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PwC Online Learning Session

Toolkit: Digital Media

pwc

Overview of content

Develop a plan to improve your digital marketing strategy

Review and improve your use of digital media to reach more customers

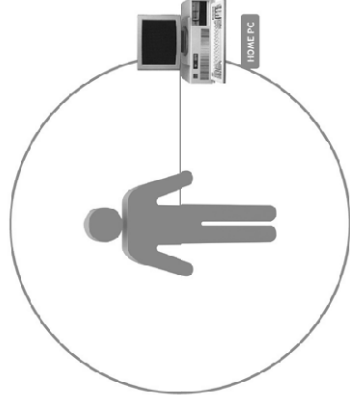
The internet is the most measurable medium available to us

If you don't measure it... You can't manage it

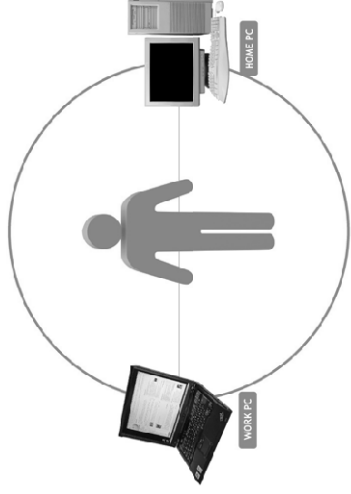
Key takeout points...

Identify improvements to your online experience to improve conversion

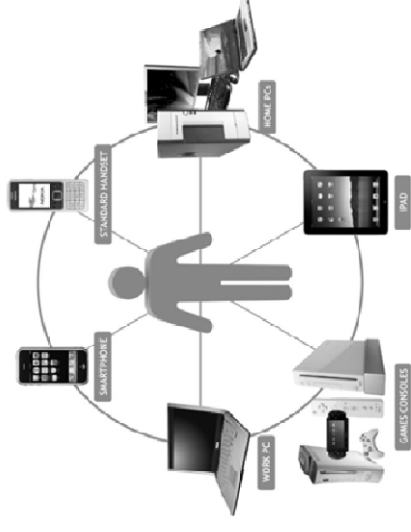
The devices that we use to interact have exploded...



1994



2000



2010

Develop a plan to improve your digital marketing strategy

Digital marketing strategy

SOSTAC® is a planning model, originally developed in the 1990s to help with marketing planning by **PR Smith**



- Situation** - where are we now?
- Objectives** - where do we want to be?
- Strategy** - how do we get there?
- Tactics** - how exactly do we get there?
- Action** - what is our plan?
- Control** - did we get there?

Actions and Controls

Making it happen

- Create measurable KPI's to align against objectives and stay on track
 - Based on reference include
 - Sales - revenue, profit, margins, leads, conversions
 - Traffic - website, email, social media, offline, in-store
 - Time/costs including a longer-term roadmap if necessary
 - Organize your measuring in dashboards so that it's easy to summarise and keep up to date against the plan.
 - Use the SMART acronym (Specific, Measurable, Achievable, Relevant, Time-bound) to help define objectives, sometimes a KPI is an objective, for example a KPI could be weekly total natural search traffic, hence page source or email open rate. These can be good only if you have a baseline to compare against and a target to aim for. If you don't have a baseline, you won't know if you're doing better or worse. Plan old Excel will suffice and will allow you to keep the latest results to hand.
 - The key initial (assuming your objectives were clear, detailed and relevant) you have the data to measure against, then you can start to measure against your objectives.
 - Are there other measurement tools and resources needed?
 - What is the process to measure and report, for example looking at keyword level traffic, you can use Google Analytics, but you need to know what to look for if the changes are made
 - Think about creating a KPI summary dashboard
- **Considerations - what's going wrong?**
 - In longer organisations, you also have to think about resources, i.e.
 - Skills - internal and agency requirements to deliver on your plan
 - Structure - do you have a separate digital team or can you integrate
 - Systems - the processes to make things work and keep you agile
 - **Using the power of analytics to test, learn and refine**
 - We believe in the power of analytics to review and improve your campaigns, social media performance, website performance, email marketing performance, and so on. We have a range of analytics tools and services that can help you to test, learn and refine your marketing strategy and structure to rise more from your analytics.
- **All the best for your journey**
 - Creating a plan is just the beginning of the journey to making the most of digital and social media. We hope our guide has helped you on your way!
 - Please contact us at pr@prsmith.co.uk or <tel:+441273300000> and check out our [full range of advice](https://www.prsmith.co.uk) [led by our expert coaches](https://www.prsmith.co.uk).
 - Do join the discussion on our active, practical LinkedIn Group to learn more from the Smart Insights community. Join our best practice group to learn & share: <https://bit.ly/2J8p8t8g8>

Thanks, Dave Chaffey, Dan Broomerworth and the Smart Insights team

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Situation - where are we now? (20%)

Understanding your online marketplace

- A. Your customers
- B. Your market
- C. Your competitors
- D. Intermediaries, influencers and potential partners
- E. Wider macro environment
- F. Your own capabilities
- G. Internet-specific **SWOT** summary

Objectives - where do we want to be? (5%)

Setting useful, actionable objectives

1. **Top-level broad goals** to show how the business can benefit from digital channels
2. **Mid-term vision** to help communicate the transformation needed
3. Specific **SMART** objectives to give clear direction and commercial targets
4. Key performance indicators (**KPI's**) to check you are on track

Specific
Measurable
Achievable
Realistic
Timescales

WHERE DO WE WANT TO BE?
5 S's objectives:
Sell - customer acquisition and retention targets
Serve - customer satisfaction targets
Sizzle - wow factor (added value)
Speak - engaging customers
Save - quantified efficiency gains

Strategy - how do we get there? (45%)

Setting a meaningful strategy

Segments

Target markets

Objectives

Positioning

Sequence

Integration

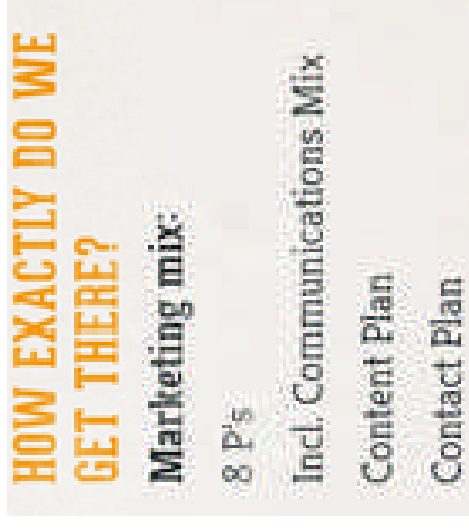
Targeting and Segmentation



Tactics - how exactly do we get there? (30%)

The details of strategy

- Search engine optimisation
- Google Adwords
- Social media marketing
- Email marketing



Action and controls - making it happen

- Governance - who does what?
- Using the power of analytics to test, learn and refine



Review and improve your use of digital media to reach more customers...

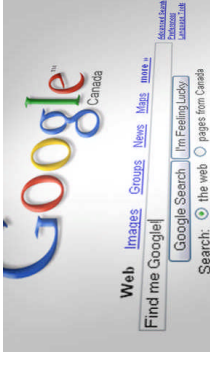
“The T for Tactics in SOSTAC”

Search Engine Optimisation, SEO

1. Start an audit and set your goals
2. Ensure the engines can find your content
3. Focus on your “on page” optimisation
4. Create awesome content for SEO
5. Aim for quality links
6. Refine your internal linking
7. Keep customers engaged and loyal

<http://www.smartinsights.com/search-engine-optimisation-seo/seo-strategy/qa-what-are-the-seo-basics/>

<http://econsultancy.com/uk/blog/3667-10-free-seo-tools-you-should-bookmark>



Google adwords



1. Identify and select your target key phrases
2. Set goals for your paid search
3. Improve your campaign structure
4. Improve your targeting
5. Improve your offer and creative
6. Get your bidding and budgeting right
7. Optimise paid search campaign performance

<http://www.youtube.com/watch?v=uFzoM59bIQ8>
https://accounts.google.com/ServiceLogin?service=adwords&hl=en_GB<mpl=ifk&continue=https://adwords.google.co.uk/um/gaiaauth?apt%3DNone%26ltmpl%3Djfk%26ltmpl%3Djfk&cd=GB&error=newacct&sacu=1&sarp=1

Social media marketing



1. Set business goals for your social media strategy
2. Create your social media strategy
3. Social listening and online reputation management
4. Define content and engagement strategy
5. Define communications strategy
6. Define approaches for the core social media platforms
7. Social media optimisation (SMO)

<http://www.youtube.com/watch?v=WfEOcAEZiOY&feature=related>

Twitter top 10 tips (1-4)

1. **Listen first.** Don't jump straight in without a strategy – understand conversations in your marketplace about your brand, competing brands and customer concerns. If there aren't conversations may be a Facebook strategy or blogging strategy may be more appropriate.
2. **Integrate with other channels.** For service resolve issues promptly via Email or phone. For sales offer coupons to redeem in-store if relevant.
3. **Figure out who does the twittering.** Don't outsource this to a PR company – keep it genuine.
4. **Reveal the person behind the company.** Be human – give a face to the brand. Or faces... tips are given on managing multiple staff Twitterers.

Twitter top 10 tips (5-10)

5. **Be conversational.** Make your Tweets two-way – ask questions, reply to others through @messages.
6. **Respond** to your customers.
7. **Post mostly NOT about your company.** The best and probably most tricky advice.
8. **Link creatively to your sites.** i.e. link in a lively way.
9. **Report problems...and resolutions.** Makes sense.
10. **Offer solid customer support.** There are some great examples of responsive support

Email marketing



1. Prioritise your email marketing efforts with the CRITICAL factors
2. Set your goals and build your list
3. Define your Email marketing proposition
4. Segment and target
5. Define your integrated email communications strategy
6. Create effective email templates and creative
7. Test, learn and refine

http://www.dotmailer.co.uk/email_marketing_resource/s/email_marketing_best_practice/ten_top_tips_for_getting_started.aspx



*The internet is the most measurable
medium available to us...*



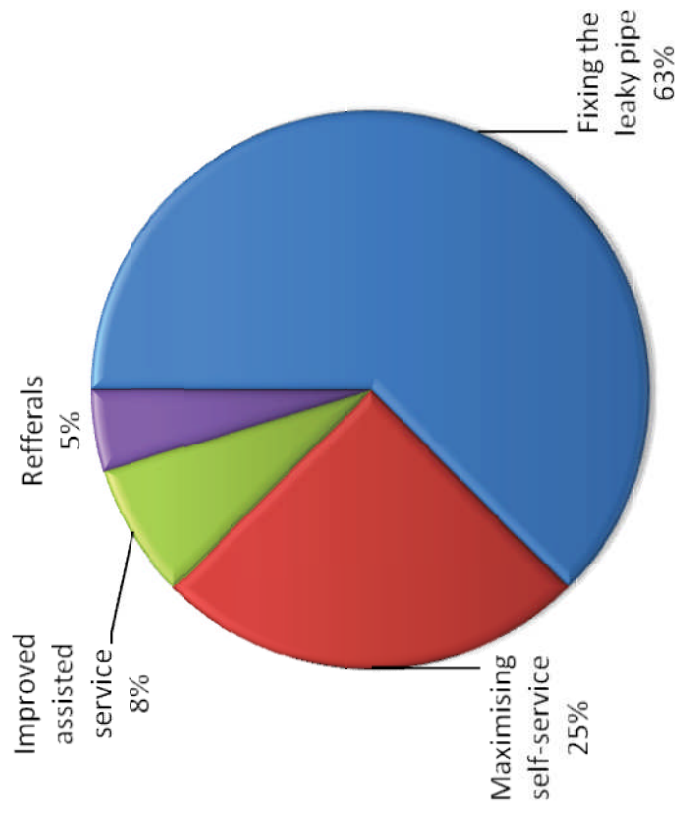
The opportunity....

“By improving user experience,
a typical business can improve
sales by 64%.”

Hewson Group, 2003

**Most of that
improvement can
come from fixing
the leaky pipe**

Source of improvement



The reality...

“80% of companies believe they deliver a ‘*superior experience*’ to their customers but only 8% of their customers agree”.

Bain & Co

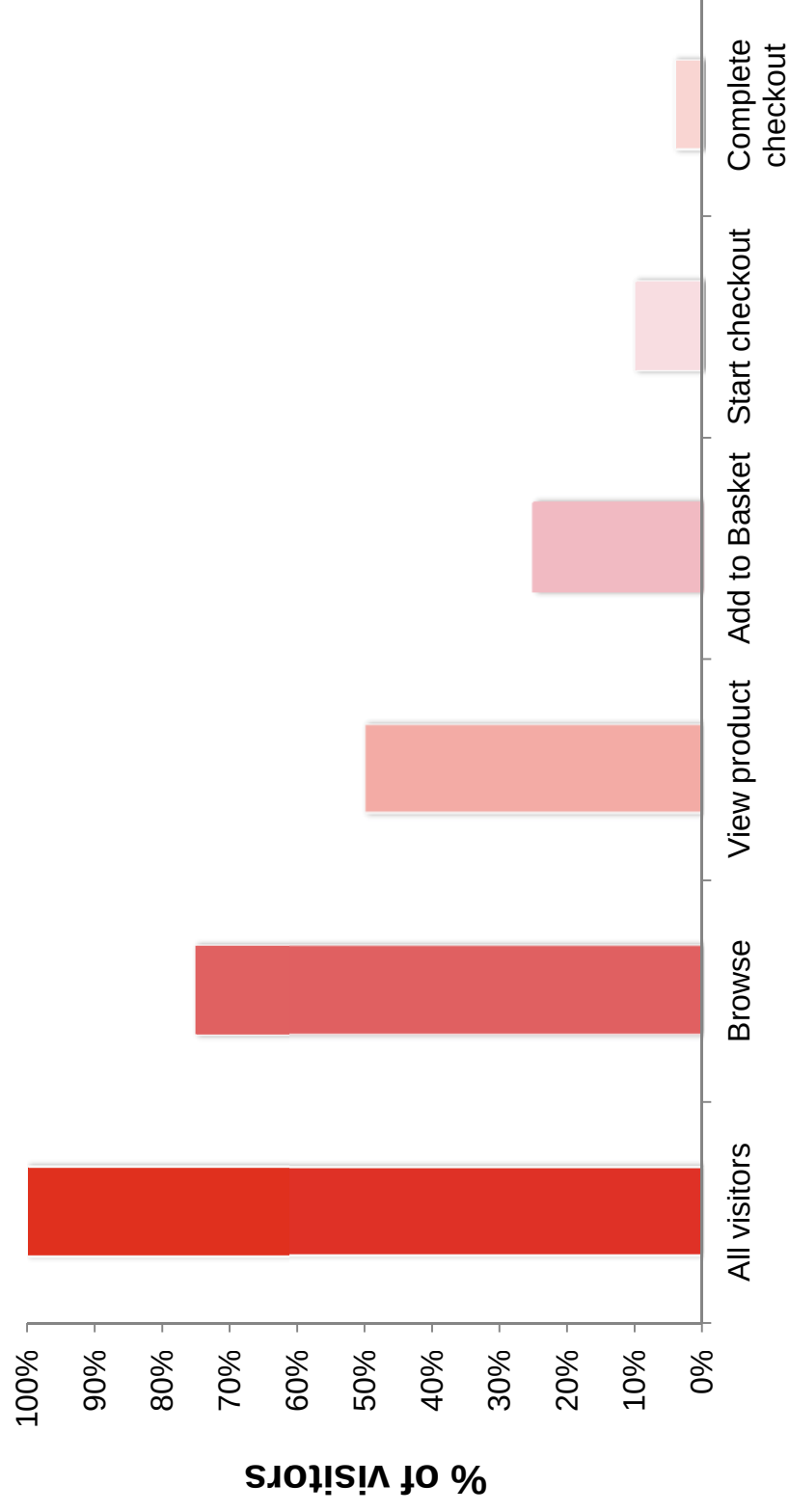
The consequences...

“84% of people who’ve had a bad customer experience tell others” .

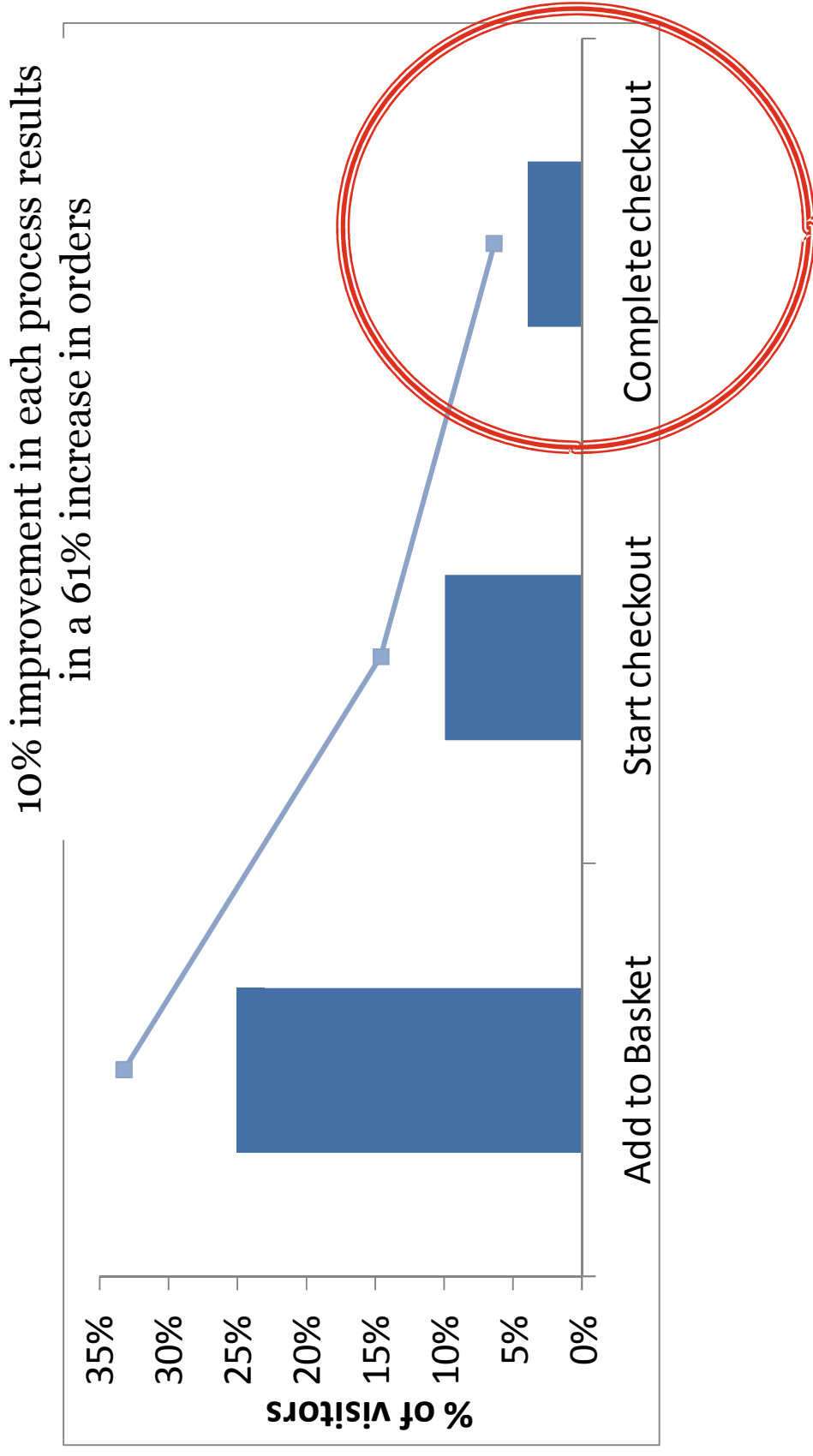
“87% of people who’ve had a bad customer experience have stopped doing business with that company” .

Right Now Customer Experience Report 2008

The leaky pipe...



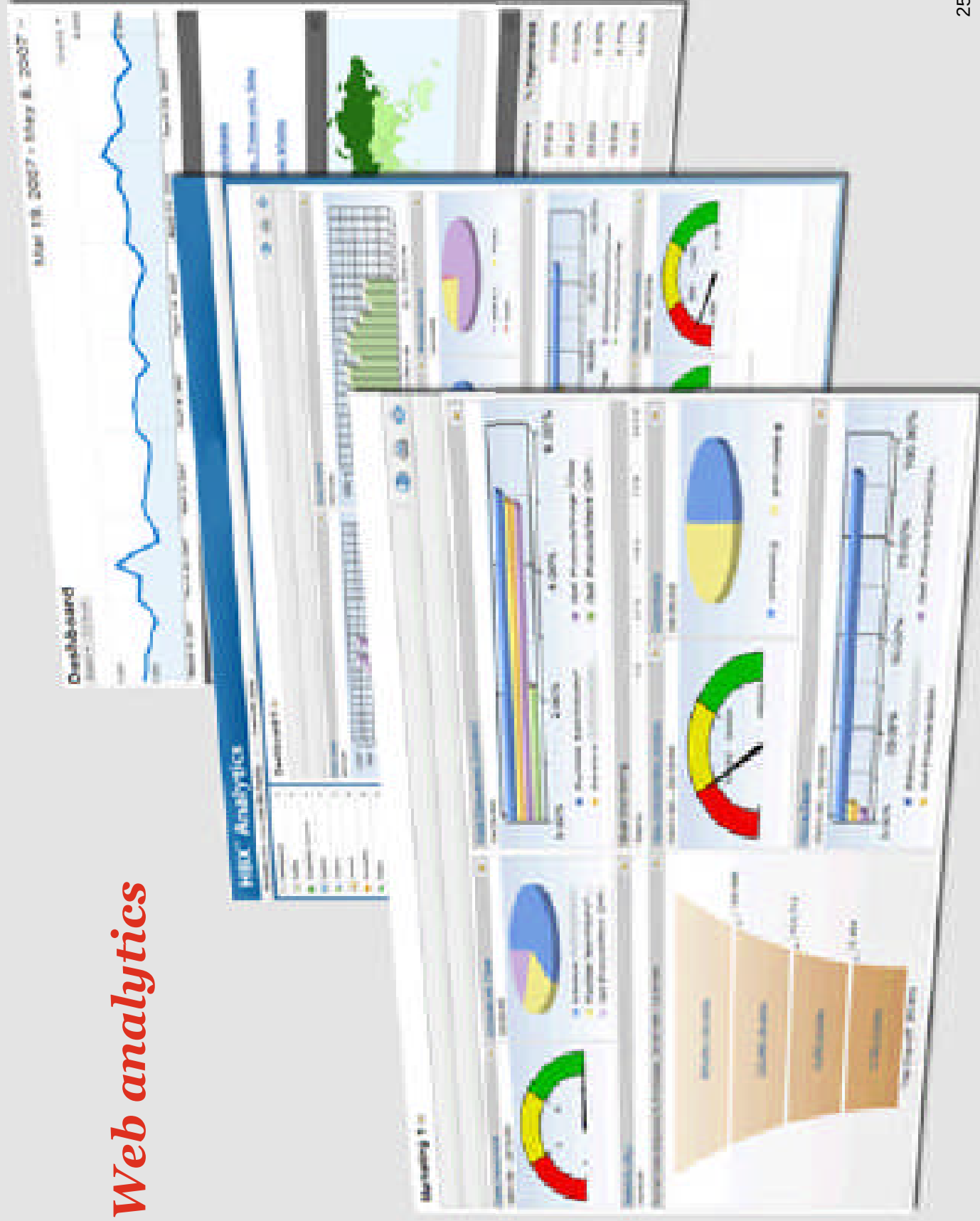
Fixing the leaky pipe - Kaizen style



If you don't measure it... You can't manage it...

But what tools should I use to measure?

Web analytics



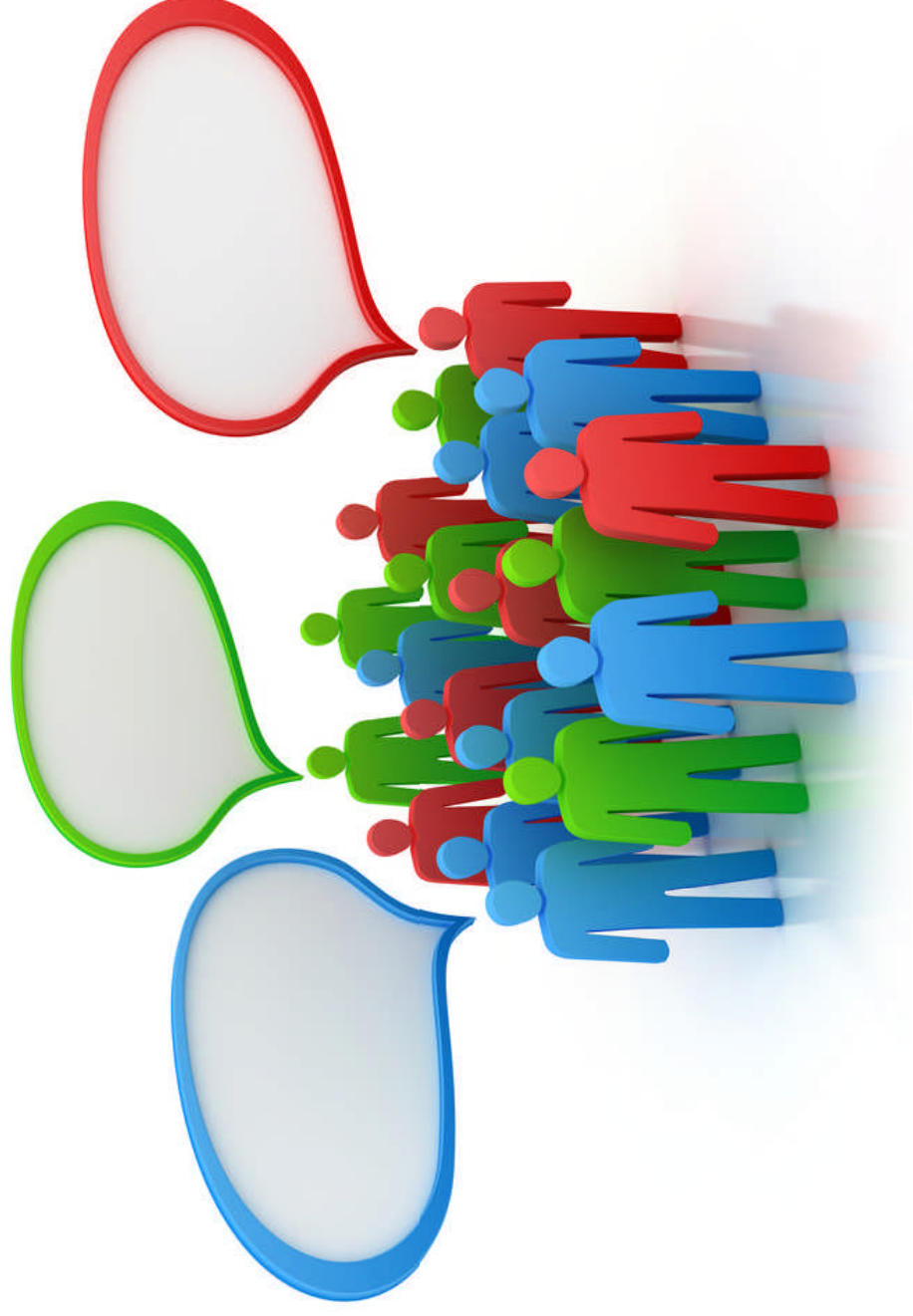
Analytics



Context



Voice of the customer



<http://www.surveymonkey.com/home/>

Social media

SPROUT SOCIAL
Social Media Tools for Business

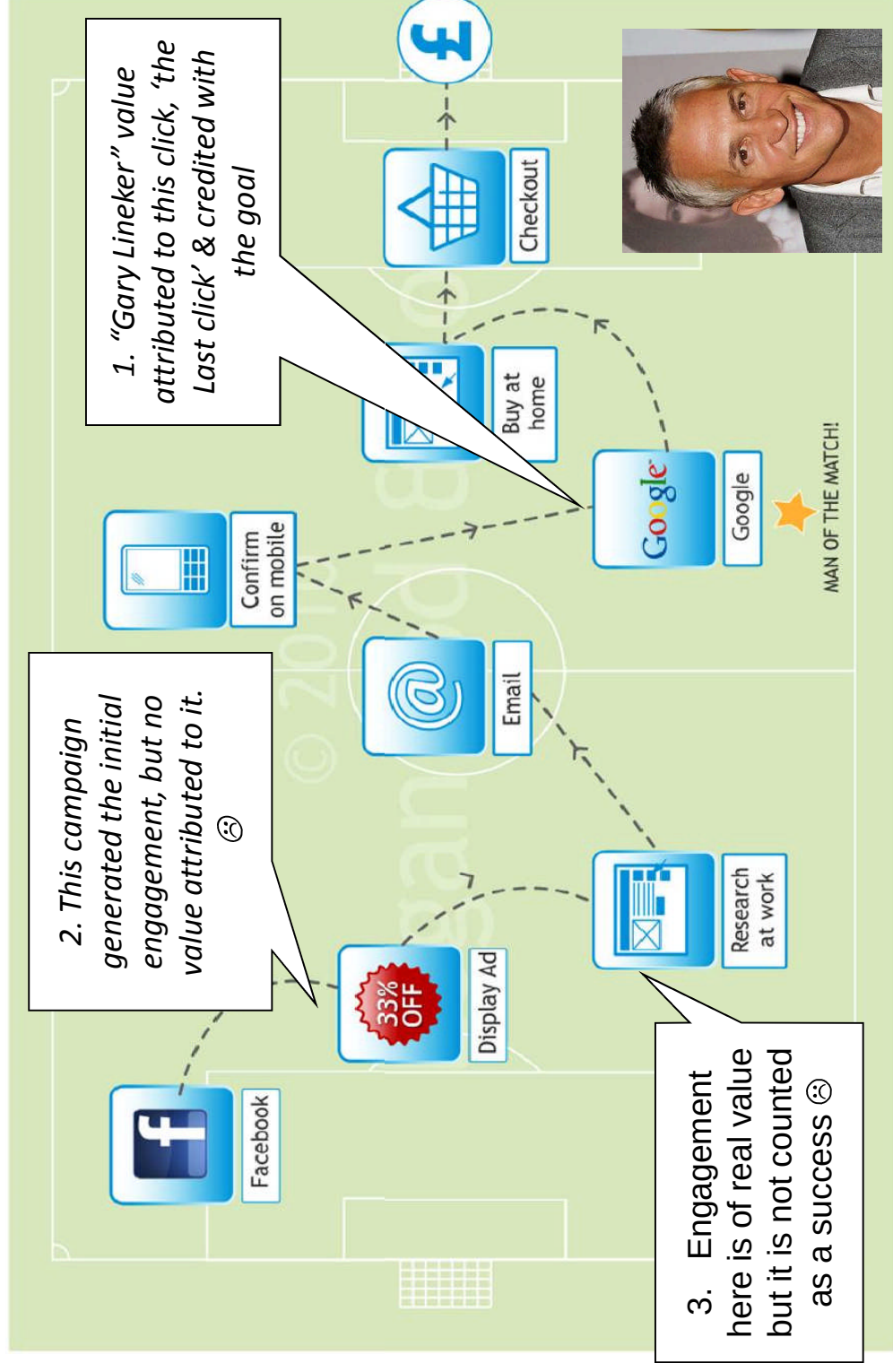


<https://sproutsocial.com/reports/twitter/807155/30/>

monitorThis

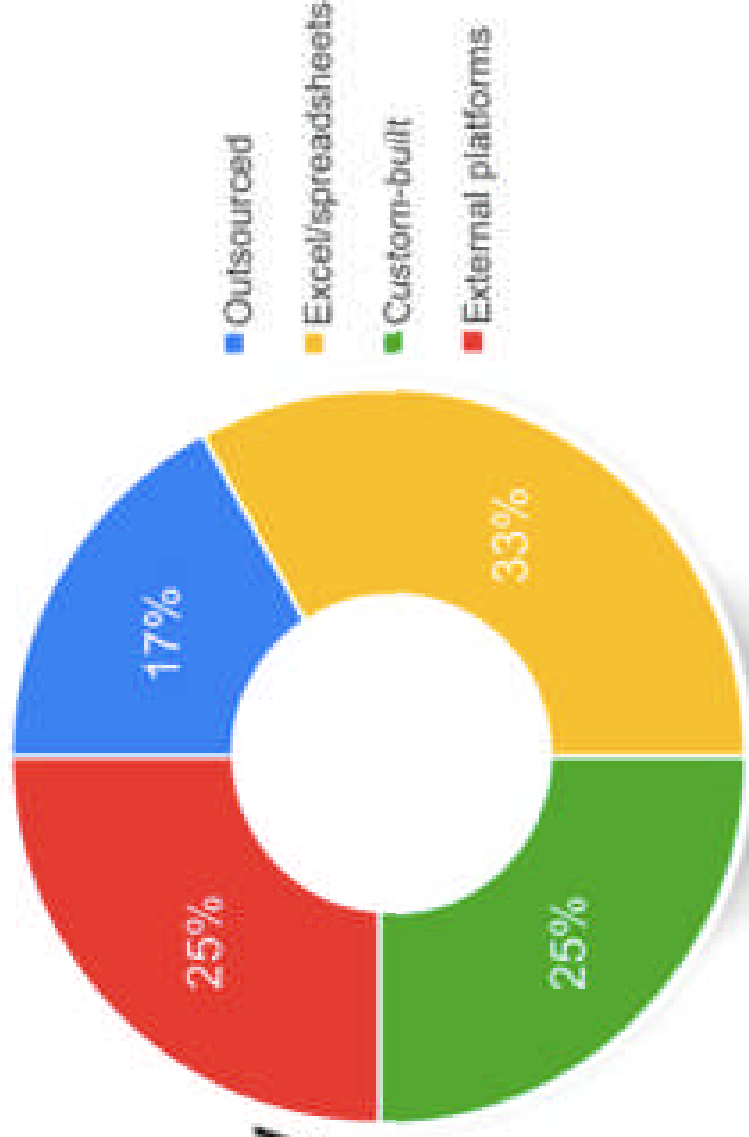
social
mention*

The 'Gary Lineker' model



Digital marketing attribution

**Clients use a variety
of attribution
technologies**



Source: Econsultancy/Google Analytics - Marketing Attribution: Valuing the Customer Journey

Key takeout points...

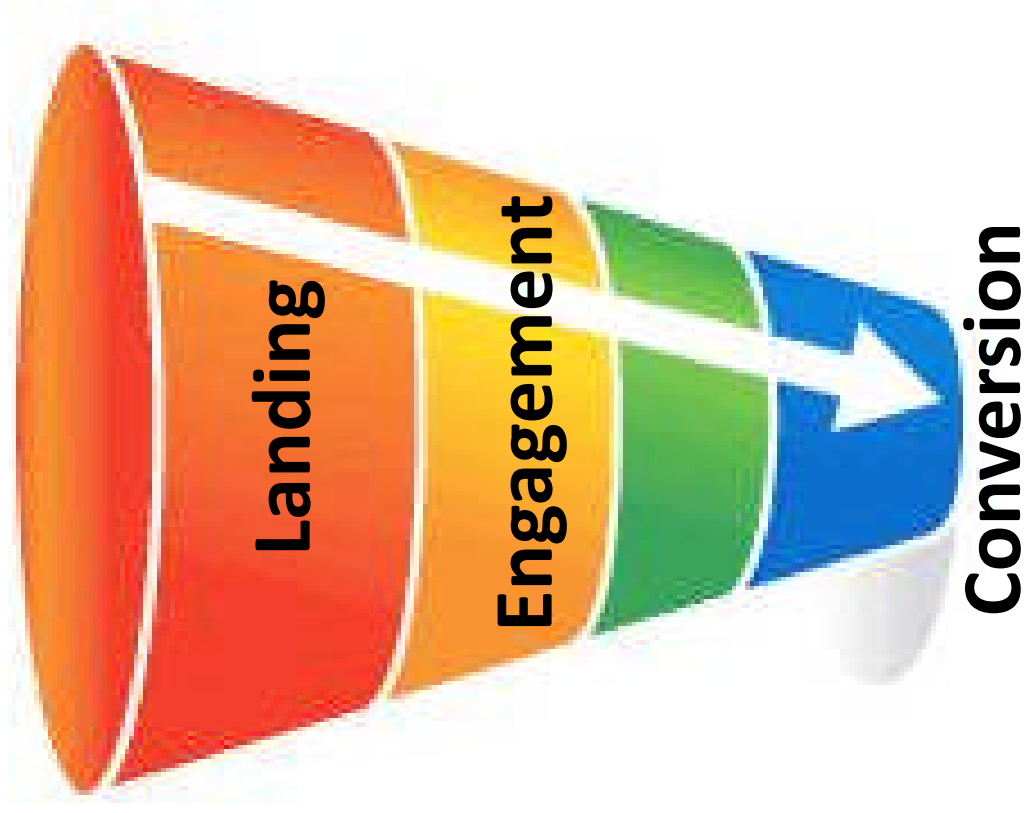
1

One simple word for marketing strategy

SOSTAC®

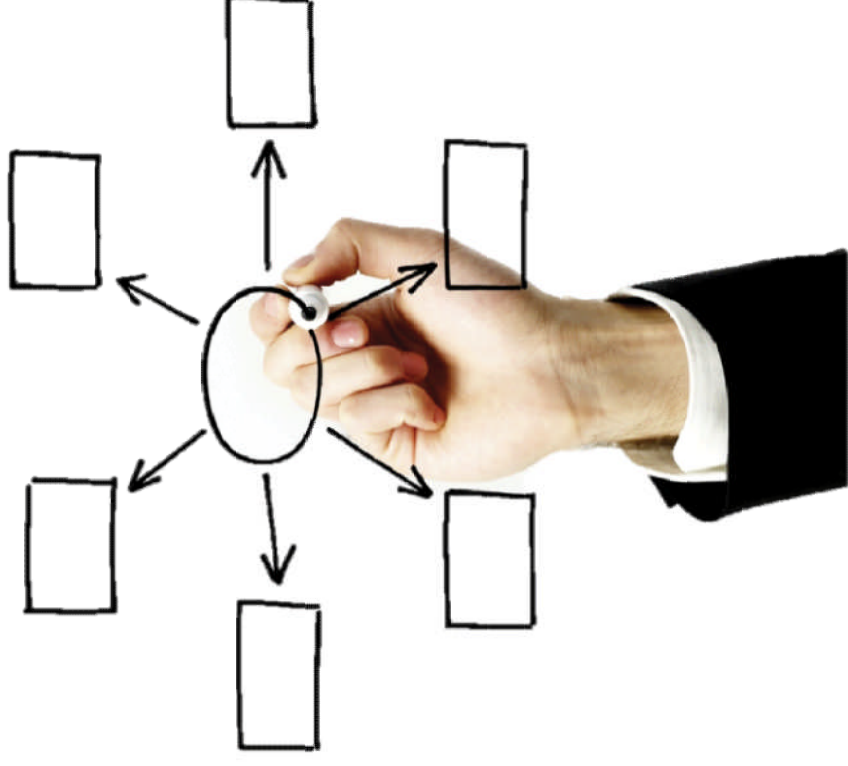
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To improve usability think:
landing, engagement, conversion



3

Use insight to manage your business objectives

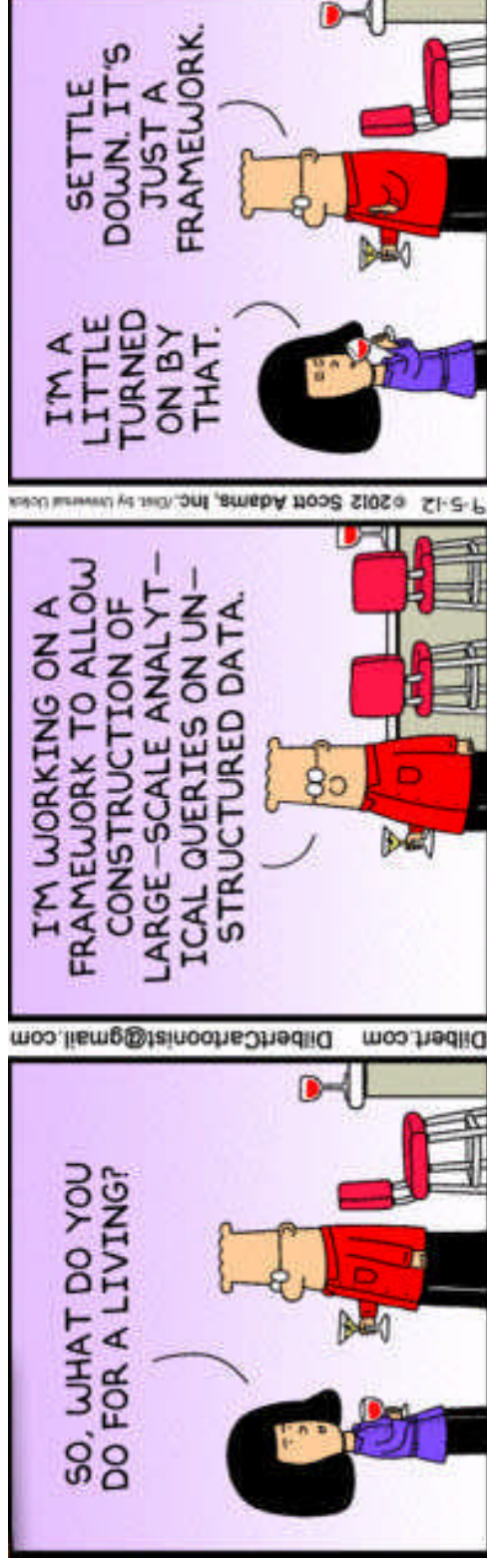


4

Use the free tools available – there are many!!!



Identify improvements to your online experience to improve conversion



- Web Analytics Wednesdays
<http://www.webanalyticsdemystified.com/wednesday/>
- Conversion Thursdays
<http://www.conversionthursday.com/en/sobre-el-evento/>
- The meet ups
<http://www.meetup.com/London-Web-Analytics-Google-Analytics-OmnitureMVT/>

Thank you...

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