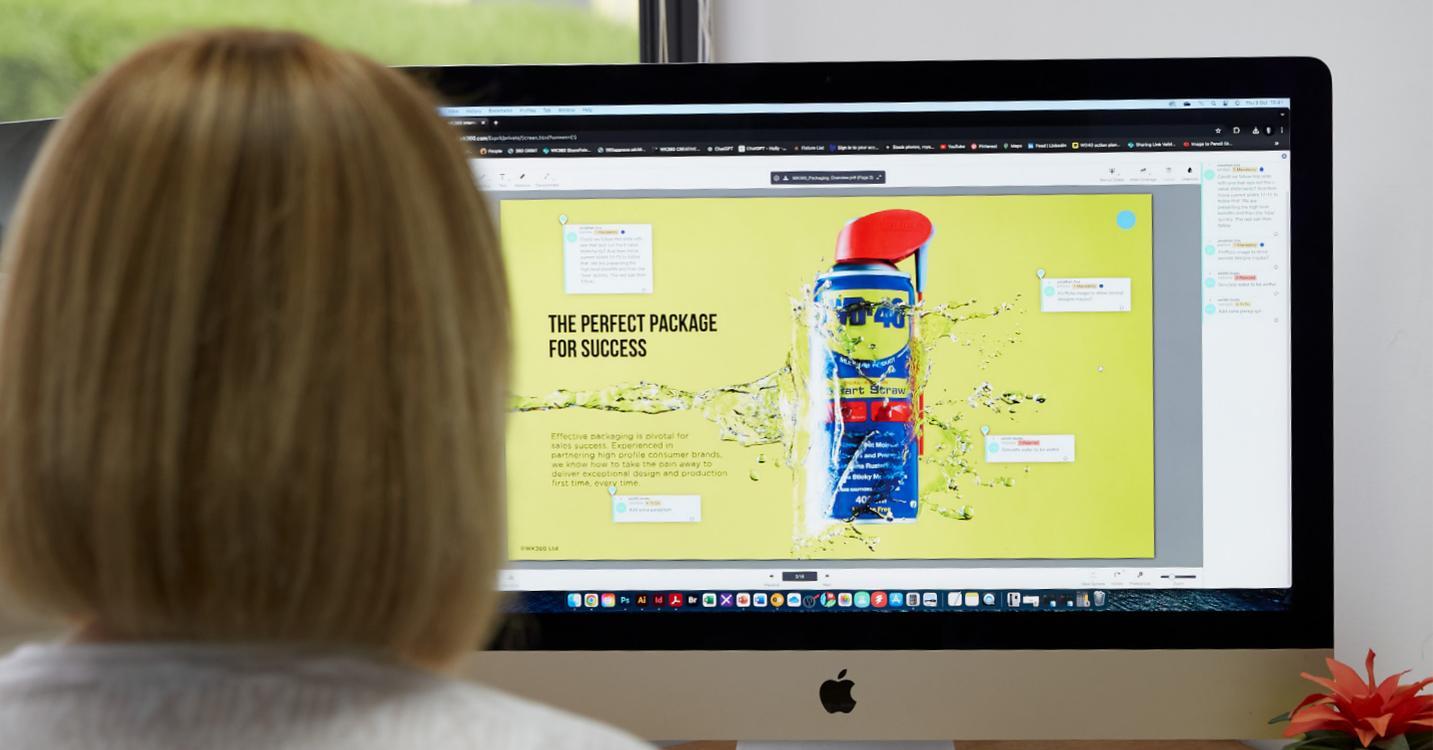
Delivering a seamless customer experience across fragmented platforms and devices.



DECLINING BUDGETS

Finding innovative ways to maximise ROI despite financial constraints.





DISCOVER ACTIONABLE SOLUTIONS TO TRANSFORM THE WAY YOU WORK

REPURPOSE CONTENT: Learn how to make your high-performing assets go further by tailoring them across channels, increasing reach while saving time and resources.



LEVERAGE DATA

Use analytics to pinpoint the strategies and campaigns that drive the most value, allowing you to allocate resources more effectively.



ADOPT AGILE WORKFLOWS

Implement short sprints, prioritisation, and regular reviews to adapt quickly to change and refine your approach in real-time.



INVEST IN TECHNOLOGY

Unlock efficiencies with scalable tools, from AI-driven creative review assistants to automated briefing and artwork management.



PARTNER FLEXIBLY

Expand your capacity by collaborating with trusted external experts who can act as an extension of your team, providing on-demand support.

This playbook is about **HELPING YOU OVERCOME THE CHALLENGES OF MODERN MARKETING** to thrive in a competitive and ever-changing landscape. By exploring these tools, you can find ways to create impactful campaigns that achieve more, with less.

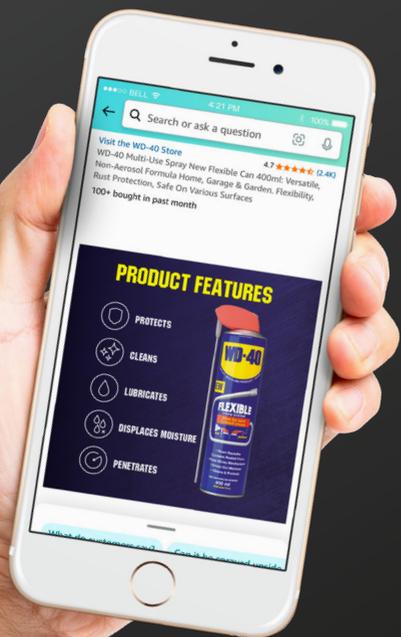
THE CHALLENGES FACED

The modern marketing leader is faced with an array of challenges, many of which can be combined under the banner of 'The Digital Efficiency Paradox'.

There is a perception that the digital age makes it easier and cheaper to produce high volumes of content and serve larger audiences. Marketing leaders, however, know that the digital age doesn't always make it more efficient, or indeed easier, to develop and execute compelling marketing campaigns that drive results.

Whilst digital tools undoubtedly make it easier to create content, the explosion of channels and increased competition for share of voice means that marketing teams must work harder than ever before to be impactful... that's the paradox.

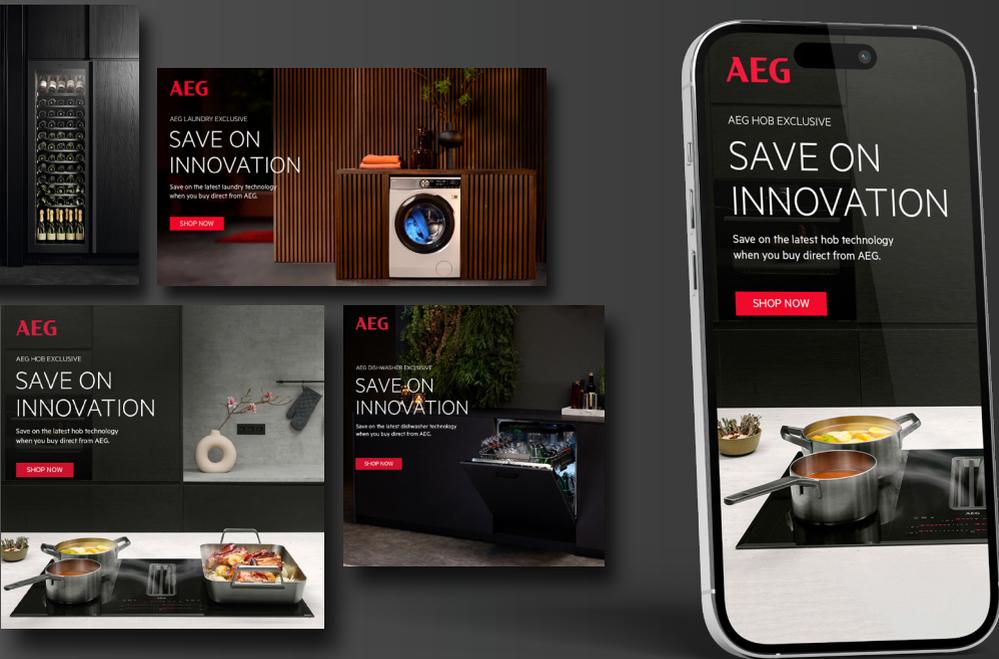
This idea of the Digital Efficiency Paradox can be broken down into a number of smaller challenges, all of which we, at WK360, are committed to helping you solve.



1 NUMBER OF CHANNELS

Take a DeLorean back to 1985, or even the early 21st century, and you will be faced with a very different marketing environment.

The dot com boom only reared its head in the early 2000s and even then, the digital marketing playbook was not that extensive.



Until 2005/2006, digital marketing involved creating a website and a primitive degree of search engine optimisation. Paid search, display, and social media advertising only really exploded from this time onwards, too.

Up until this point, marketers had focussed on tried and tested channels, including radio, TV, outdoor and print advertising, direct mail, PR and the like.



Take a look at the campaign calendar of the modern marketer and, depending on the company and budget, you will see many of these channels, as well as organic social media, paid search, display advertising, SEO, paid social, email marketing, webinars, digital PR... the list goes on.



The emphasis may have shifted but, under the influences of some of the other challenges we'll look at, the need to create material for significantly more channels remains.

2 GAINING CUT THROUGH

You may well be familiar with the concept of **psychic numbing, or compassion fatigue**; the idea that repeatedly seeing coverage of wars or natural disasters on the news **numbs the mind of the viewer and desensitises them** to what they're seeing.

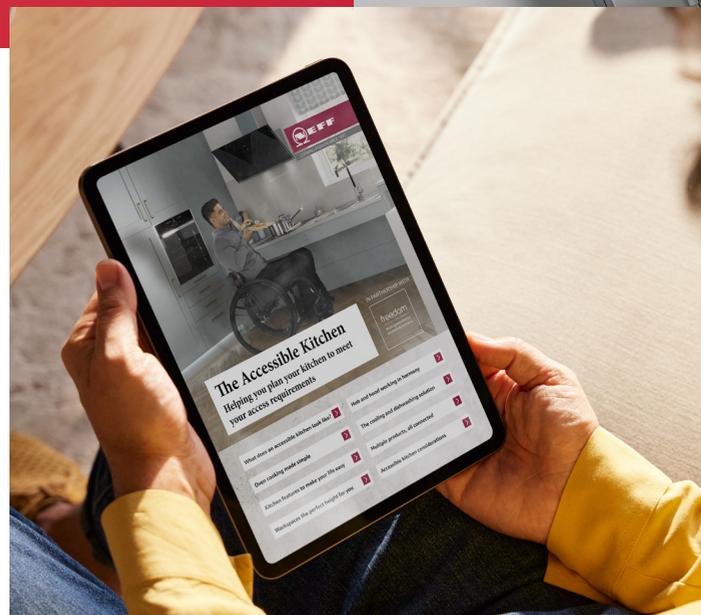
A similar phenomenon exists in marketing, known as **ad fatigue or banner blindness**.

In 2005, it is estimated that consumers were exposed to around **500-1,000 brand messages per day**. A significant number, but in 2024 estimates are in the region of **4,000-10,000**, depending on a consumer's media habits!

CONSUMERS EXPOSED TO

4000-10,000

BRAND MESSAGES
PER DAY



With such levels of exposure, fatigue is hardly surprising, and alongside it, expectations rise, and cynicism increases. Customers are ever more sceptical of the messaging they see and demanding of the creative placed in front of them.

The challenge for marketers is obvious – how to create cut-through in an authentic and meaningful way in such a crowded media environment.

3 DECLINING BUDGETS



More channels, more competition for share of voice, increasing content formats to be served... **budget increases must follow - or do they?**

Gartner's 2024 CMO survey indicates that **marketing budgets have slipped from a high of 11% of revenue in 2020 to 9.1% in 2023 and 7.7% in 2024.**

11%
IN 2020

9.1%
IN 2023

7.7%
IN 2024

While there have been many advances in technology and systems to make it easier to produce content and run campaigns, **the proliferation of channels and need for creativity** means that marketing teams cannot be mere sausage factories of lifeless content if they are to gain cut through and create an impact.

IN 2024, 73% OF MARKETERS SAY THAT THEY ARE BEING ASKED TO DO MORE WITH LESS.

GARTNER'S 2024 CMO SURVEY

4 THE OMNI-CHANNEL CHALLENGE

A close relation of the 'gaining cut-through' and 'number of channels' challenges mentioned previously is the **Omni-channel Challenge**. The marketing environment of the 2020s is more fragmented than ever,

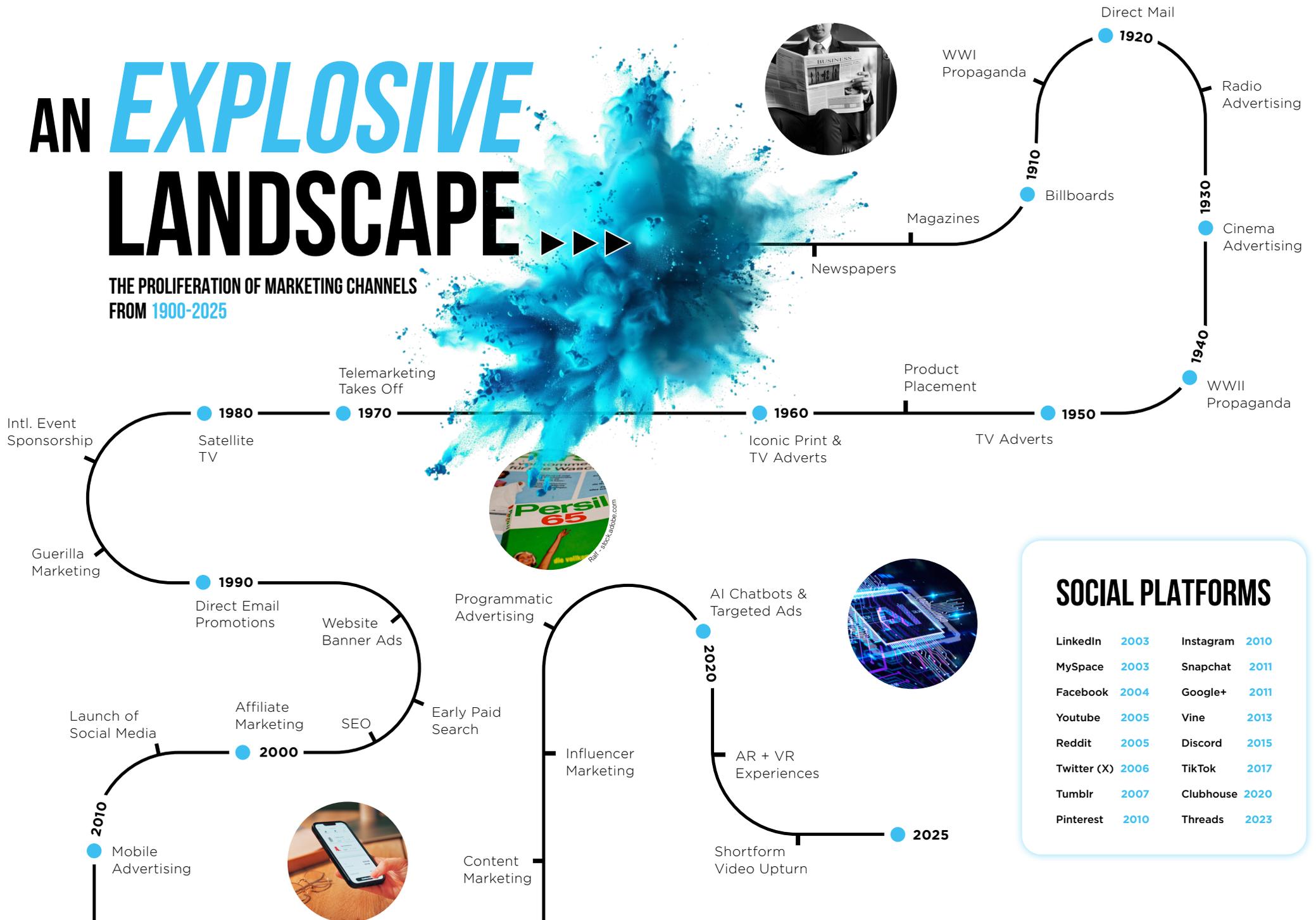
with **customers using a multitude of devices and platforms to interact with brands**. The omni-channel challenge lies in **delivering a seamless, consistent experience across all these touchpoints** while managing the complexity of **integrating data, tools, and messaging across different channels**.

One major difficulty is ensuring that all channels work in harmony, avoiding siloed approaches where platforms like social media, email, websites, and in-store experiences are managed separately. **Achieving true integration often requires sophisticated technology and robust analytics** to track customer behaviour and preferences across platforms in real-time. This ensures that **the brand can deliver personalised, contextually relevant messaging** at every stage of the customer journey.



AN **EXPLOSIVE** LANDSCAPE

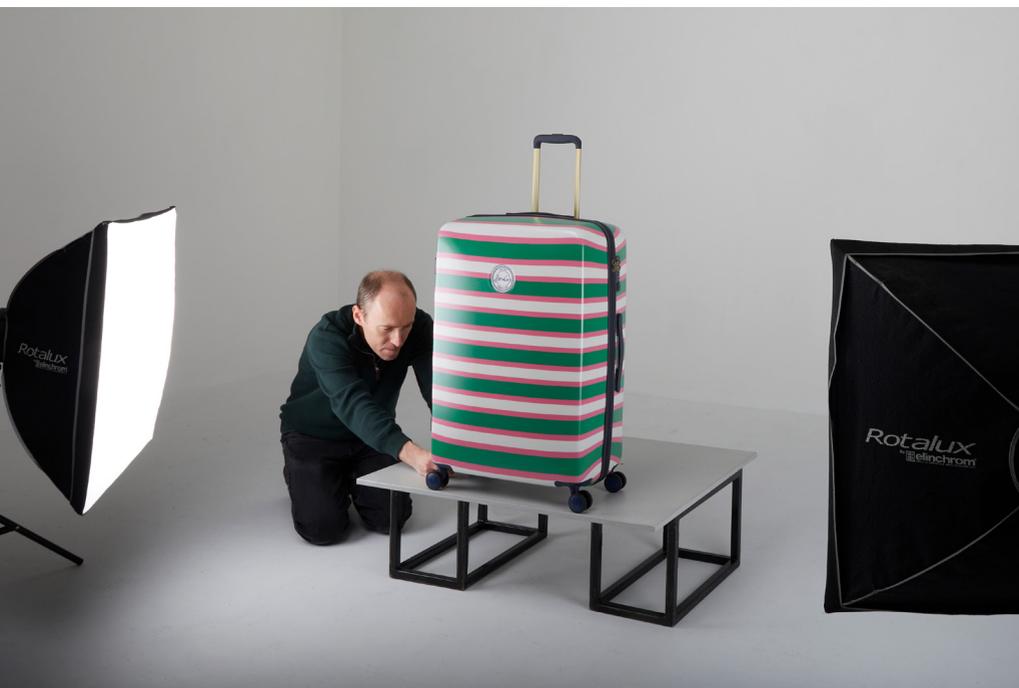
THE PROLIFERATION OF MARKETING CHANNELS FROM 1900-2025



SOCIAL PLATFORMS

LinkedIn	2003	Instagram	2010
MySpace	2003	Snapchat	2011
Facebook	2004	Google+	2011
Youtube	2005	Vine	2013
Reddit	2005	Discord	2015
Twitter (X)	2006	TikTok	2017
Tumblr	2007	Clubhouse	2020
Pinterest	2010	Threads	2023

THE CHALLENGE IN SUMMARY



The challenges outlined above paint a daunting picture for the modern marketing leader.

But, as the Ryan Holiday book, 'The Obstacle is the Way', emphasises, **setbacks and challenges should not be feared.**

Facing these obstacles down and shifting perspectives **often leads to innovation** and can help create an array of opportunities not previously considered possible.

Without doubt the challenge is significant, but it is also the reality that all marketing leaders face, and **it is this that is driving us at WK360.**

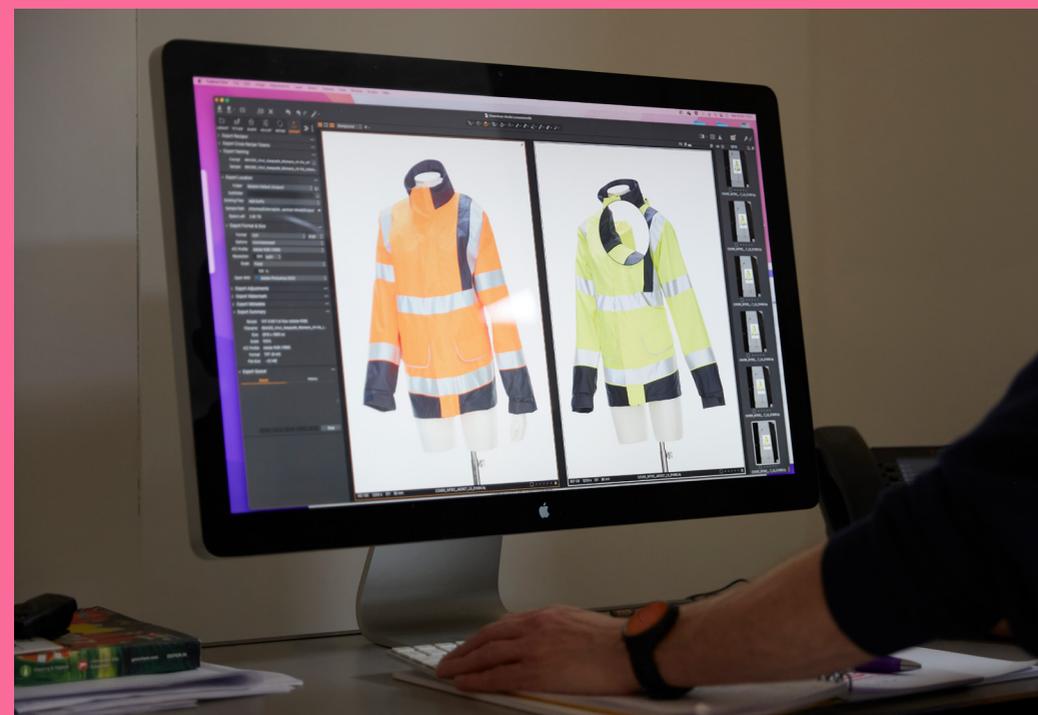
Our strapline is 'A Revolution in Creative Production', simply because we know that in order to succeed, brands of today need to innovate, **and we are here to help with that.**

Since 1979 we have been rolling with the punches and **innovating to help brands face the prevailing brand marketing challenges head on.**

Through new **technology**, a **team that cares**, a **commitment to helping brands grow**, and **sheer perseverance**, we have always found a way to help clients **stand-out and create cut through.**

Throughout the rest of this guide we are going to **share a number of ways** in which the modern marketing leader can face these challenges down, namely...

DOING MORE WITH LESS!



THE SOLUTIONS

We have thoroughly explored the challenges above, but we're all about solutions and **helping brands do more, better and for less.**

As these challenges have grown in recent years, we have increasingly put them front and centre of **how we innovate to serve our customers.**

Here are a few practical ways in which the modern marketing leader can **ensure they keep pace with the market** when faced with **increased competition and complexity, and declining budgets.**

LET'S GET WORKING!

REPURPOSE CONTENT

LEVERAGE DATA

AGILE WORKFLOWS

SCALABLE TECHNOLOGY

MULTI-SKILLED TEAM

EXTERNAL PARTNERS





REPURPOSE EXISTING CONTENT - EFFICIENTLY

Creating content is hard work, increasingly so when your **consumers are content-hungry and your media outlets so numerous**. Creating fresh content for every media outlet is not only time-consuming, but also **a significant drain on resources**, and flies in the face of embedding your core message in the minds of your customers. **By repurposing high-performing content, marketing teams can maximise their efforts with less input.**

We call it 'hero content' and 'micro content' – simply put, you take your high value asset and **distil it into several smaller, reusable pieces to use across channels over a period of time.**

MAXIMISING CONTENT ROI:

By repurposing guides, blog posts, videos, or articles into social media snippets or infographics, **teams can extend the life and impact of original content with minimal additional cost.**

INCREASED REACH AND ENGAGEMENT:

Different platforms attract different audiences. Transform webinars into LinkedIn posts, create infographics for Instagram, or produce bite-sized TikTok videos. **This allows content to resonate with a broader, more diverse audience.**

UTILISE AUTOMATION TOOLS:

There are an increasing number of tools that **allow quick and simple reformatting of images**. Tools such as Canva will take one design and convert it for use on different platforms. There are also some methods of automating image resizing and reformatting that don't exist on such platforms – but **give us a shout and we may well be able to help.**

TIME AND RESOURCE EFFICIENCY:

Marketing teams would give their collective right arms for a 'make new content' button! Content creation is time-intensive, and takes planning, discussion, drafts, and production. **Repurposing makes better use of what you've already invested time into and is far more efficient** than creating new material from scratch.

IMPROVED VISIBILITY AND CONSISTENCY OF MESSAGE:

Repurposing content across your multiple platforms **enhances its visibility, increasing the chances of being found** in both text and video searches. In an era where consumers are receiving thousands of brand messages per day, it is vital that marketing leaders **retain consistency of message in order to be remembered.**

LEVERAGE DATA-DRIVEN MARKETING DECISIONS

Marketing leaders need to know exactly which efforts are driving leads and sales. While it's not always easy, putting a good strategy in place to understand marketing effectiveness can make all the difference when it comes to prioritising activities and using resources wisely.



Let's be honest, the holy grail expectation held by many MDs and Finance Directors who are not of a marketing pedigree, is a fallacy! **The science and psychology of sales and marketing is so complex** that you will never be able to directly attribute every pound of revenue to a given sales or marketing input.

That said, there are many ways in which you can **paint a picture of what spend is being effective**.

If you haven't done so already, it's worth thinking about how you can **bring together insights from GA4, your CRM, and any other attribution tools you use**. When executed effectively, you'll be **able to map many aspects of the customer journey and attribute a significant proportion of revenue and leads to certain activities**.

The data will be unlikely to give an absolutely accurate ROI on any given source of marketing spend, but when considered in the context of all marketing activity and over a period of time, it is possible to **draw meaningful conclusions that help you focus your resources on the most impactful strategies**.

This approach not only helps you **ensure your team's hard work pays off** with measurable, data-driven results, but also assists you in your board discussions for **future marketing spend**.

This isn't an easy area to address, but start small and build up. Simple tools, such as GA4 can assist with an **understanding of where web traffic is coming from**, while other specialist tools can help attribute a range of on and offline activities to performance.

There may be a significant amount of upfront work, but the **efficiencies and impact gained down the line can be well worth the effort**.

ADOPT AGILE MARKETING WORKFLOWS

Agile marketing practices enable teams to **be more flexible, adaptable, and responsive to change**, making them better equipped to handle the fast-paced nature of modern marketing.

There is still space for the long-term 'waterfall' marketing campaign plan, but **agility is key to ensuring those activities yield results**. This applies to B2C and B2B marketing leaders.

CONSIDER THESE POINTS:

SHORT SPRINTS: Short sprints allow your team to focus on delivering specific tasks or campaigns within a set timeframe, **ensuring faster progress and quicker feedback**.

REGULAR REVIEWS: Sometimes called 'weekly (or daily) stand-ups', these reviews allow for **real-time adjustments based on performance, feedback, shifts in priorities**, and help managers to fine-tune strategies as they unfold.



CLEAR PRIORITISATION OF TASKS:

This sounds like an obvious solution, but marketing is a busy, multiskilled role, and the lines between team members and their tasks can be easily blurred. **Ensure your team is always working with their strongest skills on the most impactful projects**, rather than trying to do everything at once and spreading themselves too thin. This approach will mean that when you need to pivot quickly to respond to market shifts, emerging trends, or changes in objective, **everyone can be ready to react**, not scrambling to keep up.



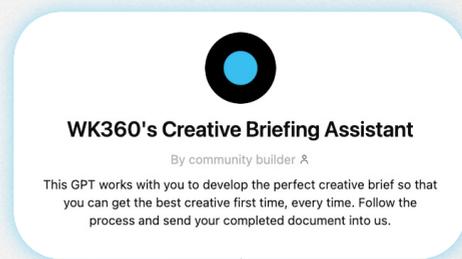
INVEST IN SCALABLE MARKETING TECHNOLOGY

Technology is a game-changer when it comes to doing more with less.

Automated adaption tools will free up your team's time, improving efficiency and producing better results.

ONLINE BRIEFING:

We've recently written about how a strong briefing structure will revolutionise your content production, but **utilising an online briefing tool will improve the efficiency of your project spend even further**, by streamlining communication channels, speeding up project initiation and turnaround times, and enhancing clarity and accuracy of project requirements. **We have developed an AI assisted briefing tool to help you develop the perfect creative brief in a fraction of the time.**



WK360's Creative Briefing Assistant
By community builder A

This GPT works with you to develop the perfect creative brief so that you can get the best creative first time, every time. Follow the process and send your completed document into us.

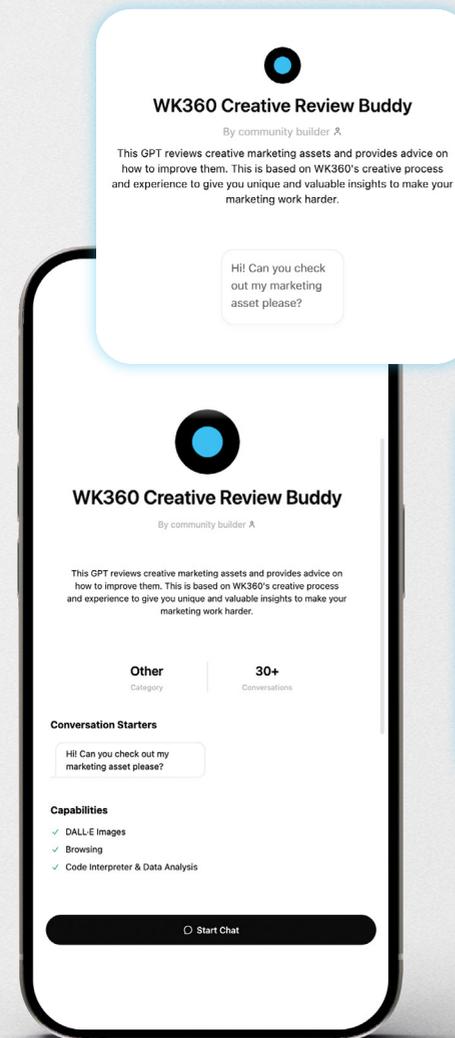


IT'S FREE TO USE, SO GIVE IT A GO [HERE!](https://wk360.com/briefing-assistant)
wk360.com/briefing-assistant

ARTWORK MANAGEMENT: With cloud-based approval platforms and smart DAMS (Digital Asset Management Systems), **marketing teams can improve collaboration and team productivity**, introduce clear version control, simplify file management, and **streamline the review process.**

IN OUR WORK WITH A MAJOR UK HOME RETAIL BRAND, WE CALCULATED THAT WE SAVED THEIR TEAMS AROUND 1,700 HOURS OF WORK IN 1 YEAR ALONE, THROUGH THE USE OF OUR NATIVE ONLINE MANAGEMENT TOOLS.

SMART USE OF AI - TRAIN YOUR OWN GPT: There isn't a marketer around who hasn't dipped their toes into the world of AI, perhaps using ChatGPT to write a blog and to refine website copy or playing with Mid-Journey to create a non-stock 'photo' for a social media asset. Anyone who isn't using AI is missing a trick... BUT - **it must be utilised carefully.** There is a whole other playbook to be written on this topic but as a practical suggestion, **try training your own GPT to understand your brand, to be a critical friend, and offer tailored feedback on your creative, copy and various assets** to help you align them with your organisation's strategy.



WK360 Creative Review Buddy
By community builder A

This GPT reviews creative marketing assets and provides advice on how to improve them. This is based on WK360's creative process and experience to give you unique and valuable insights to make your marketing work harder.

Hi! Can you check out my marketing asset please?

Other | **30+**
Category | Conversations

Conversation Starters

Hi! Can you check out my marketing asset please?

Capabilities

- ✓ DALL-E Images
- ✓ Browsing
- ✓ Code Interpreter & Data Analysis

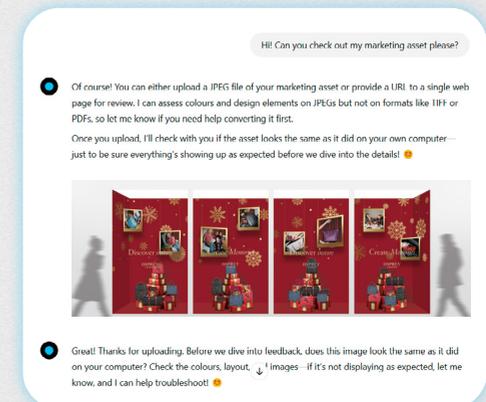
Start Chat

We have developed an AI Assisted Creative Review buddy, that utilises WK360's DNA to offer expert level feedback on creative assets in real-time.



GIVE IT A TRY [HERE!](https://wk360.com/creative-review)

wk360.com/creative-review



Hi! Can you check out my marketing asset please?

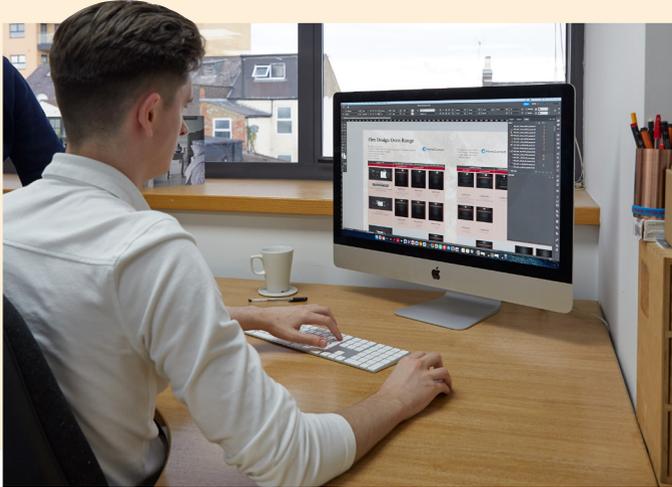
Of course! You can either upload a JPEG file of your marketing asset or provide a URL to a single web page for review. I can assess colours and design elements on JPEGs but not on formats like TIFF or PDFs, so let me know if you need help converting it first. Once you upload, I'll check with you if the asset looks the same as it did on your own computer - just to be sure everything's showing up as expected before we dive into the details!



Great! Thanks for uploading. Before we dive into feedback, does this image look the same as it did on your computer? Check the colours, layout, ↓ images - if it's not displaying as expected, let me know, and I can help troubleshoot!

We have also developed tailored AI assistants for some of our clients, so they have a 'trained marketing assistant' to hand whenever they need them. **Let us know if you'd like to learn more.**

BUILD A MULTI-SKILLED TEAM AND LEVERAGE EXTERNAL PARTNERS



With marketing demands constantly evolving, **having a versatile team is key to staying flexible and efficient**, but even the best teams can sometimes hit a limit in terms of resources or expertise.

That's where tapping into a network of on-demand partners comes in handy.

Whether you need help with content creation, design, digital support, or analytics, these external partners can act as an **extension of your team**. They let you scale up or down as needed, without the costs and commitment of bringing in full-time specialists. **It's a smart way to get more done with less!**

Many agencies, like us, will happily work on a project-by-project basis, and don't insist on costly monthly retainers. In fact, this is our strength. We have a range of specialist creatives that can serve many different areas from video creation, photography and CGI through to catalogue design, large format print and social media asset development.

The scope of our team and ability to flex allows us to respond to varying and **urgent needs swiftly and efficiently**.

THE OBSTACLE IS CONQUERED



Demands on the modern marketing leader are unlikely to subside. In fact, they're likely to increase, as the challenges above continue to perpetuate, but don't go running for the hills!

Take a step back and **consider the strategies we've laid out in this playbook**. These are just some of the ways in which you can solve the challenge of doing more marketing, better and for less, but there are many other routes you can take too.

We hope that you manage to successfully implement one or more of these tools, and we are always here to help if you need us.

We'll happily help with any of your imagery, marketing and packaging needs, but we'd also love to hear how you're tackling the challenge of the modern marketing world head on, as **we look to continually evolve and help people like you do more, for less!**

