

ROBERT ROSE

# BEYOND CORONAVIRUS

## ROA IS THE NEW ROI

HOW TO REINVENT YOUR MARKETING STRATEGY DURING THE LOCKDOWN.

FOR YOUR VIRTUAL EVENTS



*Businesses have been forced to completely re-evaluate how they communicate to customers.*

*The real question isn't how businesses communicate today, but how will they build relationships in the years to come?*

*We must reinvent marketing and communication in a way that creates value for an engaged, subscribed, and monetizable audience.*

*This is the marketing of the future: achieving a long-term return on the most valuable asset any company will manage, an audience.*

*Forget about ROI, it's time for Return on Audience.*

[Robert Rose, 2020]

# BOOK ROBERT



## WATCH ROBERT IN ACTION

### ROBERT ROSE

*A world leading authority in marketing innovation*

Robert Rose has developed content and marketing strategies for more than 500 companies, including 15 of the Fortune 100.

Founder and partner of The Content Advisory, over the last two decades, he has provided strategic marketing advice and counsel for global brands such as Facebook, Salesforce, NASA, CVS Health, McCormick Spices, Hewlett Packard, Microsoft, and The Bill & Melinda Gates Foundation.

Rose's first book, *Managing Content Marketing*, spent two weeks as a top ten marketing book on Amazon.

His second book, *Experiences: The Seventh Era of Marketing* has been called a "treatise, and a call to arms for marketers to lead business innovation in the 21st century."

Rose's third book *Killing Marketing*, with co-author Joe Pulizzi, has been called the "book that rewrites the rules of marketing".

PLEASE CONTACT US AT:

[bellini@dibari-id.com](mailto:bellini@dibari-id.com)

+1 305 570 9385