What They Want!
Cultivating the Profit Power of Trends

#SAFconv
@AvantGuide

Trend vs. Fad
Social Trends: Shared changes in sentiment in any measurable direction.
Encourage the Conversation
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Make it Simple
T-MOBILE IS SETTING MUSIC FREE.

Music has never liked limits, and now with T-Mobile, music has no limits. On the network built for data, you can stream music as much as you want.

We're setting music free.

SHOP PLANS
Offer Personalized Experiences
Tell Some Stories
Congratulations! Journey mapped!
Your drink was made at the Wakefield plant - one of our seven sites around the UK. Play around with the map to get more info about the factories or click on the icons below to get the full journey of your drink.
You can also click on the foot icon to find out about the carbon footprint of your drink and how you can help reduce it.
The carbon footprint of your drink ranges from 150g to 500g depending on size and pack. Find out more.
Help Foster Connections
Recap:

Encourage the conversation
Make it Simple
Offer Personalized Experiences
Tell Some Stories
Help Foster Connections

Trends into Action:

* Up your customer service game
* Know who rates you online
* Transparency engenders trust
* Sell simplicity
* Remove pain points for your customers
* Personalize as much as possible
* Give them something to brag about
Trends into Action:

* Tell your stories
* Teach them something
* Help people make connections
* ...with you and with others
* Stay on top of Trends
  WikiTrend.org
  Twitter: AvantGuide
  FB: AvantGuidelnstitute

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