

# Marketing

is



DEAD

Presented by

**Bryson Foster**

CEO & Co-Founder, Foster's Creative

# Bryson Foster

CEO & Co-Founder, Foster's Creative

Our mission is to help businesses and organizations **do good & document** that good through video, photo & design.  
That's Good Marketing.

## Let's work together



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**let me rephrase that - marketing as we know it is dead**

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# what are we seeing?

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# zoom out

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**Homogenized.**  
**Everyone looks the same.**

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# The fatigue is real:

- Average attention span online has dropped from **12 secs to 8 secs** in the past decade.
- Engagement rates on social have fallen by **over 30%** year-over-year.
- 80% of people say they *trust other people* over branded content.
- 70% of Gen Z say ads feel repetitive or fake.

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# How do you set yourself apart online?

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# FIRST QUESTION:

**How do you set yourself apart on location?**

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# Experience is the new marketing

The experiences you create in your space *are* your marketing

- The service.
- The energy of your staff.
- The quality of your product.
- The lighting, the music, the seating, the decor.

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# Imagine a world with no digital marketing

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# Word-of-mouth is still king

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**Document (what's already happening)**  
**Show us (how it works)**  
**Amplify (what exists)**

**The people. The process.**

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# the flame

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GROWTH AND SCALE?

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Growth Cohort**

