

Addressing the Elephant in the Room: Does Automation Risk Success?

“If we remove the human element we risk more than one client or one employee.”

MANHATTAN BEACH, CALIFORNIA, UNITED STATES, February 5, 2018 /EINPresswire.com/ -- Los Angeles, California, January 31, 2018 – Marketing requires more than a university degree, consequently, entrusting bots to select a marketing professional for your business should be based on a mix of academics, accolades, and a well-rounded wealth of experiential knowledge. “Not that I don’t fully support the power of bots and analytics but as in marketing, if we remove the human element we risk losing more than just one client or one employee. We risk everything,” said Jody Sigmund, creative marketing strategist at [Marketing Pro 2.0](#), in an interview earlier this week.



With 30 years of experience, Sigmund comes to the mat with a black belt in brand integration. His skill set covers a vast marketing background including brand identity, communications & integration, but it sounds like he’s just getting warmed up. In Asia and the US, Sigmund has launched and managed digital marketing teams that integrate incentive programs allowing influencers to become part of the marketing force to increase conversion. He has designed numerous loyalty programs, has an intimate understanding of digital media marketing, SEO, EDM, [immersive video storytelling](#) and in harnessing the power of analytics. Sigmund has helped drive brand sales and increase online traffic for hundreds of [brands](#).

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This year, successful marketing managers will be tasked to implement projects coupling big data and analytics without ostracizing the human element. But make no mistake, a successful marketing strategy begins with brand identity and integrity. What is it, how does it look, who will want it, and

what is the USP, are all critical questions to be answered. Next, building audience intimacy will establish brand loyalty. And finally, the key element that will determine the success of a campaign will

be in audience engagement. It's where creative, analytics and a good understanding of the human psyche all come together. It can't be faked or learned behind any book.

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