

# FUTURE PROOF YOUR BUSINESS WITH DIGITAL MARKETING



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**Founder, Closing Delta**

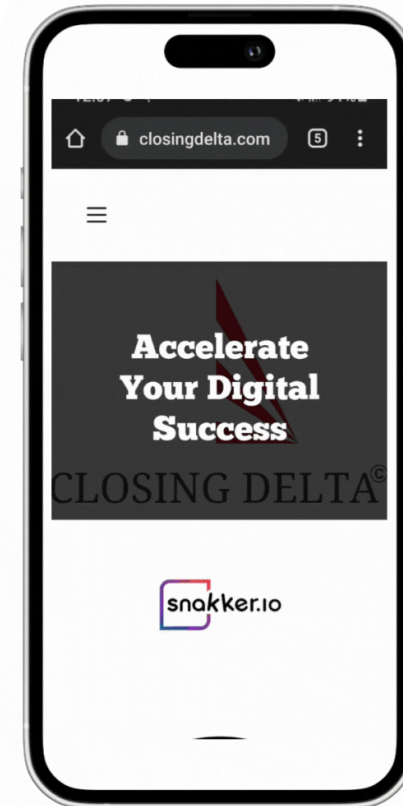


**CLOSING DELTA<sup>®</sup>**

# INTRODUCTION

At **Closing Delta**, we believe that digital marketing has the potential to unlock growth for your business and we work with world leading organisations to help them do just that.

By using a combination of advisory, consultancy and agency services to help clients deliver on their digital ambitions.



# CAPABILITIES, BE FUTURE READY

Digital Marketing is evolving and fast.

What worked yesterday is not necessarily going to work going forward.

Adapt your organisations capability to truly future proof your business.



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# GEN AI

GEN AI is going to transform your business.

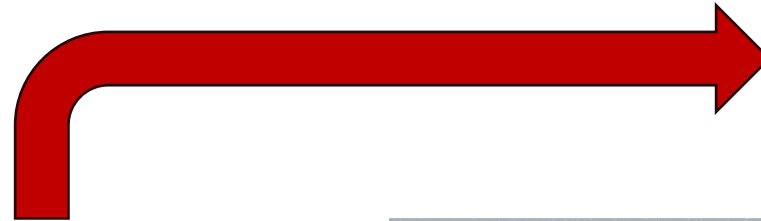
If you have not already started using it, it is about time you did.

From the ability to gain more efficiency to enhancing the creative process for your organisation.

Gen AI is as big as the advent of the internet itself when it comes to the future of your business.

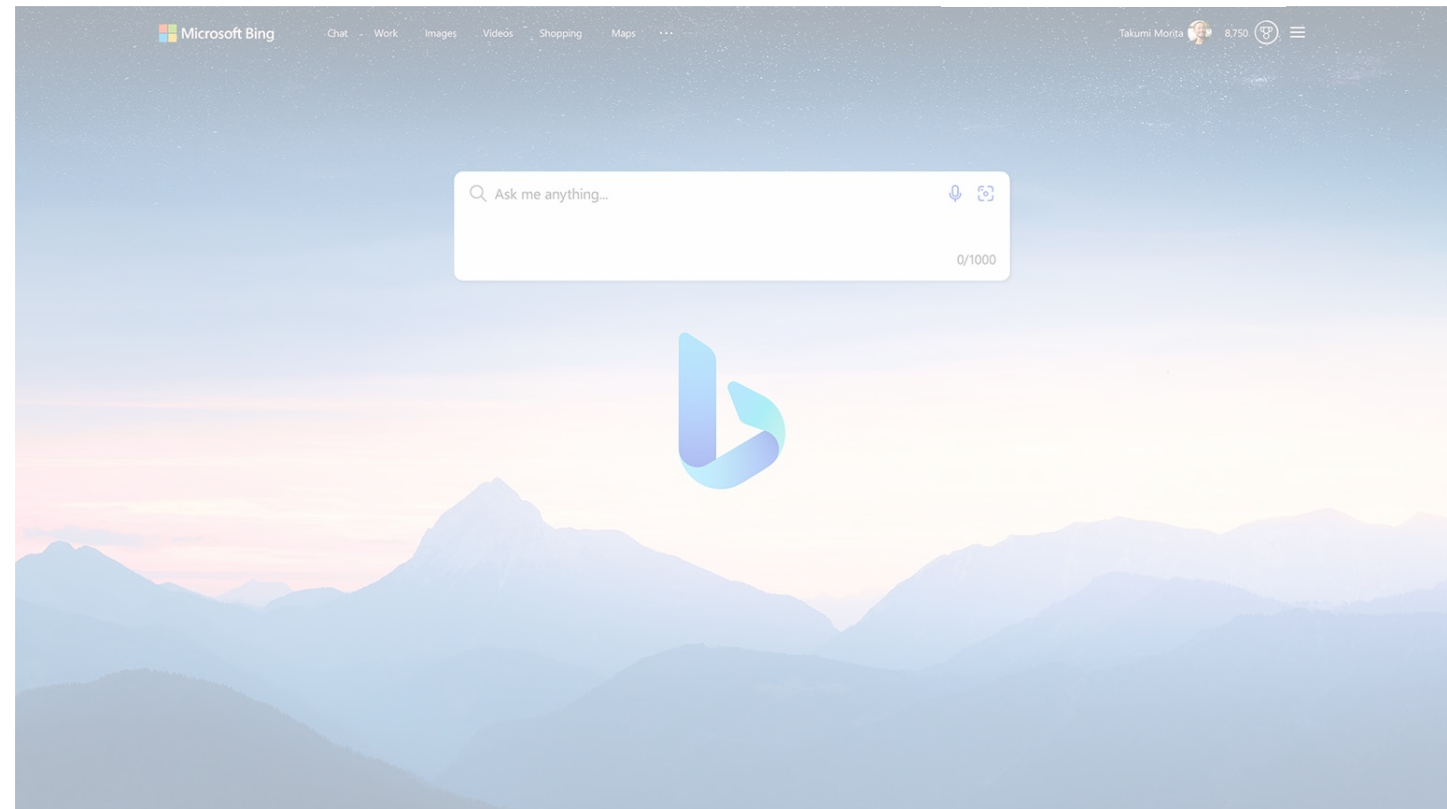


# GEN AI TOOL KIT



Here are some of the leading GEN AI tools for you to research and use within your business.

It can support everything from developing great copy content, images, video to building out customer service solutions.

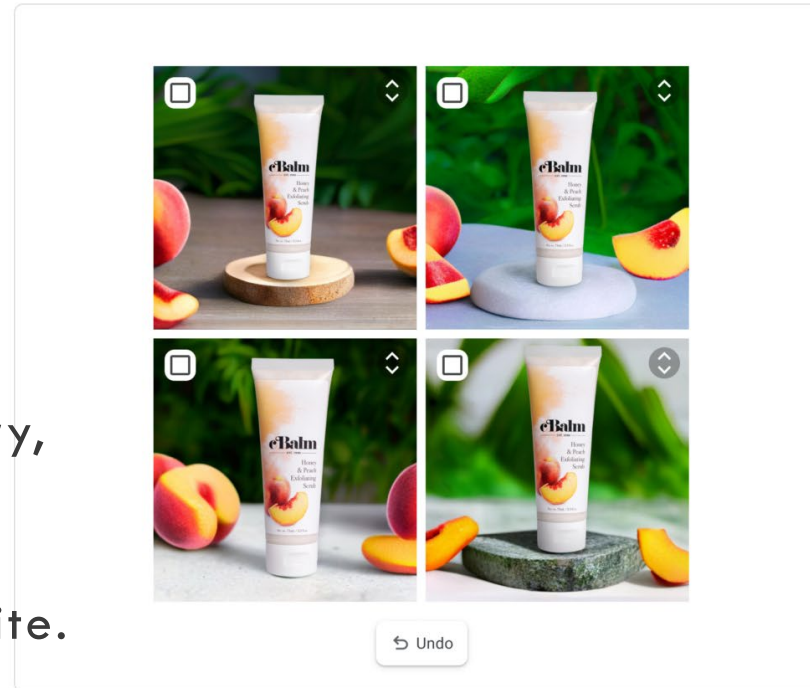


# GEN AI IN ACTION

Google unveiled a series of new tools for merchants and advertisers at its annual Google Marketing Live event on May 23, 2023.


A new generative AI tool to help brands create more sophisticated product imagery, and the ability for brands to have their Google product feed automatically populated from the content on their website.

**“Google Ads helps you find customers, now Google AI will help you multiply creative performance,”**



This feature is experimental, and results may vary

STEP 1  
Select a product image  
cBalm Honey & Peach Exfoliating Scrub




STEP 2  
Enter a description of the scene

A tube of exfoliating scrub on a stone platform, surrounded by peaches, with tropical plants in the background

For better results, include the product (“skincare jar”), placement (“on the light stone platform”), surroundings (“surrounded by almonds”), and background (“in front of green plants”)

Example



“Skincare jar on a light stone platform surrounded by almonds and in front of green plants”

# GEN AI IN ACTION

Baskin Robbins recently launched a campaign. They posted a series of images for the launch of their new flavours.

What was unique about this campaign was that the images were generated by AI.

The images were created using Midjourney by AI artist Tapan Aslot. The images were divine and magical.

Flavors like Unicorn Sundae, Mermaid Sundae, Caramel Milk Cake etc., were launched in the series.

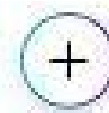


# GEN AI IN ACTION

Magic Edit, which creates images from prompts instead of text and Magic Presentation, which transforms a prompt into a slide deck.

Canva's base templates are developed by humans.

AI customizes the copy and pulls images that Canva has already licensed.



Introducing

## Magic Write



What would you like to write?



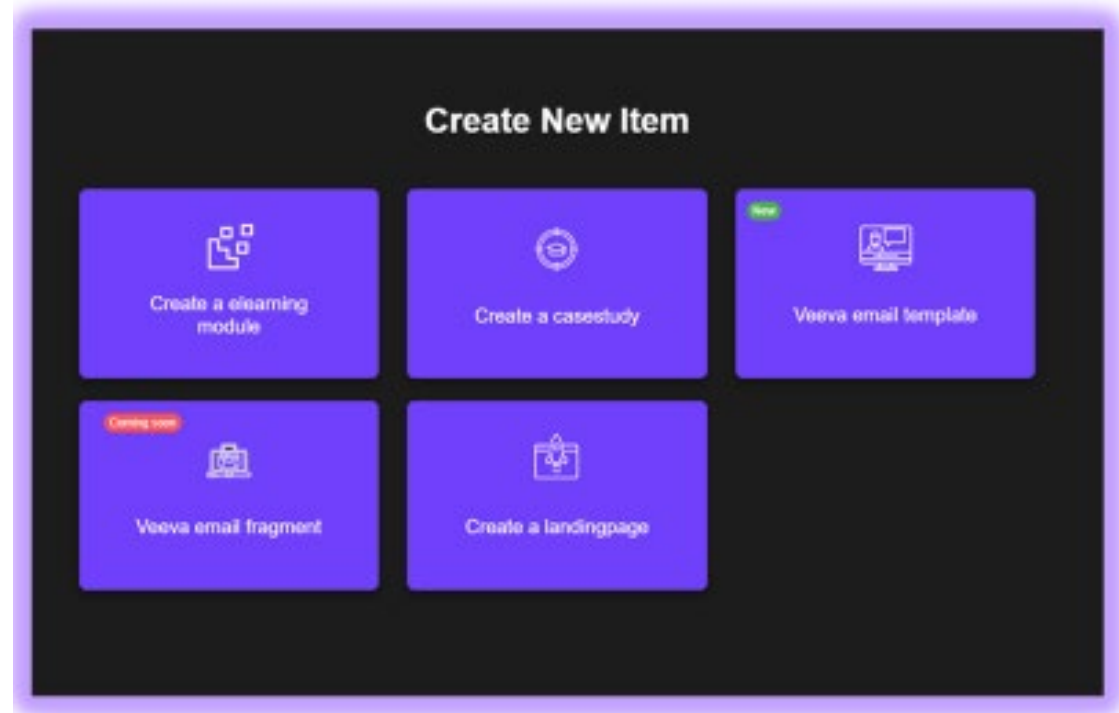
# FINALLY, CONTENT AT SCALE FOR YOU – E-CREATE

If you need to scale your content efforts on email, websites, e-learning then please get in touch for a demo of our propriety content development tool **E-Create**.

We are already working with world class brands and are happy to share our learnings to help your digital journey.

We are looking at evolving the tool to use GEN AI in future versions and would welcome a discussion if this forms part of your roadmap.

**Book your demo, the contact details at the end of the presentation.**



# FINALLY, A BIT ABOUT ME

Over 17 years' digital, content and brand marketing experience in big pharma for the likes of **GSK, Novartis and Boehringer Ingelheim**

Digital thought leadership and board member and investor of several content SaaS startups specialising in pharma and life sciences.

Judge of the Pharma marketing awards

Ashoka change maker, social enterperunership

**INT.** Digital Success EXchange

All-Stars Panel Discussion

**The Heralding of New Age Technology and the impact on the Pharma Sector**

10<sup>th</sup> June, 2023  
11:00 AM EDT | 3:00 PM GMT | 8:30 PM IST

REGISTER TO JOIN LIVE | [in](#) [f](#) [yt](#) LIVE

**Rahul Avasthy**  
Digital Transformation Thought Leader

**Debraj Dasgupta**  
Head of Technology and Digital International Region, Sandoz

**Gaurav Sanganeer**  
MD and Founder, Crossing Delta

**Dipak Singh**  
Director - Data & Analytics, INT.

**Manish Kembral**  
Technology Thought Leader (Moderator)

Curated By: Sunil Goenka

The **GOLD.** PODCAST

**Judge**

PM SOCIETY AWARDS 2023

# CLOSING DELTA, HOW WE CAN HELP

## Your choice of support, delivered your way!



### Fractional

Typically, this is 1-4 days a week/month of tailored support, expert digital advisory and access to wider consultancy and content services.



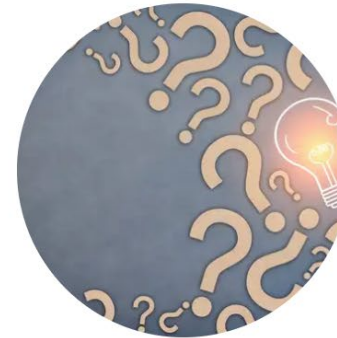
### Project

Project based support that is tailored for your specific requirements, with agency services options to help you deliver on your strategies and tactics.



### Contract

Sometimes your requirements may be longer term, so I can help with fixed term requirements for multiple projects, programmes of change, digital transformations and even interim digital leadership.



### Bespoke

Something else? Just let me know.  
**Get in touch today!**

## Trusted Partners

DigitalDynamite

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# CLOSE THE DELTA TODAY, THANK YOU

**Gaurav Sanganee**

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**www.closingdelta.com**



Click the icon  
to hear the  
Podcast  
where I  
cover Gen AI  
in pharma 😊



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