NAVIGATING THE DIGITAL HIGHWAY
WHAT IS MARKETING?
do't stare too long you'll miss the train

Customer Survey

- What do you think about the quality of our service?
  - Excellent
  - Good
  - Average
  - Poor

- How would you rate our service?
  - Excellent
  - Good
  - Average
  - Poor

- What are the things that make you EXCELLENT?

MARCOMS & FUNDAMENTAL MARKETING
Today the aim is for us to explore what is needed from our digital marketing assets and how we deliver our missions with them.
Mass media was designed so that every time we had marketing messages we would need to assemble an audience through an advert (i.e. 30 seconds during your favourite TV show).

In the digital world we have the ability to collect relationships with our customers (in full view of their friends). This means in theory that the more we do the cheaper it becomes to connect with our customers over time.
One of the greatest revolutions of digital is that it allows communication to flow two ways. If people like or dislike a product or service they can tell you. The benefit of a proactive digital team in turn is that you can monitor and react to trends and drive sales.
Digital transformation is a desired and shared vision that can be achieved through strategic projects and thinking. There needs to be a sense of where the business is going and how it is intended to get there.
Definition: A digital strategy is a plan to accomplish something with the benefit of digital tools.

The plan requires a who, what when where and how.

Accomplishment requires measurable and actionable objectives.

Thanks to the internet, and mobile phones, Digital is now a consistent layer of our lives.
• Perform detailed desktop research into our brand pillars, their category, and competitors across multiple markets.
• De-construct competitive best practices in digital marketing and create benchmarks.
• Define global web architecture detailing what sites and social assets the brand will maintain globally in various versions and languages.
• Conduct web asset audits to map a brand’s local, regional and global web presence plus assess the effectiveness of each asset.
• Work closely with the various specialists involved with the implementation and management of our digital strategies.
• Identify opportunities for brand pillars to use digital technology to enhance their overall marketing mix: product, price, place, or promotion.
“The effect one user of a service has on the value of that product to other people.”
• Seek to identify desire pathways – from key interactions times, to topic based consumption habits.

• Be mindful of consumer flow and make sure we don’t counter a desire pathway and if we do have a reason for this.

• Try to avoid building experiences outside where consumers want to spend their time – i.e. don’t talk about commercial B2B business on Facebook choose LinkedIn.
The Hub: where we ultimately want consumers to find us. The website, where we want them to be inspired to buy/visit.

Paid Platforms: Where the brand purchases interactions.

Owned Platforms: Apps, Marketing Survey machines?

Earned Media: the current quantity of brand mentions, quality of interactions, substance and consumer brand metrics.

Node Health: Visitations, update frequency, interaction levels, audience composition. We continue to monitor, manage and evolve in this area.

Digital Target Behaviours: Our ideal consumers, and what content they are already sharing.

Planned Content patterns: What we create and where it will live if it is to spread. This may be a team conversation, but we need to monitor effects.
Our digital strategy is a plan for the future, but no future is certain.

Every plan is predicted on a series of assumptions, and accordingly we will review digital how frequently? If done this will provide the opportunity to pivot changing our direction and/or ambition.

If we have assumptions we can no longer hold true we will dis-regard them.
THREE YEAR GOALS
TARGETING
Choose the right Social Networks
1. Find the networks that connect with your tools
2. Find the networks with the best return.
3. Manage expectation of this retention style in user/visitor journey.

“Content needs to be remarkable, attention earning and sharable.”
Attraction example:

• Core website/Facebook – reading age 12, light conversational, fun, feel good, plain & simple language, Communicate activities, and lace conservation background in.

Conference Venue

• Accessible language, positive, authoritative, professional. Core twitter users, look for syndication opportunities.
“A community is a group of individuals that share a vision for the future and can be defined by insiders and outsiders alike.”

- Most of our social media platforms are more crowds so we need to drive towards communities. A first step is focusing platforms for core audiences, i.e. Facebook to Female Key Influencers.
- Interactions are the core way to develop the community.
- Spreadability is a key factor we also need to consider. If our content has the right appeal it will travel further amongst the crowd and community (no content should be created without a target in mind).
We have identified Female Key Influencers (24-26yrs) as the most cost effective target audience.

• We know this social group influences down to grandchildren visits (toddlers).
• We know they often hold the spending purse strings of the family unit.
• We know they influence up to (their parents) grandparents about visits with grandchildren.
• We don’t want to isolate males, fit with inclusive tone of voice.
• We know this social profile are strong on Facebook so we have an accessible market.
• We know our current tone of voice encourages syndication within this profile.
• We need to monitor feedback from this profile in particular as we know the knock on effects of dissatisfaction are broad.
Who is a real industry leader for the sector in the UK, let's follow them closely capturing their strengths and building upon them.

We can take inspiration from other sectors, including those with influence over our audiences.

We will try to remain open to everything.

We should reinvestigate ideas even if not appropriate first time round given the developing digital landscape.
We can look at easy wins where we can use format to gain sales.

We can observe format to make sure our messaging can stand out.

We can push our digital boundaries as far as possible within resource and try to gain benefit from edge activity (i.e. Live Video on Facebook).
Digital Analytics are a great measure of brand health, which can be defining for successful brand campaigns.

Digital Stats could be shared monthly with management and operational teams.

Unique campaigns that sit alongside a strong brand will increase cut through.
DATA CAPTURE
Like & WIN

PERCEIVED VALUE
BLOG DEVELOPMENT

More casual blog posts – ‘Call to action type summary's’
Using social platforms as hooks to our website via the blog. This would be driving visitors to the site by using call to actions i.e. ‘take a look at what happens when...’ or ‘you’ll never guess...’. These open invitation will increase views of the blog and in turn the website.

Guest Blogs
OUTCOMES
We have an ever evolving overview of how different digital platforms and tools can be leveraged for distinct groups and profiles based on their position in the purchase cycle.

How we assess: The Objective, Leverage Points, the audience, The purchase path, Key properties, macro considerations.

Health Check
Objectives
Threat and opportunity
Brand Mentions
Competitive activity
Consumer trends.
What do you want?

- User Experience.
- Segmented Content.
- Good content and story telling, giving staff and consumers an opportunity to tell their amazing untold stories.
- Our greatest challenge however is content generation.
- Consider COPE delivery – Create once and publish everywhere. NOT COPY AND PASTE.
- Video output has been identified as a cost effective way to increase reach, promote awareness, build deeper relationships and in turn drive income.
- Digital resource – human power!