

# Digital Marketing Communication

What's it all about?



# Agenda:

- Why should we be online?
- Online vs. offline marketing channels
- A brief review of marketing basics
- Measuring and evaluating

Why should we be online?



JAN  
2016

# GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**7.395**  
**BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN

INTERNET  
USERS



**3.419**  
**BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**2.307**  
**BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE  
MOBILE USERS



**3.790**  
**BILLION**

PENETRATION: 51%

FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE  
SOCIAL USERS



**1.968**  
**BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

we  
are  
social

we  
are  
social

we  
are  
social

we  
are  
social

JAN  
2016

# ANNUAL GROWTH

YEAR-ON-YEAR GROWTH TRENDS FOR KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE  
NUMBER OF ACTIVE  
INTERNET USERS



we  
are  
social

**+10%**

SINCE JAN 2015

**+332 MILLION**

GROWTH IN THE  
NUMBER OF ACTIVE  
SOCIAL MEDIA USERS



we  
are  
social

**+10%**

SINCE JAN 2015

**+219 MILLION**

GROWTH IN THE  
NUMBER OF UNIQUE  
MOBILE USERS



we  
are  
social

**+4%**

SINCE JAN 2015

**+141 MILLION**

GROWTH IN THE  
NUMBER OF ACTIVE  
MOBILE SOCIAL USERS



we  
are  
social

**+17%**

SINCE JAN 2015

**+283 MILLION**

JAN  
2016

# DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL  
POPULATION



**838**  
**MILLION**

URBANISATION: 73%

FIGURE REPRESENTS TOTAL REGIONAL  
POPULATION, INCLUDING CHILDREN

ACTIVE  
INTERNET USERS



**616**  
**MILLION**

PENETRATION: 73%

FIGURE INCLUDES ACCESS VIA  
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL  
MEDIA USERS



**393**  
**MILLION**

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE  
CONNECTIONS



**1,102**  
**MILLION**

vs POPULATION: 132%

FIGURE REPRESENTS MOBILE  
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE  
SOCIAL USERS



**305**  
**MILLION**

PENETRATION: 36%

FIGURE BASED ON ACTIVE USER  
ACCOUNTS, NOT UNIQUE INDIVIDUALS

we  
are  
social

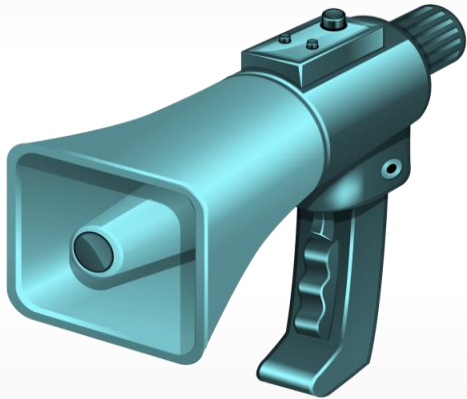
we  
are  
social

we  
are  
social

we  
are  
social

# Online vs. offline marketing channels

# The Paradigm Shift

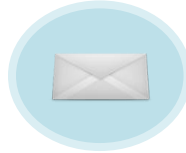


Phone



Smartphone

Mail



eMail

News



eNews

Socialize



Social.net

Technology Shifting  
Change the communication Channels



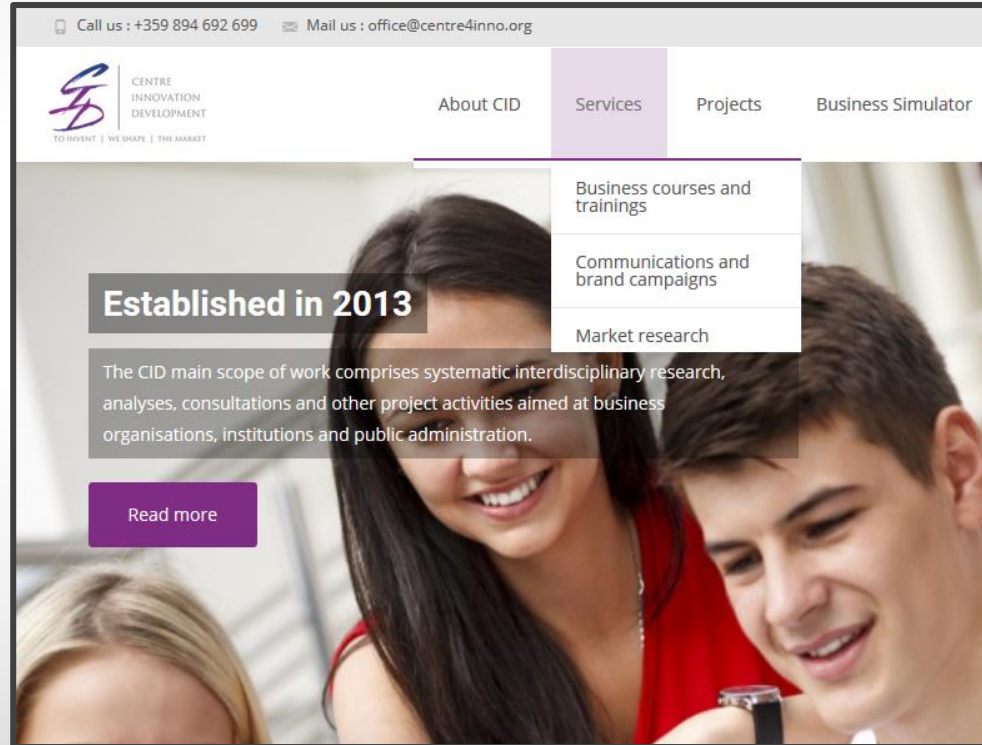
# Offline vs. Online Marketing

Offline Marketing	Online Marketing
High Cost	Very Low Cost
Limited Audience	World Wide Audience
Mass Approach	Targeted Approach
Difficult to measure effectiveness and ROI	Measurable effectiveness and ROI
Short term Impact	Long term Impact
Difficult to modify	Easy to modify



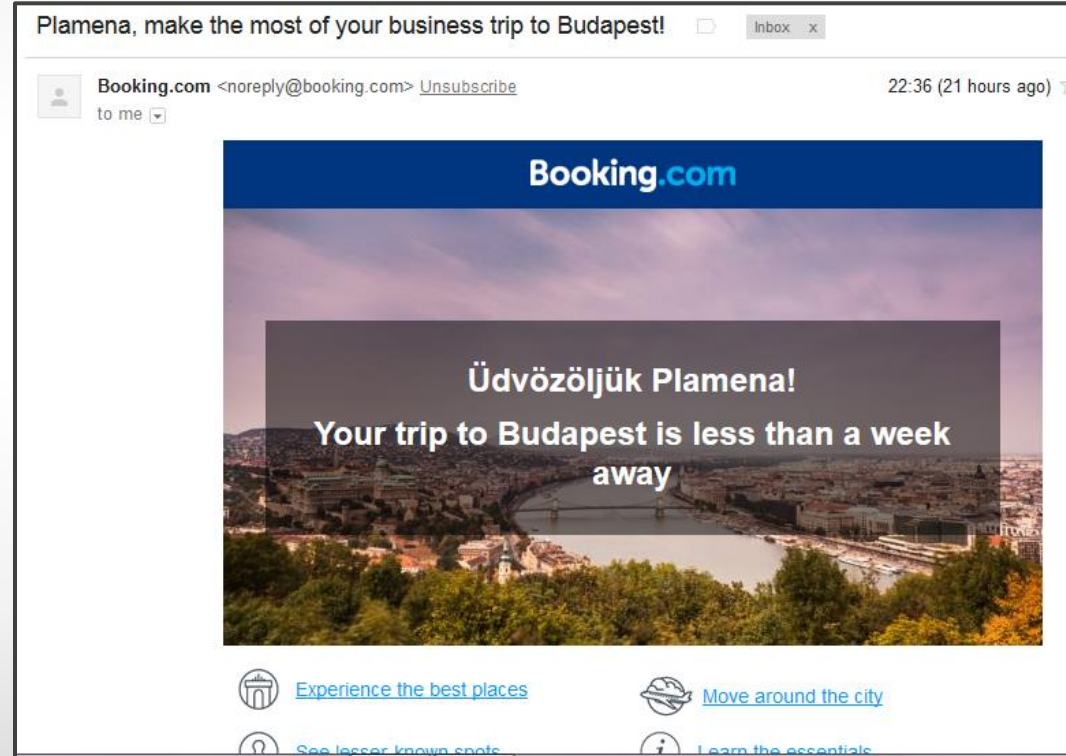
# Corporate Website

- Hub of your online presence
- Demonstrates legitimacy
- Recommended minimum content:
  - Who you are
  - Upcoming performances & venues
  - Links to other online channels
  - Contact info



# Email Marketing

- Best way to communicate with your supporters
- Use an email marketing service
- Mix visuals and text
- Link back to more content/info on your website



# Social Media

- Mostly for engagement, not promotion
- Best opportunity to have 2-way communication with your audience
- Aim for deeper engagement on a few social media sites
- Popular networks include Facebook, Twitter, YouTube, LinkedIn, Tumblr, Pinterest



**Puppets Up! International Puppet Festival** shared a link.  
March 11

Ok... we are slightly obsessed with the Muppets, but can you blame us? Which Muppet are you? Take the quiz and tell us. BTW I got Rizzo the Rat!

**Which Muppet Are You?**  
[www.buzzfeed.com](http://www.buzzfeed.com)

Meep meep meep? Meep meep meep; meep meep, meep.

Like · Comment · Share 1

Tasha Vee Eff, Rafael Andres Escanilla Roque, Rona Fraser and 3 others like this.

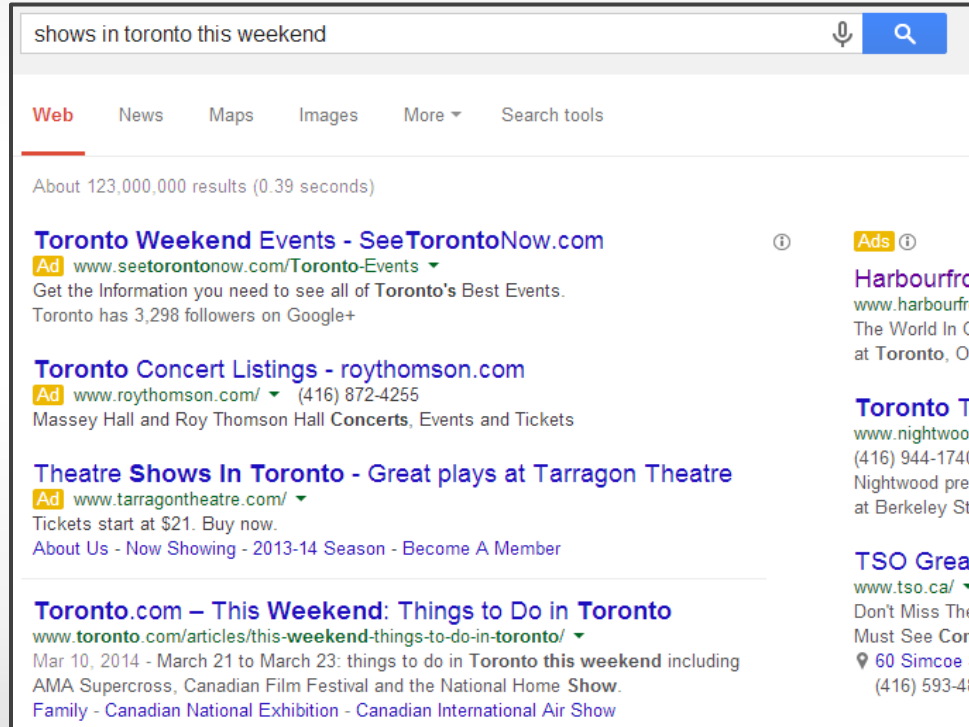
View 2 more comments

**BlueInk Puppetry** o.0 I got Ms. Piggy. Time for a shower.  
March 11 at 12:11pm · Like

**Puppets Up! International Puppet Festival** Ms. Piggy - LOL!  
March 11 at 12:33pm · Like

# Online Advertising

- Search engine marketing (SEM)
- Google Adwords
- Banner ads = ads on other websites
- Social media advertising
  - Mostly seen on Facebook and YouTube



The screenshot shows a Google search results page for the query "shows in toronto this weekend". The search bar at the top contains the text "shows in toronto this weekend" and a search icon. Below the search bar, there are navigation tabs for "Web", "News", "Maps", "Images", "More", and "Search tools". The search results indicate "About 123,000,000 results (0.39 seconds)".

The first result is an advertisement for "Toronto Weekend Events - See TorontoNow.com" with a yellow "Ad" label. The URL is "www.seetorontonow.com/Toronto-Events". The description says "Get the Information you need to see all of Toronto's Best Events. Toronto has 3,298 followers on Google+".

The second result is an advertisement for "Toronto Concert Listings - roythomson.com" with a yellow "Ad" label. The URL is "www.roythomson.com/". The description says "Massey Hall and Roy Thomson Hall Concerts, Events and Tickets".

The third result is an advertisement for "Theatre Shows In Toronto - Great plays at Tarragon Theatre" with a yellow "Ad" label. The URL is "www.tarragontheatre.com/". The description says "Tickets start at \$21. Buy now. About Us - Now Showing - 2013-14 Season - Become A Member".

The fourth result is a regular search result for "Toronto.com – This Weekend: Things to Do in Toronto" with the URL "www.toronto.com/articles/this-weekend-things-to-do-in-toronto/". The description says "Mar 10, 2014 - March 21 to March 23: things to do in Toronto this weekend including AMA Supercross, Canadian Film Festival and the National Home Show. Family - Canadian National Exhibition - Canadian International Air Show".

On the right side of the page, there are several partial advertisements for "Harbourfront", "Toronto T", and "TSO Grea".

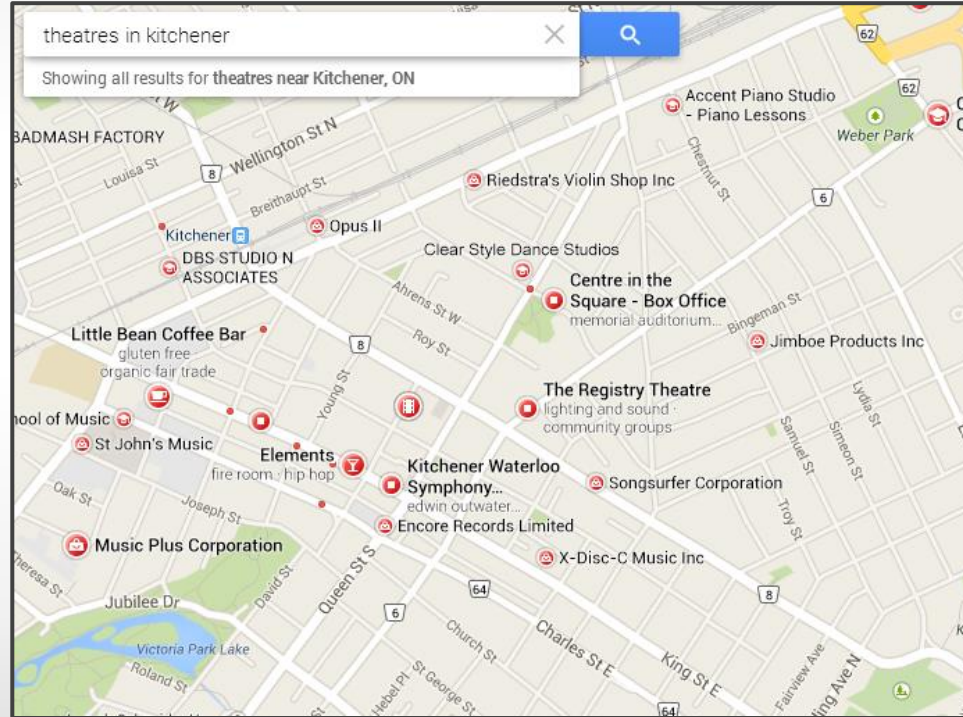
# Mobile

- Mobile-friendly websites, emails & content
  - Best area to invest in
  - Many of your other channels will be accessed via mobile
- Text-to-donate (for charities)
- Mobile apps
- Mobile ads



# Other Online Channels

- Location-based information
  - Google Places
- Online event listings
  - Search “What to do in My Town this weekend”
- Local bloggers



# Marketing Diversity



	Online	Offline
Free	<ul style="list-style-type: none"><li>+ social media</li><li>+ email marketing</li><li>+ eWOM</li></ul>	<ul style="list-style-type: none"><li>+ publicity and PR</li><li>+ WOM</li><li>+ community work</li></ul>
Paid	<ul style="list-style-type: none"><li>+ search (SEO)</li><li>+ PPC</li><li>+ corporate websites</li></ul>	<ul style="list-style-type: none"><li>+ advertising</li><li>+ sponsorships</li><li>+ networking</li></ul>



# Multi-channel Marketing

**Mix  
&  
Match**

- The audience doesn't just use one channel – so neither should you
- Your channels should work together, complement each other, reinforce messages

# A Brief Review of Some Marketing Basics



# #1: Assess

- What channels are currently being used?
  - Both online and offline
  - Both by firm and competitors
- How does the company talk about itself?
  - E.g. tagline, mission statement, elevator pitch, “About Us”
- How would others describe the company?
  - Ask audience members

# #2: Define Goals & Objectives

- Website Goals - what are you trying to get people to do?
- Your main goals are likely:
  - Engaging your current audience
  - Reaching a new audience – broadening, deepening & diversifying
- What are some specific objectives that you can set to help you get there?
  - E.g. Increasing audience members < 45 years old

# #3: Get to know your Target Audience

- Create a “persona” for the type of person you want to reach

- How old are they?
- What are their lives like?
- Where do they live?
- What else do they do for fun?
- What social networks are they on?
- What value would they get from what you do?



# #4: Select your Channels

- Be wise about choosing channels – only take on what you can maintain
- It's ok to experiment with new channels
  - But don't expect immediate results
- Send similar messages on different channels that complement each other

# #5: Develop a Communication plan

- Plan the timing of the stages of your campaign
- Consider the usage of every different channel – what and when to share
- Keep up with the plan

	February	March	April	MAY	JUNE	JULY
GOOGLE PAID SEARCH TERMS	Google	Google	Google	Google	Google	Google
FACEBOOK PAGE	f	f	f	f	f	f
TWITTER FEEDS	t	t	t	t	t	t
LIFESTYLE BLOG		tumblr.	tumblr.	tumblr.	tumblr.	tumblr.
YOUTUBE VIDEOS		You Tube		You Tube		You Tube
LOOKBOOK COLLABORATION	LOOKBOOK.HK					
FASHION SHOW					HIGH LINE	



Monday, March 12, 2012

# #6: Craft your Message

- “You marketing” vs. “Me marketing”
  - Focus on what matters to your audience, instead of talking about yourself
- Share useful, interesting content
- “Strong calls to action”
  - Attend a performance
  - Subscribe to our newsletter to hear about upcoming performances
  - Follow us on Twitter to find out about more events in the community
  - Share your thoughts on the performance on our Facebook page
  - Volunteer at next year’s festival
  - Share useful, interesting content



# #7: Define your Personality

- If your organization were a person, what would it be like?
  - Fun? Innovative? Creative? Friendly? Witty?
- Show your personality in all interactions with audience members
  - E.g. Website, social media, posters, box office, customer service
- Tone may vary slightly depending on the channel

# Measuring & Evaluating



# A few common metrics

## Website

- Page views
- Time spent on page

## Social media

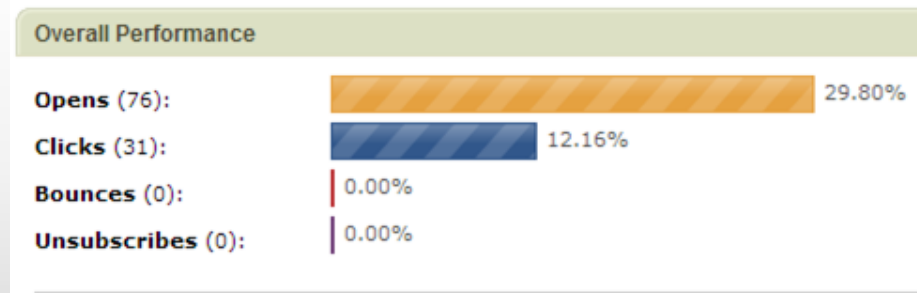
- Views/reach
- Engagement/comments
- Shares

## Online ads

- Views/reach
- Click through rate

## Email

- Open rate
- Click through rate



# Keep your goal in mind

- When possible, relate your metrics back to your original goals
  - Conversions = how many people do the action you wanted
- Challenges to be aware of
  - Multiple channels contribute but only one creates the conversion
  - Often impact is indirect (e.g. increased calls to box office after email blast)
- Best practice is to set “Goals” using web analytics