allaboutaudiences

Developing a digital marketing strategy

B Hunter, Digital Development Manager
“Arts organisations that are skilled in digital marketing will (all other things being equal) see more people through their doors than ones that rely on a brochureware website and email newsletters.”

MTM London, 2010
The digital opportunity…
UK internet users

- Internet take up – 73%
- Total broadband take up – 71%
- Monthly internet-enabled PC time per user = 54.8 hours
- Social networking = 23% of all time spent online
- Most popular internet activity in Q1 2010, sending & receiving email - 86%
Positioning your digital strategy

Organisational mission & strategy

Marketing strategy

Digital marketing strategy

Emerging opportunities & threats

Competitor strategies

Market structure & demand
Planning framework

- Control
- Situation Analysis
- Objectives
- Actions
- Tactics
- Strategy
1) Where are we now?

- Goal performance
- Audience insight
- Digital marketplace SWOT
- Brand perception
- Internal capacity & skills audit
2) Where do we want to be?

- **Sell** – Grow sales
- **Speak** – Dialogue & participation with customers
- **Serve** – Add value
- **Save** – Save costs
- **Sizzle** – Extending your brand online
- **Socialise**?
3) How do we get there?

- Segmentation, targeting & positioning
- Online value proposition
- Integration & database
- Content & engagement strategy
RACE

• Reach
• Act
• Convert
• Engage
4) How exactly do we get there?

• The when
• The what
• The details
5) Who does what?

• Responsibilities & structures
• Internal resources & skills
• External agencies
6) How do we monitor performance?

- 5 Ss + analytics = KPIs
- Usability testing
- Satisfaction surveys
- Site visitor profiling
- Frequency of reporting
- Process of reporting & actions

Image c/o Darren Hester
Feedback loop

- Each stage not discrete
- Overlap at each stage
- Stages are designed to be revisited & refined

- Strategic agility
THINK people
THINK behaviour