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Marketing agility for Publishing, Media & Events

Effective, efficient and
engaging marketing

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Reframe, Re-think, Re-energise

These Reframe Cards are designed to spark fresh, strategic conversations within publishing, events, and media marketing teams.

Designed to challenge thinking and uncover key learnings, they help refine strategies, optimise performance, and drive audience development for greater engagement and business impact.

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Are you measuring the right success metrics?

Beyond clicks and registrations, are you tracking long-term audience value, retention, and engagement? How are you proving ROI across content, events, and marketing efforts?



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Are you maximising the commercial impact of marketing?

Are your marketing and commercial teams working together to drive revenue, or is there a disconnect? What's one way you could improve collaboration?



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Are your teams truly working together?

Editorial, content, marketing, events, and commercial teams all play a role in audience development—but are they aligned? Where are the silos, and what's one step you can take to break them?



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How are you keeping your event and content strategy connected?

Are you fully integrating editorial, event content, and marketing campaigns across multiple channels? What's one way you could reuse or repurpose existing content to drive deeper audience engagement?





Are you making the most of your audience data?

First-party data is more valuable than ever. Are you collecting the right insights, and are your teams using them to inform strategy?





Are you treating audience development as always-on?

Marketing can't just ramp up before an event or campaign—audience engagement needs to be continuous. What's your strategy for keeping your audience engaged year-round?





How can we continually improve?

Do you hold regular review and retrospectives to reflect on how things are going? Do you have common goals and terminology for measuring success?





Are you prioritising quality over volume in attendee marketing?

Are you optimising for engaged, high-value attendees? How can you refine your approach to improve audience quality?





How are you using speakers, partners, and influencers to extend reach?

Are your industry voices actively driving registrations and engagement? What support do they need to amplify your brand?





How effectively are you using AI and automation?

Do you have a consistent approach to test AI to enhance personalisation and efficiency? Where could automation improve your audience experience?



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What's one outdated marketing tactic you need to stop?

Are you relying on strategies that worked years ago but no longer drive results?
What's one bold change you could make?



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We hope you found our reframe cards beneficial and that they encouraged you to have conversations with your team that will help you grow your audience and drive engagement to achieving greater marketing effectiveness

Whether you're looking to elevate your team's performance, achieve stronger campaign results, leverage data, AI and technology, or up-skill your teams, our agile marketing and communications experts are here to help.

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