

MASTER CLASSES

Critical Digital Marketing Shifts Businesses Need to Act on Now



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2025 WORLD TOUR

Critical Digital Marketing shifts businesses need to act on now

Presentation – 2025

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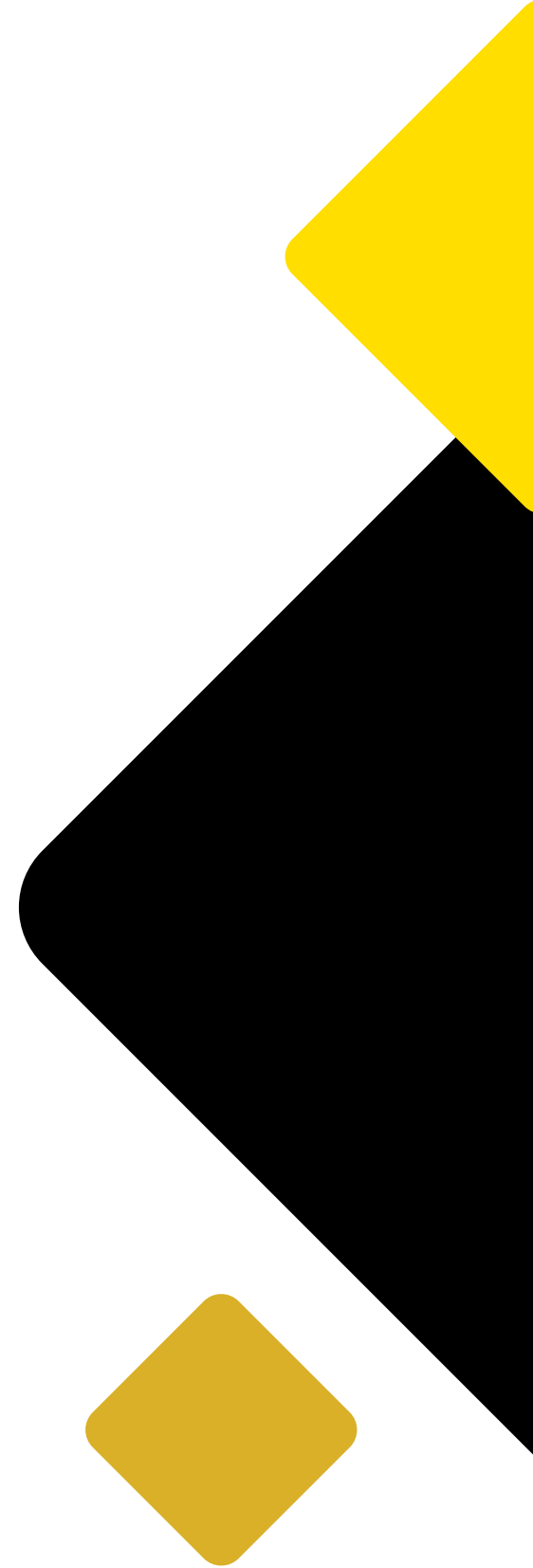
About Me

- **Marina Garbuio CPM**
- Fractional CMO, Specialising in Digital Strategy & Social Media Marketing at **Motivating Marketing**
- Lecture and write course content at **RMIT University** in the Marketing and Entrepreneurship space
- Member of **Australian Marketing Institute (CPM)**
- **Meta Certified** (Digital Marketing & Media Buying)
- Been in marketing for over 30 years
- Involved with strong conversations on AI and Universities

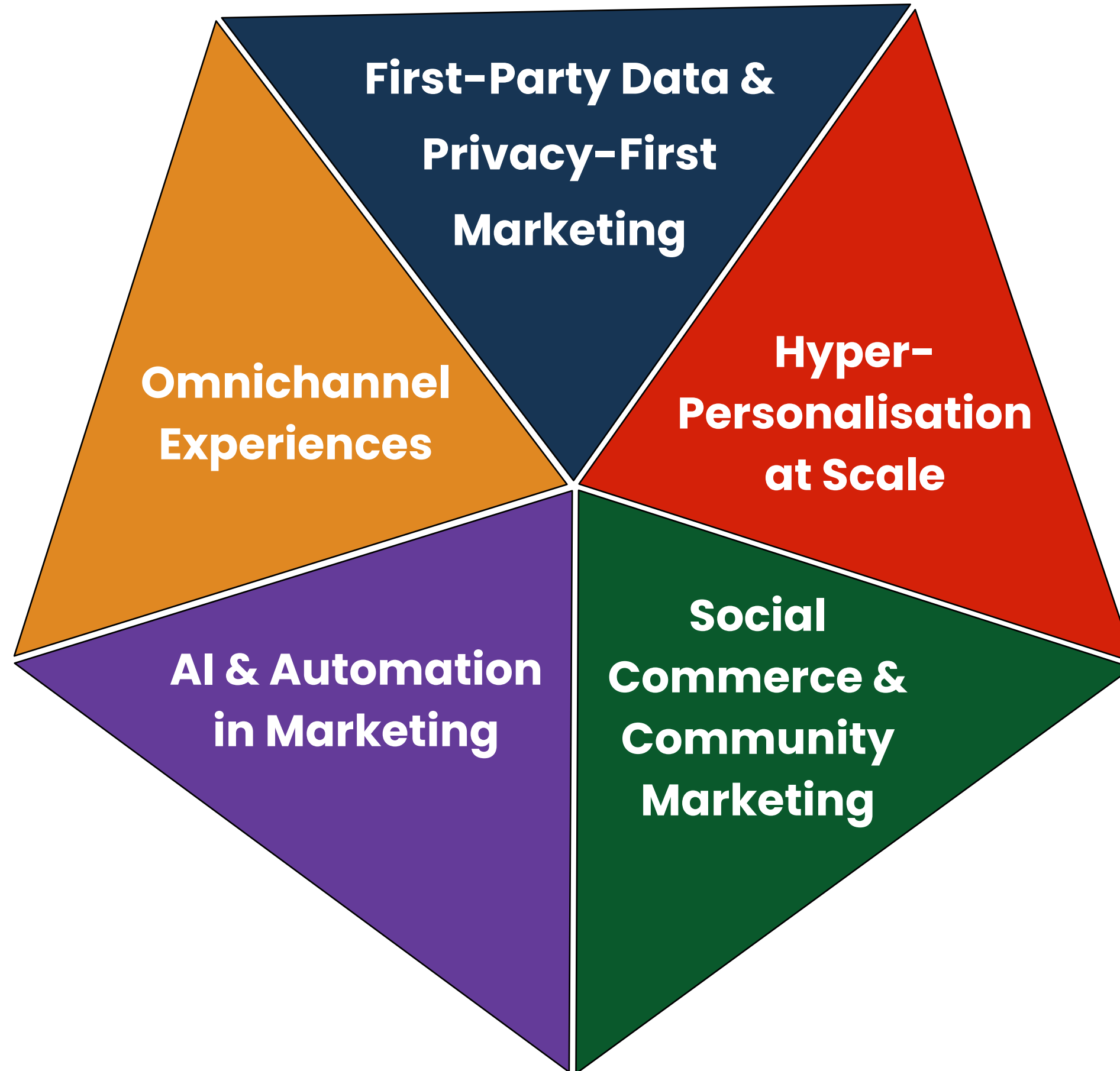


The Challenge

- The way we market is changing — fast.
- Tools and tactics that worked yesterday won't guarantee relevance tomorrow.
- Marketing leaders face:
 - economic instability,
 - data privacy changes, and
 - AI disruption



The 5 Shifts You Must Act On Now



First-Party Data & Privacy-First Marketing

- With **stricter privacy laws** and the phasing out of **third-party cookies**, marketers must transition to first-party, consent-based data strategies.
- Being able to ‘follow your customer around the internet’ is almost gone.
- Consumers expect **transparency and control** over their data.
- Brands that **build trust** through clear consent mechanisms and privacy-by-design approaches will see **stronger customer loyalty**.

“Only 31% of marketers are fully satisfied with their ability to unify customer data sources.”



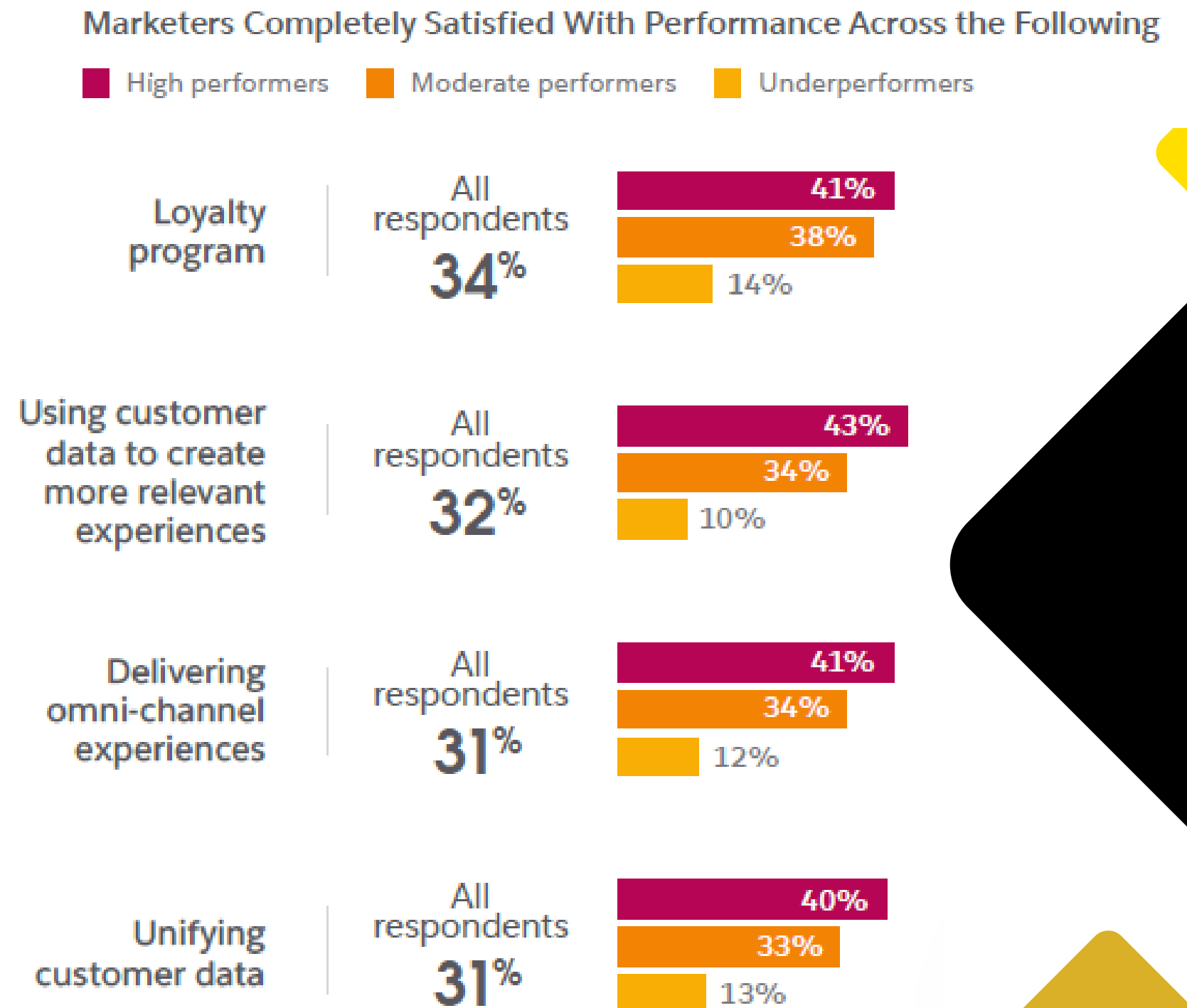
First-Party Data & Privacy-First Marketing

Need to shift to first-party data strategies:

- Loyalty programs
- Newsletter signups
- Website/app data
- Event registrations

Build trust-based, consent-driven relationships instead of relying on invisible tracking.

Being stuck in silos, **hurts ROI and customer trust.**



Hyper-Personalisation

- **Individual experiences** is the new segmented marketing. Consistently using **customer data, segmentation,** and **technology** to deliver individualised experiences across touch points.
- More than 6 touch points needed (average is 9).

75%

Of consumers are more likely to purchase from brands that deliver personalised content



Hyper-Personalisation: Prezzy

- Prezzy wanted to **emotionally reconnect with customers** and reposition gift cards as thoughtful, personal, and joyful.
- The eGift card was paired with Santa's video message, **delivering a complete festive experience for families.**



Hyper-Personalisation: Prezzee

- Customers weren't just buying a gift card; **they were gifting a unique, emotional memory.**
 - **Personalisation was delivered** through the website, social, email, video, editorials and influencer promotion – more than 6 channels engaged.
 - **Used insights into festive gifting behaviour** to design an experience that felt personal and magical.
-
- Achieved 6.6x target visits to the website
 - Sales conversion rate of +203% v forecast
 - 99% of cards were gifted (emotional intent)



Hyper-Personalisation: In Practice Examples

Email Marketing

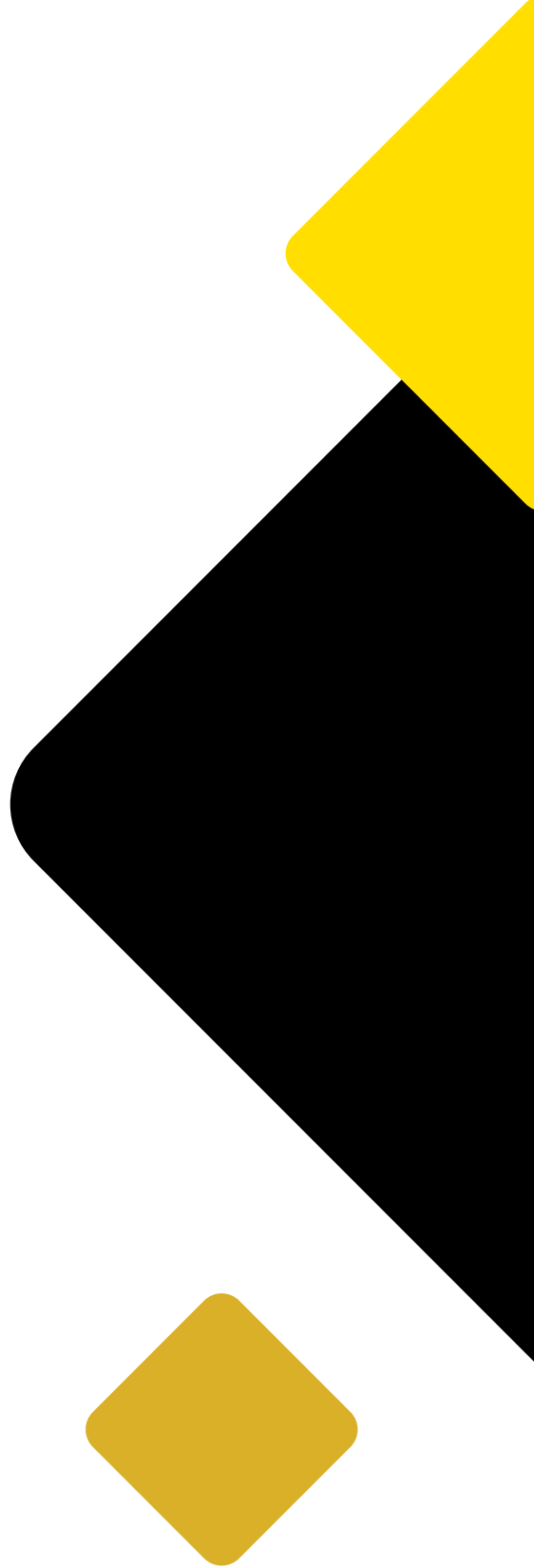
- *Generic* – “Hi there, check out our latest offers.”
- *Some personalisation* – “Hi Marina, here are our offers for small businesses.”
- *Full personalisation* – “Hi Marina, based on your last webinar registration and download, here’s a tailored marketing trends report + invite to our advanced workshop.”



Hyper-Personalisation: In Practice Examples

Website/App

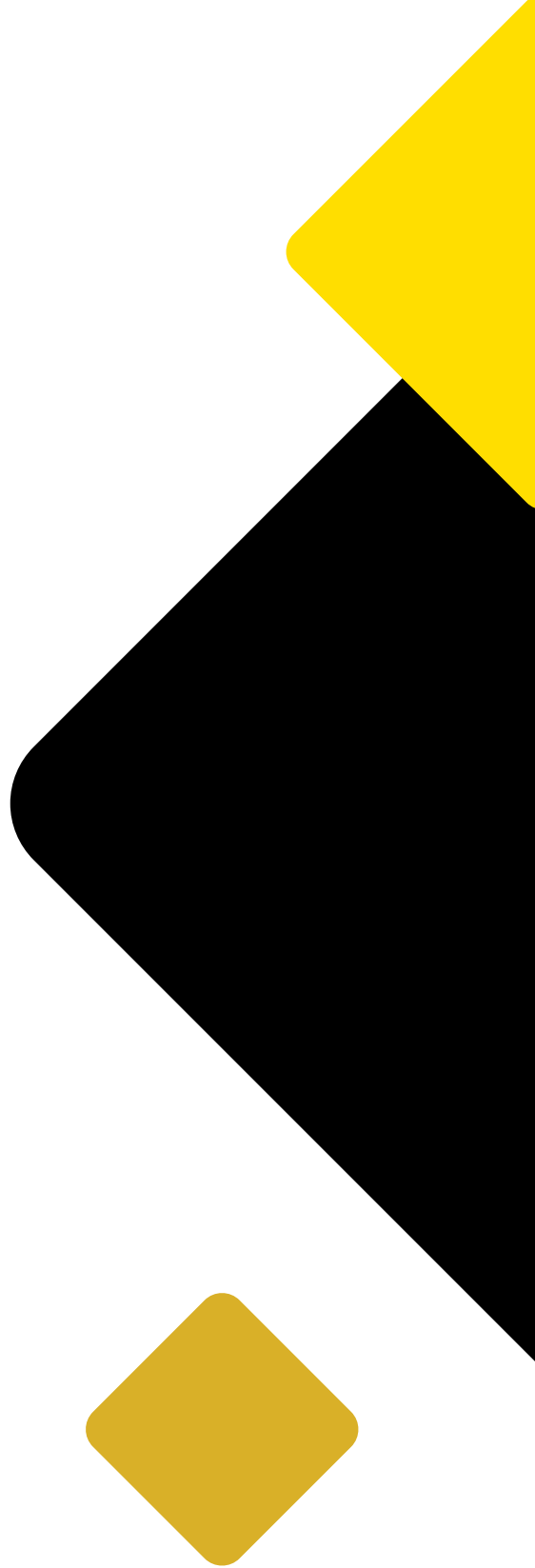
- *Generic* – Same homepage for every visitor.
- *Some personalisation* – Homepage swaps banners based on location.
- *Full personalisation* – Returning user sees personalised content blocks. For example: a hospital website showing relevant health programs based on previous searches or appointments; a baby products site showing nappies in the size last purchased.



Hyper-Personalisation: In Practice Examples

Mobile Messaging (SMS)

- Generic – Your order has shipped.
- Some personalisation – Hi Marina, your order #123 has shipped.
- Full personalisation – Hi Marina, your stroller is on its way! We've also included a 10% offer on baby accessories you browsed last week.



Hyper-Personalisation: By segments



Banks

Personalised
financial
milestones.



NFPs

Donor-specific
impact
updates.



Gyms

Behaviour-
based retention
nudges



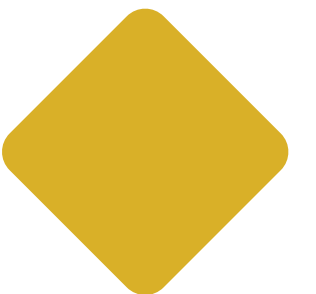
Healthcare

Tailored
health
journeys



Retail

AI-driven
product
recommendations



Omnichannel Experiences

- 90% of Gen Z say social media content influences their purchasing decisions.
- 54% of Gen Alpha teens use social media to search for things they want to buy.
- Modern consumers expect their brand experience to be **seamless, consistent, and personalised** whether they're online, in-store, or on social.
- Omnichannel customers spend more, engage longer, and stay loyal.
- Think from 'click-to-buy' to 'click-to-visit' as 64% of Gen Z prefer to shop in-store.

“Discover on TikTok, research on Instagram, compare on websites, and buy in-store.”

Omnichannel Experiences: Sephora

- Sephora combines digital and physical experiences by integrating its app with in-store interactions.
- Customers can use the app for virtual try-ons, product reviews, and personalised recommendations.
- Support is available through live chat, email, and social media, allowing customers to connect with beauty advisors for assistance. This omnichannel approach enhances the shopping experience and empowers customers to make informed choices.

Sephora, 2025



Social Commerce & Community Marketing

- The **eCommerce market** is projected to reach \$8 billion by 2029.
- Combines **community engagement with transaction capability** — discover and buy.
- **Shoppable posts** – product tags.
- **Livestream shopping** – TikTok Shop & YouTube Live.
- **Influencer partnerships** – authenticity drives conversions.
- **Community-led groups** – Facebook Groups, Discord, niche communities shaping purchase behavior.
- **Recommerce** – Facebook Marketplace, retail stores.

Social Commerce & Community Marketing

- Removes friction – **Customers buy where they hang out** – no redirect to website needed.
- Community trust = conversions – **Peer reviews + influencer validation** drive credibility.
- Data advantage – Brands gain more **first-party data** on buyer behaviour inside social platforms.
- NFP benefit – **Donors become advocates** in real time by sharing live campaigns.

Social Commerce & Community Marketing: By Segment



Banks

Host live “Home Buyer Q&A” in a Facebook Group – with downloadable guides



NFPs

Livestreaming a fundraising drive via TikTok Shop



Gyms

Offer live Q&A sessions with trainers where supplements or memberships, can be bought in-stream.



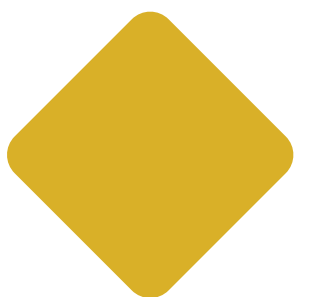
Healthcare

Post about flu shots with a ‘book appointment’



Retail

Clothes tagged on Instagram to purchase



Decjuba x Authenticated – Recommerce

- 35% of Australian eCommerce businesses say **recommerce** will play a role in their strategy in the near future.
- The **eCommerce market** is projected to reach \$8 billion by 2029.
- In 2024, **Decjuba** launched a partnership with resale platform **Authenticated** – customers log in to their account and choose the item they want to resell.
- Customer resells a Decjuba jacket → new buyer receives item → seller earns credit for future Decjuba purchases.

**Win for customer. Win for
environment. Win for brand.**

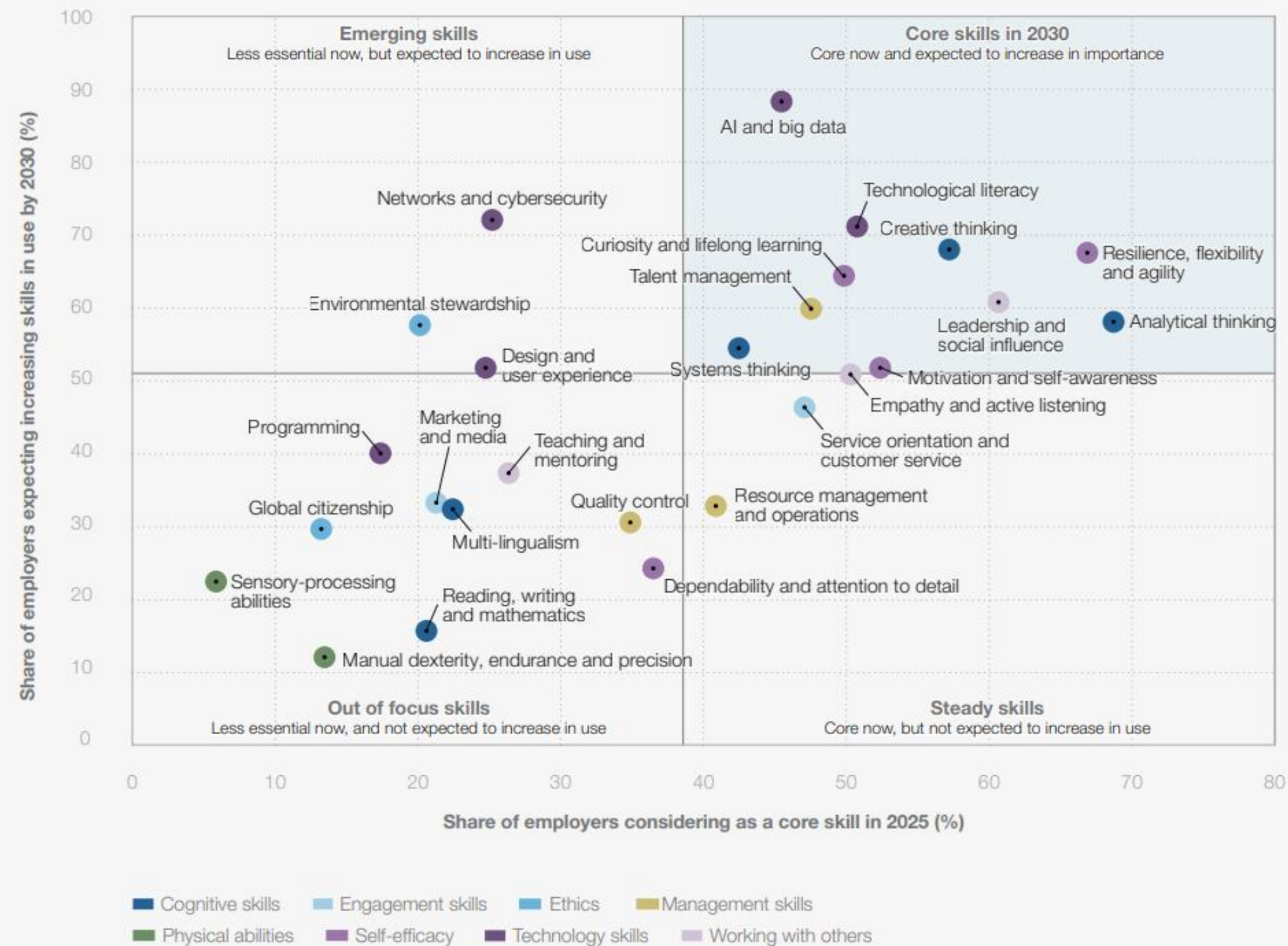


AI & Automation in Marketing: Definition

Goal
Based On



Core skills in 2030



Source

World Economic Forum, Future of Jobs Survey 2024.

Note

The Future of Jobs Survey uses the World Economic Forum's Global Skills Taxonomy. Bold lines represent the median values across all skills.

AI and Critical Thinking – Main Shifts

- AI can draft, automate, and predict, but marketers add value by questioning assumptions, ensuring brand alignment, and applying ethical judgment.

From Information Retrieval → Information Evaluation

- Question accuracy, bias, and ethical implications.

From Problem-Solving → Problem-Framing

- Asking better questions, designing unique research approaches, and applying context-aware AI are areas where context AI lacks.

From Individual Work → Human-AI Collaboration

- Critical thinking is demonstrated in guiding, challenging, and improving AI outputs rather than producing content alone.





Thank You

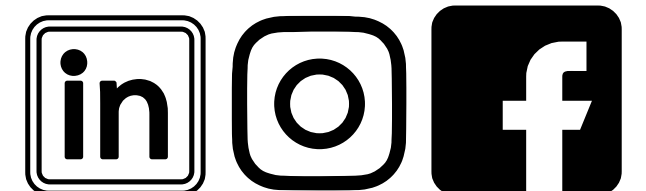
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