Digital Marketing Communication

What's it all about?

Agenda:

o Why should we be online?

o Online vs. offline marketing channels

o A brief review of marketing basics

o Measuring and evaluating

Why should we be online?

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	UNIQUE MOBILE USERS	ACTIVE MOBILE SOCIAL USERS
7.395 BILLION	**3.419 BILLION**	**2.307 BILLION**	**3.790 BILLION**	**1.968 BILLION**
URBANISATION: 54%	PENETRATION: 46%	PENETRATION: 31%	PENETRATION: 51%	PENETRATION: 27%
FIGURE REPRESENTS TOTAL GLOBAL POPULATION, INCLUDING CHILDREN	FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS	FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS	FIGURE REPRESENTS UNIQUE MOBILE PHONE USERS	FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

ANNUAL GROWTH

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

GROWTH IN THE NUMBER OF ACTIVE INTERNET USERS

GROWTH IN THE NUMBER OF ACTIVE SOCIAL MEDIA USERS

GROWTH IN THE NUMBER OF UNIQUE MOBILE USERS

GROWTH IN THE NUMBER OF ACTIVE MOBILE SOCIAL USERS

we are social

we are social

we are social

+10%
SINCE JAN 2015
+332 MILLION

+10%
SINCE JAN 2015
+219 MILLION

+4%
SINCE JAN 2015
+141 MILLION

+17%
SINCE JAN 2015
+283 MILLION

JAN 2016

DIGITAL IN EUROPE

A SNAPSHOT OF THE REGION'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL POPULATION	ACTIVE INTERNET USERS	ACTIVE SOCIAL MEDIA USERS	MOBILE CONNECTIONS	ACTIVE MOBILE SOCIAL USERS
838 MILLION	**616 MILLION**	**393 MILLION**	**1,102 MILLION**	**305 MILLION**
URBANISATION: 73%	PENETRATION: 73%	PENETRATION: 47%	vs POPULATION: 132%	PENETRATION: 36%
FIGURE REPRESENTS TOTAL REGIONAL POPULATION, INCLUDING CHILDREN	FIGURE INCLUDES ACCESS VIA FIXED AND MOBILE CONNECTIONS	FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS	FIGURE REPRESENTS MOBILE SUBSCRIPTIONS, NOT UNIQUE USERS	FIGURE BASED ON ACTIVE USER ACCOUNTS, NOT UNIQUE INDIVIDUALS

Online vs. offline marketing channels
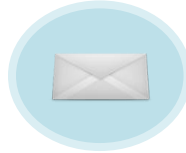
The Paradigm Shift
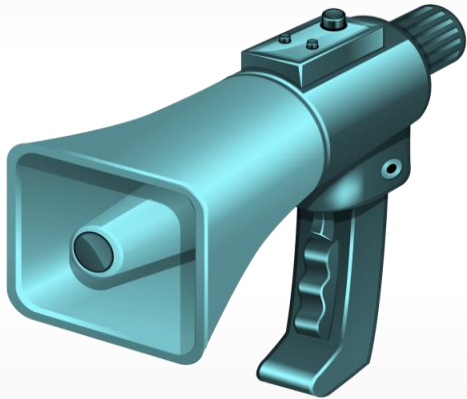
Phone > Smartphone

Mail > eMail

News > eNews

Socialize > Social.net

## Technology Shifting
Change the communication Channels

Offline vs. Online Marketing

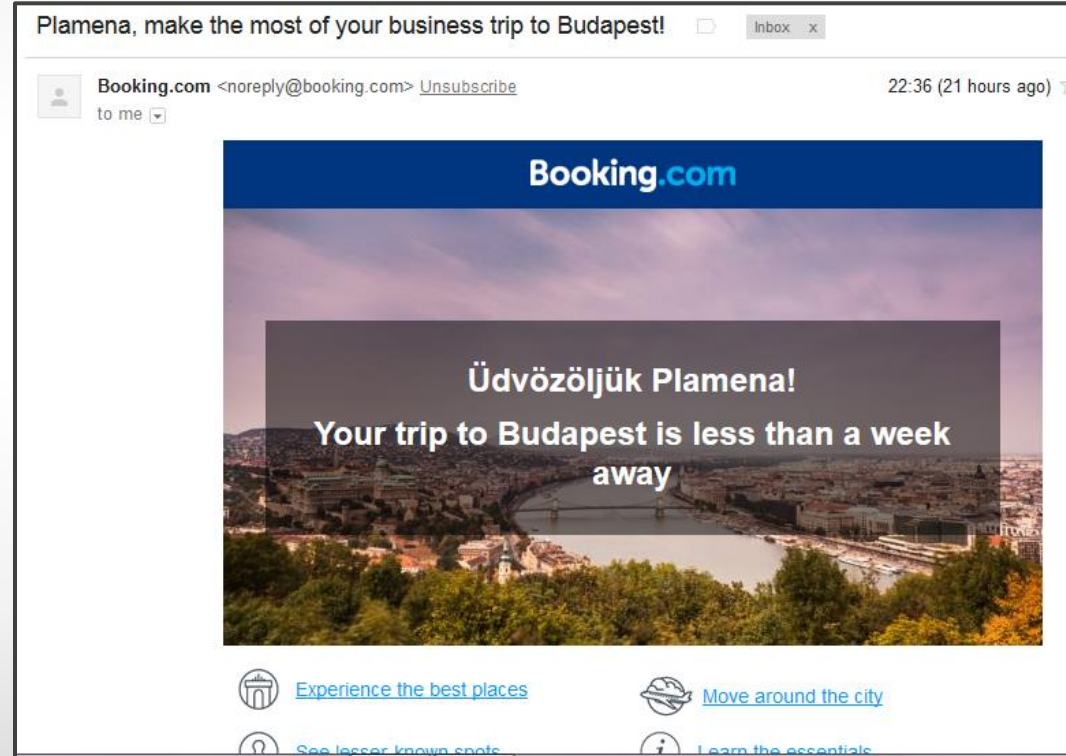| Offline Marketing	Online Marketing
High Cost	Very Low Cost
Limited Audience	World Wide Audience
Mass Approach	Targeted Approach
Difficult to measure effectiveness and ROI	Measurable effectiveness and ROI
Short term Impact	Long term Impact
Difficult to modify	Easy to modify

Corporate Website

o Hub of your online presence

o Demonstrates legitimacy

o Recommended minimum content:

- o Who you are

- o Upcoming performances & venues

- o Links to other online channels

- o Contact info
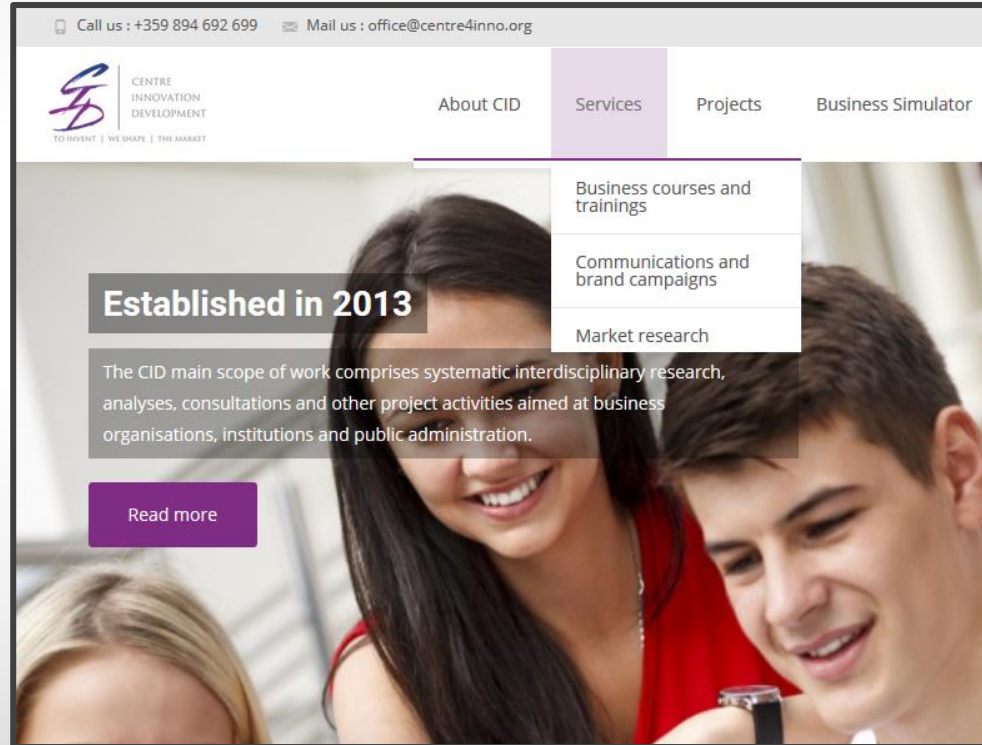
Email Marketing

o Best way to communicate with your supporters

o Use an email marketing service

o Mix visuals and text

o Link back to more content/info on your website

Plamena, make the most of your business trip to Budapest!   Inbox   x

Booking.com <noreply@booking.com> Unsubscribe   22:36 (21 hours ago)
to me

Booking.com

Üdvözöljük Plamena!
Your trip to Budapest is less than a week away

Experience the best places   Move around the city

See lesser known spots   Learn the essentials

Social Media

o Mostly for engagement, not promotion

o Best opportunity to have 2-way communication with your audience

o Aim for deeper engagement on a few social media sites

o Popular networks include Facebook, Twitter, YouTube, LinkedIn, Tumblr, Pinterest

Online Advertising

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

Mobile

o Mobile-friendly websites, emails & content
- o Best area to invest in
- o Many of your other channels will be accessed via mobile

o Text-to-donate (for charities)

o Mobile apps

o Mobile ads

Other Online Channels

o Location-based information

o Google Places

o Online event listings

o Search "What to do in My Town this weekend"

o Local bloggers
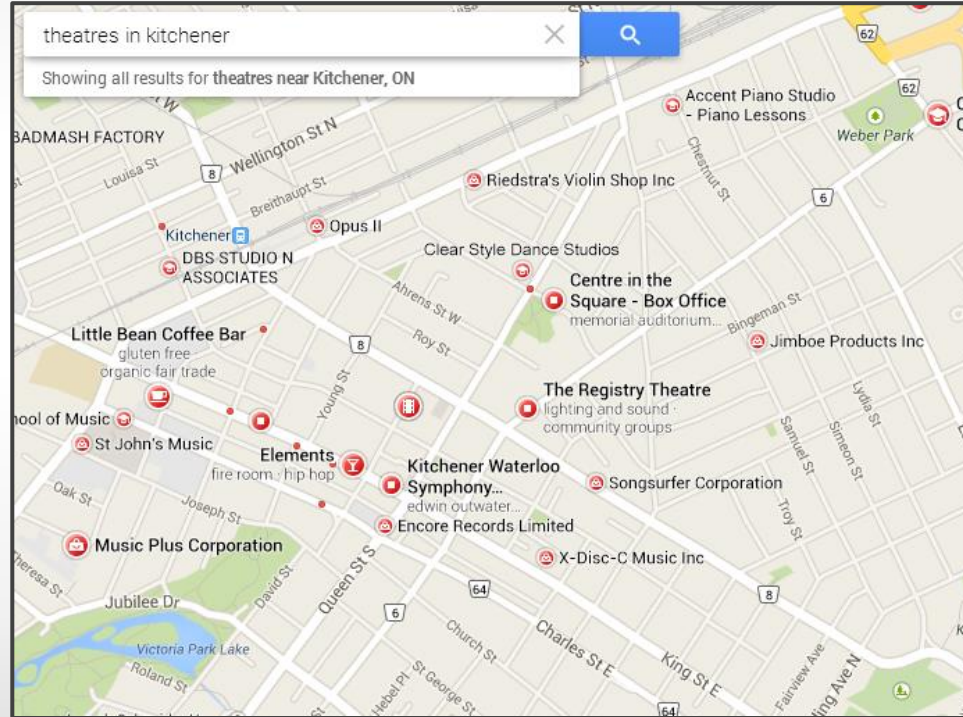
Marketing Diversity

Mix & Match

	Online	Offline
Free	+ social media + email marketing + eWOM	+ publicity and PR + WOM + community work
Paid	+ search (SEO) + PPC + corporate websites	+ advertising + sponsorships + networking

Multi-channel Marketing

Mix & Match

o The audience doesn't just use one channel – so neither should you

o Your channels should work together, complement each other, reinforce messages

A Brief Review of Some Marketing Basics

#1: Assess

o What channels are currently being used?

  o Both online and offline

  o Both by firm and competitors

o How does the company talk about itself?

  o E.g. tagline, mission statement, elevator pitch, "About Us"

o How would others describe the company?

  o Ask audience members

#2: Define Goals & Objectives

o Website Goals - what are you trying to get people to do?

o Your main goals are likely:

    o Engaging your current audience

    o Reaching a new audience – broadening, deepening & diversifying

o What are some specific objectives that you can set to help you get there?

    o 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?

Recommended worksheet: http://www.johnhaydon.com/2013/02/28/nonprofit-marketing-personas-workbook/

#4: Select your Channels

o Be wise about choosing channels –   only take on what you can maintain

o It's ok to experiment with new channels

   o But don't expect immediate results

o Send similar messages on different channels that complement each other

#5: Develop a Communication plan

o Plan the timing of the stages of your campaign

o Consider the usage of every different channel – what and when to share

o Keep up with the plan

#6: Craft your Message

- o "You marketing" vs. "Me marketing"
  - o Focus on what matters to your audience, instead of talking about yourself
- o Share useful, interesting content

- o "Strong calls to action
  - o Attend a performance
  - o Subscribe to our newsletter to hear about upcoming performances
  - o Follow us on Twitter to find out about more events in the community
  - o Share your thoughts on the performance on our Facebook page
  - o Volunteer at next year's festival
  - o Share useful, interesting content

#7: Define your Personality

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

Measuring & Evaluating

A few common metrics

Website

- Page views
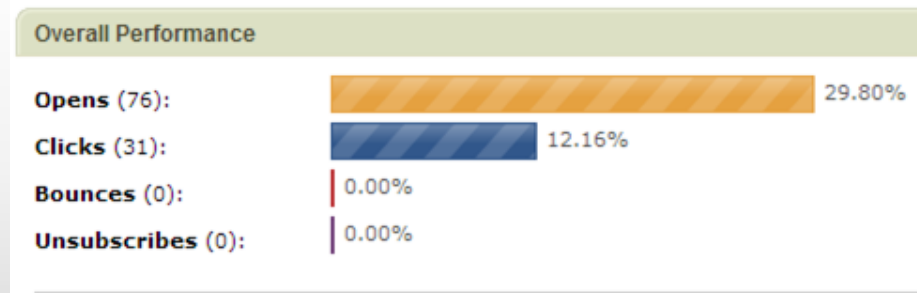- Time spent on page

Social media

- Views/reach
- Engagement/comments
- Shares

Online ads

- Views/reach
- Click through rate

Email

- Open rate
- Click through rate

Overall Performance		
Opens (76):		29.80%
Clicks (31):		12.16%
Bounces (0):		0.00%
Unsubscribes (0):		0.00%

Keep your goal in mind

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