**News Release**

London

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**Digital to show High Street how to be ‘Appy’**

The inhabitants of ‘Silicon Roundabout’ are holding a crisis meeting to help stop the business graveyard filling up with any more household names.  As the Portas Pilot addresses the physical and social issues in the High Street, most acknowledge that the main culprit of failures such as Jessops and HMV is their inability to understand digital.  On the 17th June 2013 key figures in digital will meet to debate how they can effectively pass on their knowledge to marketing people at every level. The outcome will then inform the content of the [Digital Marketing Show](http://digitalmarketingshow.co.uk/) which is being held 26th to 28th November 2013 to educate the marketing community.

Philippa Snare, Chief Marketing Office for UK Microsoft explained why she’ll be attending; “This is a critical debate. There are still far too many UK businesses who are trailing far behind in their understanding of digital. We need to come together to ensure the right action is taken to avoid any more casualties.”

Digital, on average, now drives 70% of a company’s earnings[[1]](#footnote-1). There have been some brilliant examples of British companies who have stolen huge competitive advantage and driven customers into their stores through their use of digital media (such as John Lewis). However this has left other brands even more exposed as they trail behind. One astonishing example of this failure is that, of our top retailers, only just over half have a website that works on a mobile device.

Many senior managers in marketing still admit that they don’t understand digital.  One of the reasons is that they believe that it’s too difficult and should be owned by the techies. Harper Reed, CTO of Barack Obama’s 2012 election campaign recently suggested that to solve that misunderstanding: “We need to drop the ‘e’ from ‘e-marketing.’”

Jeremy Waite, Head of Social Strategy, Adobe EMEA, is also supporting the initiative; “For many, digital marketing is about "Likes" and Apps, and the killing of the high street. But those that know, see it as a whole shift of communication, that adds to and can support traditional media. The digital riptide is about embracing new and very different ways to engage with consumers. It's about Affiliate Marketing, Internet Advertising, Web Analytics, Social Media, Search Marketing, Mobile, Email Marketing, E-commerce, Customer Experience and Content.  It is no longer optional or a ‘nice to have’; it’s essential, to stay ahead of the competition.”

Andrew Ellis Founder of Like Minds (a global “Thought Leadership" platform) has described the event at The Ivy as; “Critical for the UK economy. It’s time that digital marketing - or what we call "Social Business" - went mainstream. This is a great opportunity for the best digital marketing brains to come together and debate how we can help make that happen.”

Nick James of Freshly Made Content, who are organisers of the Show said; “We’re really grateful to the digital community for getting behind this essential initiative. It is only with their support that we can make digital marketing simple for everyone and really drive home why it’s so important for all UK businesses.”

The crisis meeting is being held on 17th June 2013 at the Ivy Club. The Show will be held 26th to 28th November 2013 at ExCel. Attendance to the event at The Ivy is by invitation only.

….Notes to Editors….

**About the Digital Marketing Show 2013**

This is the first year for the Show. It is aimed at every level of the UK Marketing Community.

The Show will offer a deep, but simple to understand insight into how digital marketing works and gives businesses core competitive advantage that is essential to survive. Attendees will leave with the knowledge they need to ensure that they’re not left behind.

The show will focus on: Affiliate Marketing, Internet Advertising, Web Analytics, Social Media, Search Marketing, Mobile, Email Marketing, E-commerce, Customer Experience and Content.

The Show is being organised by Freshly Made Content.

To find out more about the Show go to: <http://digitalmarketingshow.co.uk/>

**About Freshly Made Content**

Freshly Made Content is one of the UK’s most respected publishers of business content, and their websites attract over 600,000 people a year. They also run events which will be attended by 10,000 business decision makers in 2013 and they have engaged 75,000 people in social media communities.

To find out more go to: <http://www.freshlymadecontent.com/>

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1. Source = Econsultancy [↑](#footnote-ref-1)