

## Follow your consumers and do it BIG!

After 45 consecutive shows in 2021, Lunchtime Marketing on [ebizradio.com](http://ebizradio.com) starts this year by taking a look at what is happening in the digital retail space and what you should be doing with your brand this year.



If you are not yet online, then go home and if you are, then follow your consumers and not the talking heads. Recently David Sable, non-executive chairman of VML Y&R and thought leader at WPP published an article of what he sees happening in the next 12 months and Kevin and Craig unpack it in further detail and how it is relevant to our markets.

Don't get lost in all the hype and jargon, just follow your consumers and do it well. Client satisfaction and communication is vital if you want your brand to survive and indeed thrive.

For more, visit: <https://www.bizcommunity.com>