



Alliance of  
Independent  
Agencies

## **Social Media Strategy**

Objectives to Implementation

# Tiffany St James

I'm a digital strategist working with large national businesses, global organisations and governments to augment digital capability. I've been recognised as one of the Top 25 women to have changed British Digital Industry over the last 25 years.

I've run my own Digital Consultancies for 18 years and am the Former Head of Social Media for the UK Government across 22 Government Departments, running Digital Transformation programmes for a decade within the UK Government from no email to open data.

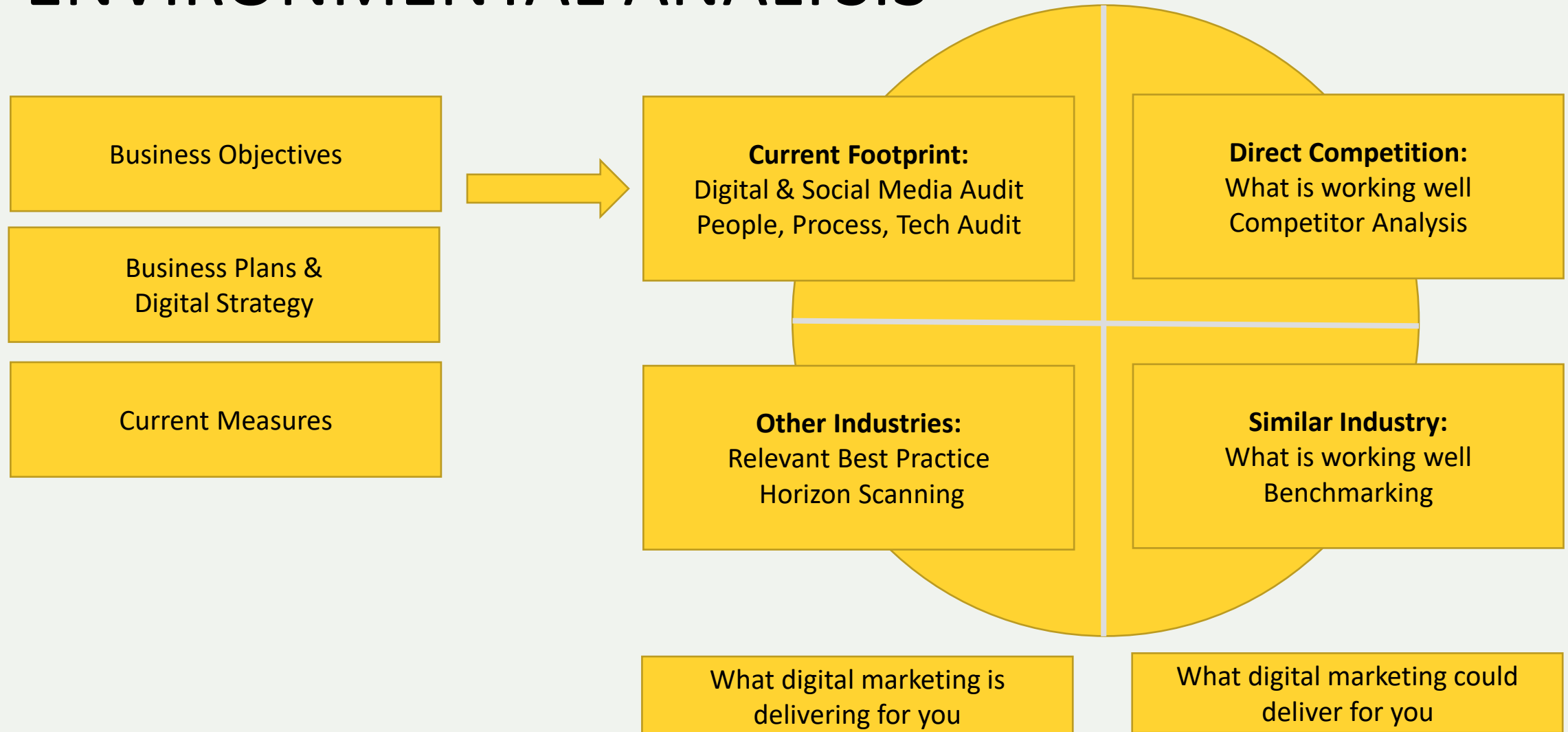


# Agenda

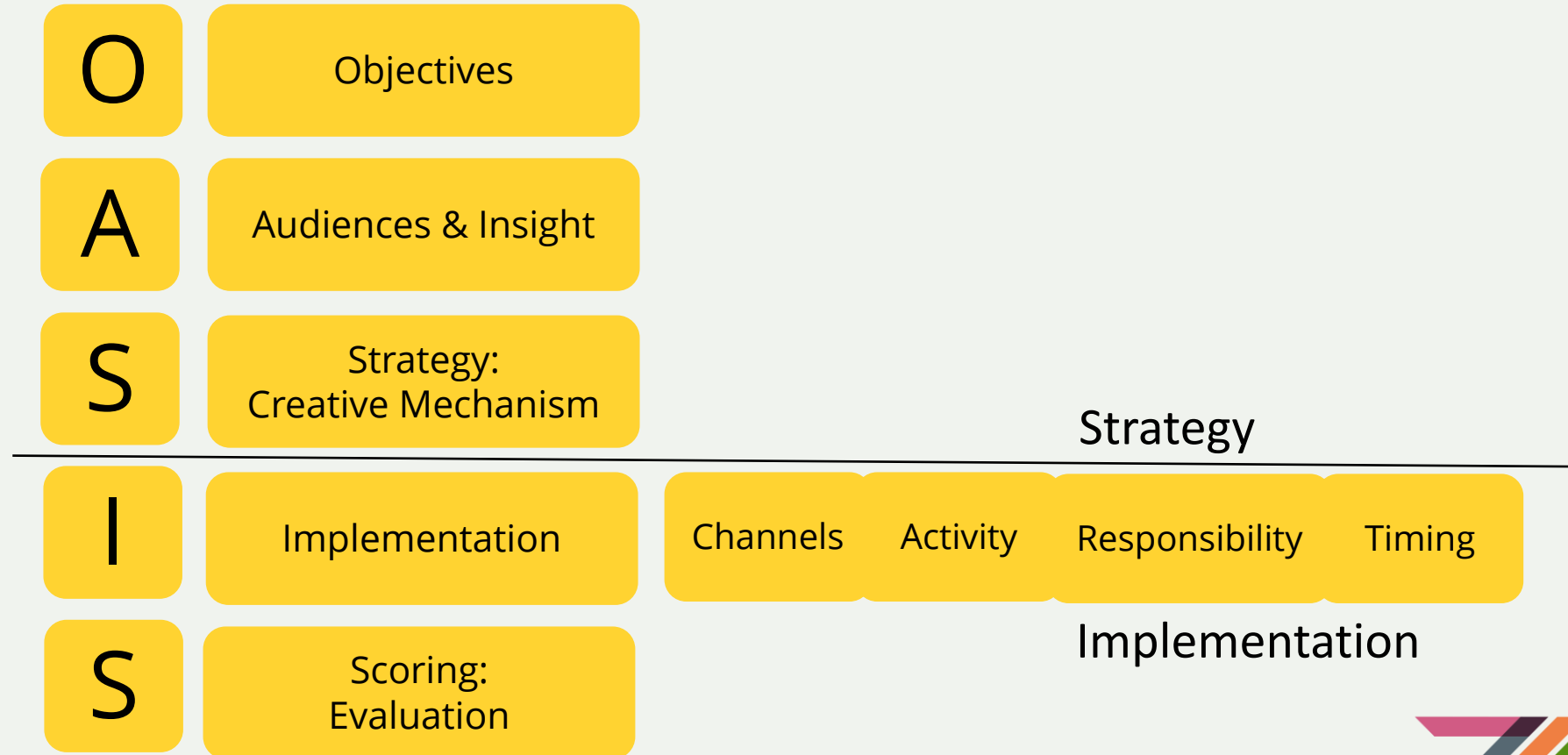
- Welcome, Introductions and overview
- Digital Strategy Models
- Environmental analysis
  - OASIS strategy framework applied to digital strategy
  - Behaviour change model
- Objectives - Setting digital and social media objectives
- Audiences and insight - Digital and social media research
- Strategy
  - understanding marketing channels
  - how the behaviour change model is used
  - Your big creative idea
- Implementation
  - content strategy
  - Defining your digital tactics
- Scoring
- Open questions

# The Digital Marketing Strategy Model

# ENVIRONMENTAL ANALYSIS



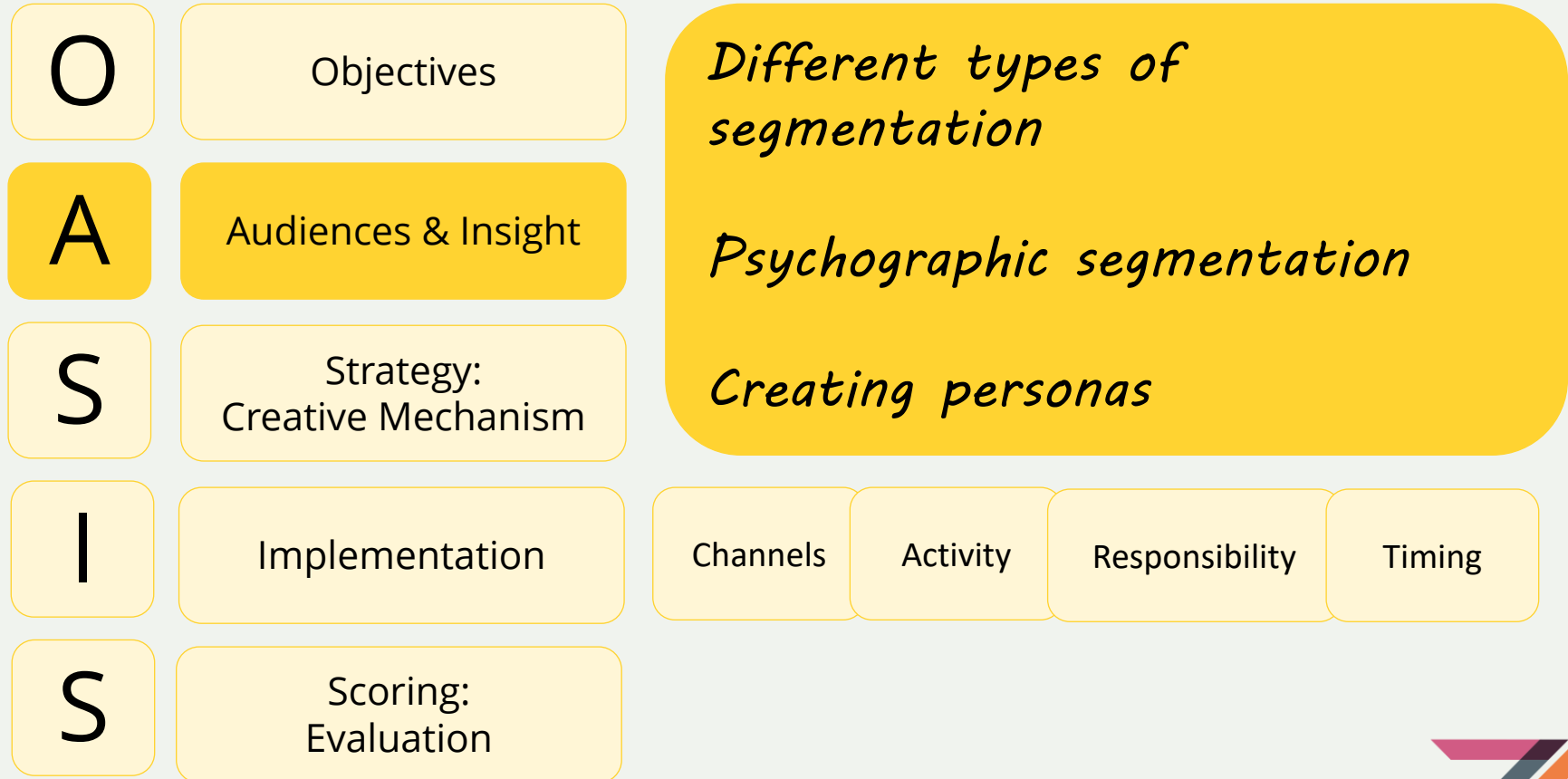
# STRATEGY FRAMEWORK



# STRATEGY FRAMEWORK



# STRATEGY FRAMEWORK

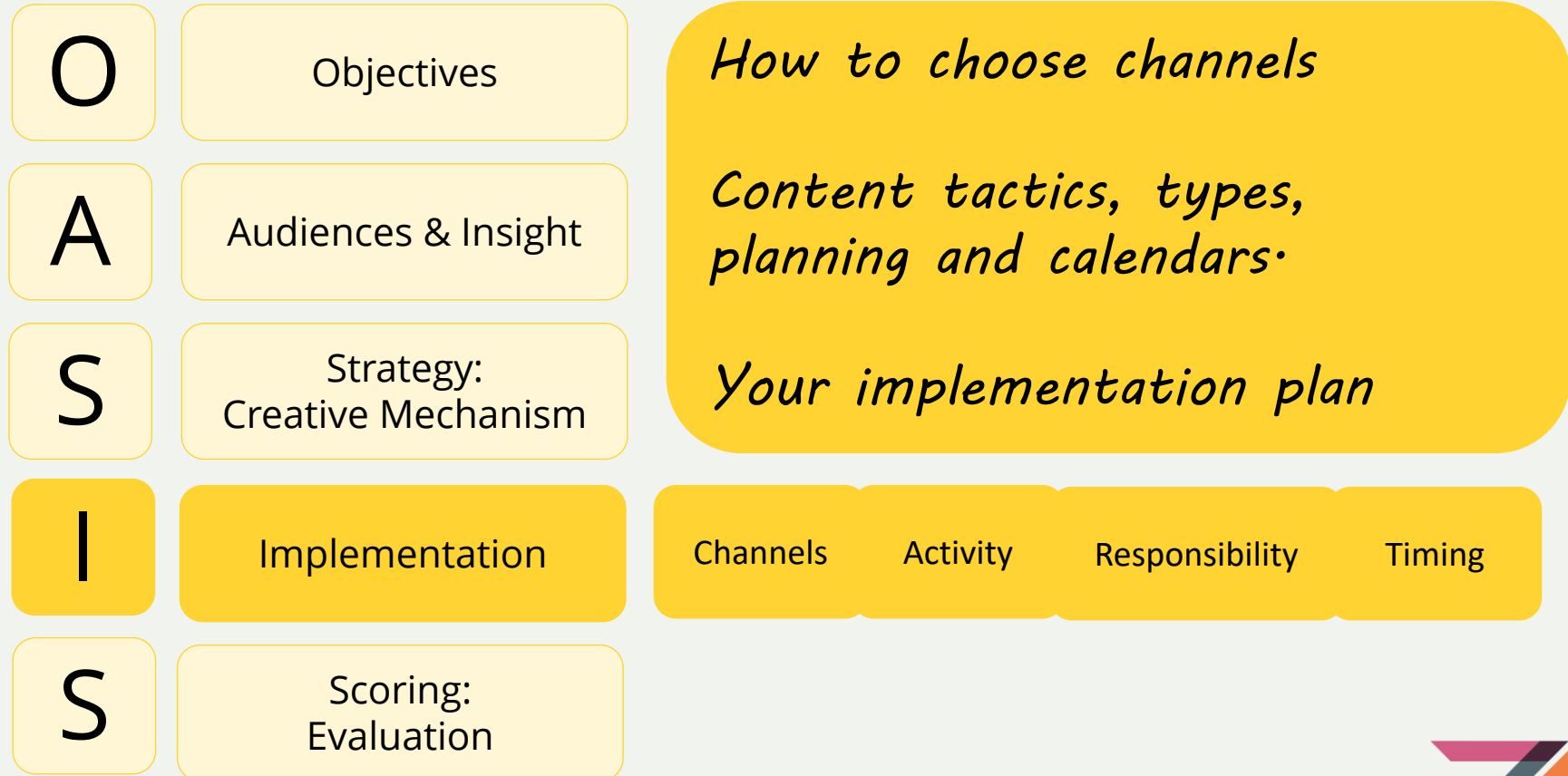




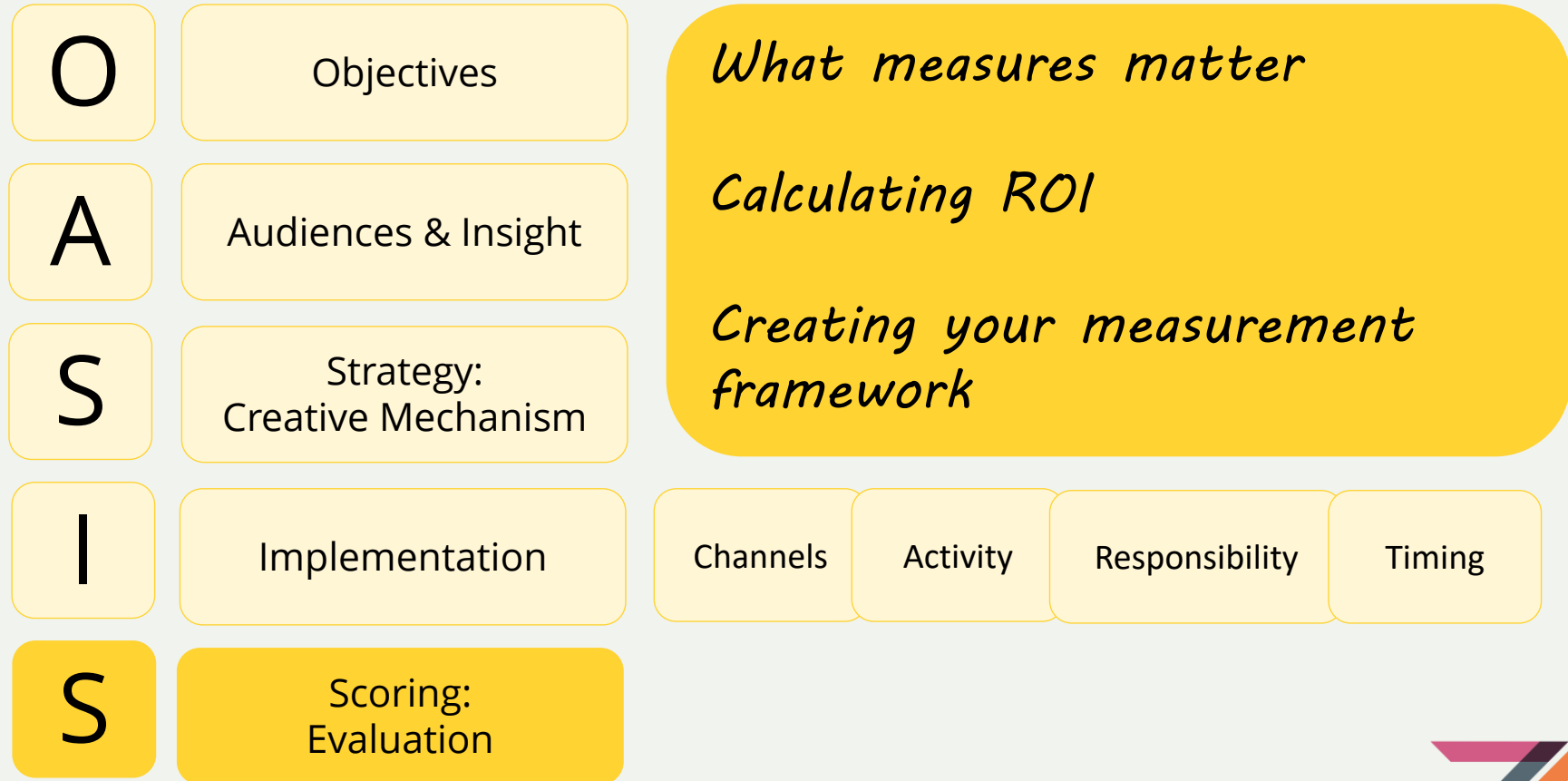
# STRATEGY FRAMEWORK



# STRATEGY FRAMEWORK

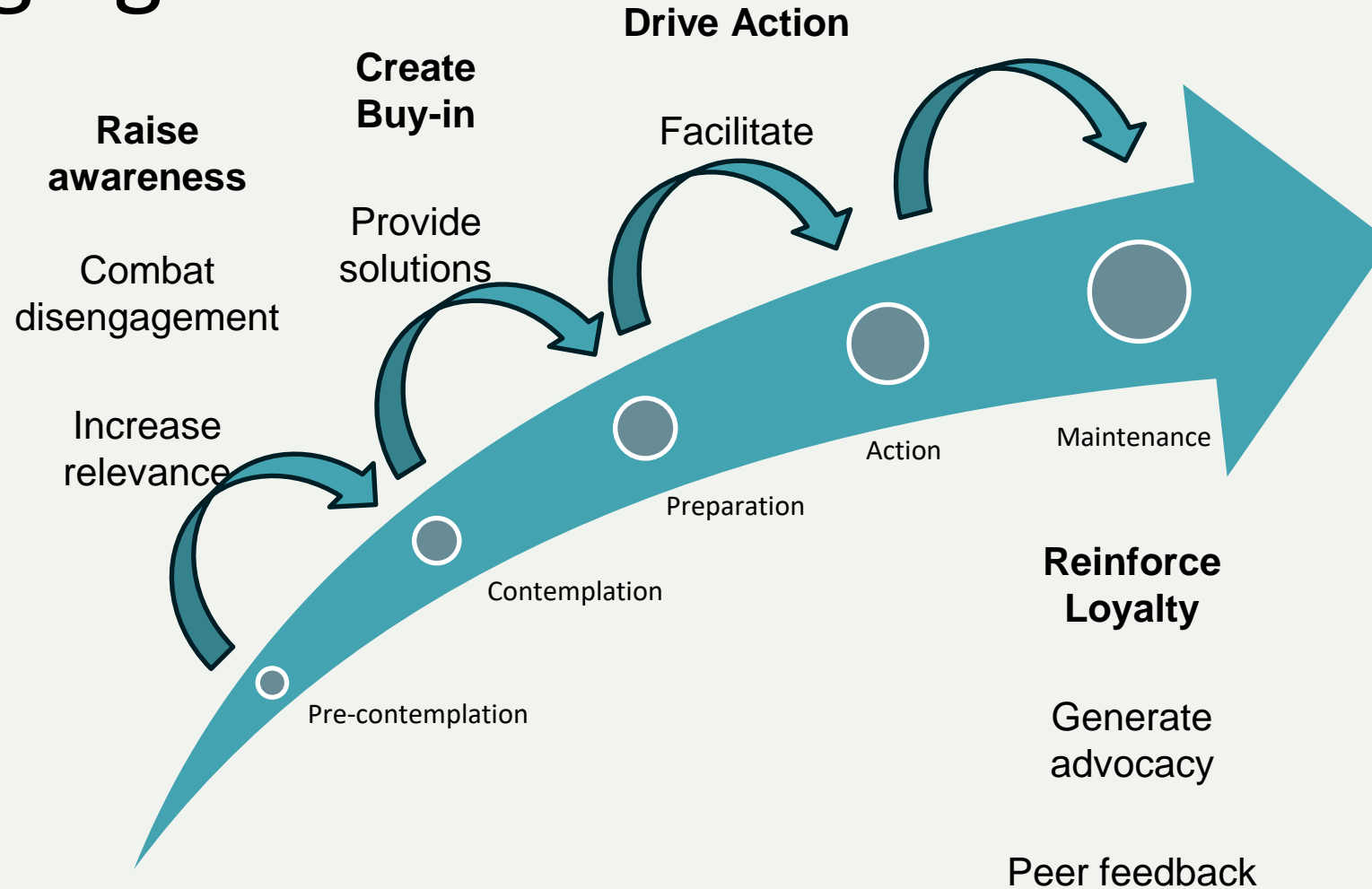


# STRATEGY FRAMEWORK



# The Behaviour Change Model

# Changing behaviour



# Setting Objectives

# WELL-FRAMED OBJECTIVES

- Marketers, project managers and performance leaders have been using SMART objectives for the last 30 years.
- The mnemonic SMART helps us frame objectives so that they work harder for us. Ensure your objectives are:
  - Systematic
  - Measurable
  - Achievable
  - Realistic
  - Time-bound

By ensuring you have well-framed objectives you set your self up for disciplined delivery and a much easier roll-out of any programme.

# RULES OF OBJECTIVES SETTING

We've found in setting objectives that there are a few rules that help.

- Always make sure that your objectives are stated in the singular form, it makes them so much more measurable.
  - So objectives should never be *we will do x **and** x*, even if you end up with a longer list of objectives
- You may have more than one objective per target audience, again list objective each of them separately.
- Your objectives may also be delivered on different channels, you might want to set an objective for audience engagement on Facebook and a separate audience engagement on Twitter.
- Try to keep your objectives under 6-8 just so that you can implement them all. Too many and they may be hard to achieve.



# AIMS VS OBJECTIVES

- **AIMS & GOALS**

- Vague
- High-level
- Can you ask 'Why' and get to a clearer picture?

- **OBJECTIVES**

- Singular
- Measurable
- SMART where practical

# COMMON DIGITAL MARKETING OBJECTIVES

- Campaign Management
- Behaviour change
- Brand Awareness
- Conversion and convincing / Buy-in
- Driving take-up for information services or activation
- Advocacy
- Reputation Management
- Influencer Engagement
- Crisis Management

# AWARENESS OBJECTIVES

Here's an example of an Awareness objective:

- Launch new programme x on social media
- Now let's make that SMARTER:
- Organic Instagram campaign to make existing audience aware of campaign x launch from 01 to 15 October



# CONSIDERATION OBJECTIVES

Here's an example of a consideration objective:

- Use Facebook to drive enquiries for product x.
- Now let's make that SMARTER:
- Implement paid Facebook campaign to drive 20% click throughs to website in Q2.



# ACTIVATION OBJECTIVES

Here's an example of an activation objective:

- Use email marketing to drive sales
- Now let's make that SMARTER:
- Implement targeted e-newsletter to deliver 100 new sales in Q3.



# CLARKES OBJECTIVES

## Objectives for external launch

- To launch our sustainability platform to our consumer in a credible and meaningful way, that chimes with our mission and values
- To reach new consumer who may not have considered Clarks before, but for whom sustainability is important
- To maintain a dialogue across the first year, such that we build sustainability into a core part of the Clarks brand
- To offer global marketing support for the launch of our most sustainable shoe ever, the next generation 'Origin'



# CLARKES OBJECTIVES

What success looks like

- Increased social media followers / engagement
- Positive PR stories across footwear industry and consumer press, across the year
- Positive shift in Brand Equity metrics (consideration for Clarks, Clarks as a sustainable brand)
- Note: Sales are not a key outcome for this project, but we will track this, especially regarding Clarks Origin



# CLARKES OBJECTIVES

## GROUP 1

- To launch our sustainability platform to our consumer in a credible and meaningful way, that chimes with our mission and values

## GROUP 2

- To reach new consumer who may not have considered Clarks before, but for whom sustainability is important

## GROUP 3

- To maintain a dialogue across the first year, such that we build sustainability into a core part of the Clarks brand
- To offer global marketing support for the launch of our most sustainable shoe ever, the next generation 'Origin'





# DISCUSSION ON OBJECTIVE/S

- Are they objectives or aims?
- Draft your singular objective
- Start with one
- Make it smart



# Audiences and Insight

# Public Open Data Research - attitudes

## Attitudes, opinions and behaviours

- Once we understand what we're trying to get people to do – the objectives – we look at polling and research into the topic.
- We use these sources to find out if there are specific groups of people who are less likely to do what we want – or will have the biggest impact if they adopt the behaviour we desire.
- While sources of information vary by project, we always check
  - <https://yougov.co.uk/>
  - <https://www.ipsos.com/ipsos-mori/en-uk>
  - <https://savanta.com/>
  - <https://trends.google.com/trends/?geo=GB>

# Public Open Data Research - channel preferences

## Channel preferences

Ofcom's 'Adults' media use and attitudes report 2020/21' can be useful for channel preference information

- (<https://www.ofcom.org.uk/research-and-data/media-literacy-research/adults/adults-media-use-and-attitudes>)

Similarly Ofcom's 'News Consumption Survey' can be useful for analogue channels.

- (<https://www.ofcom.org.uk/research-and-data/tv-radio-and-on-demand/news-media/news-consumption>)

# TRADITIONAL SEGMENTATION

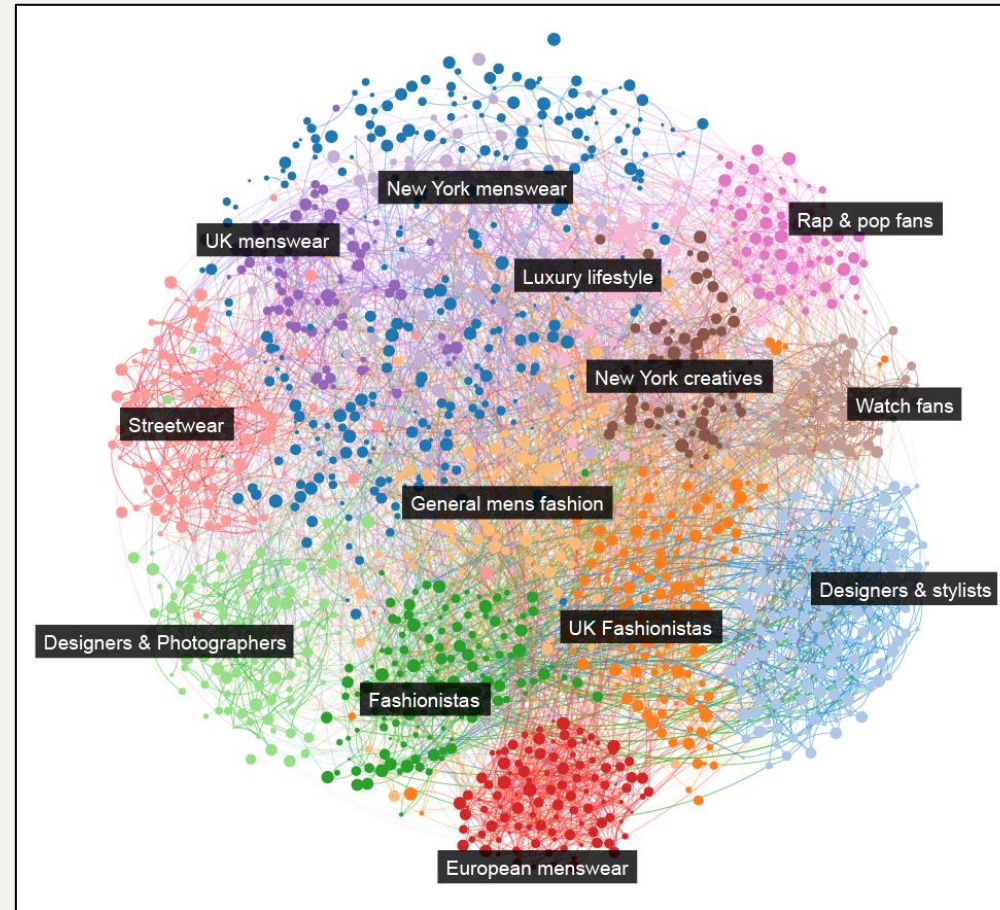
- Family Lifecycle
  - Young & Single, Newly Weds, Full Nest 123, Empty Nest 12
- Age Profiling - Baby Boomers, Gen X, Gen Y, Gen Z, Gen A
- Socio-demographic profiling
  - A, B, C1, C2, D, E
- ACORN - A Classification of Residential Neighbourhoods
- MOSAIC - Experian's cross-channel consumer classification



# SEGMENTATION FOR THE WEB

## Psychographic segmentation

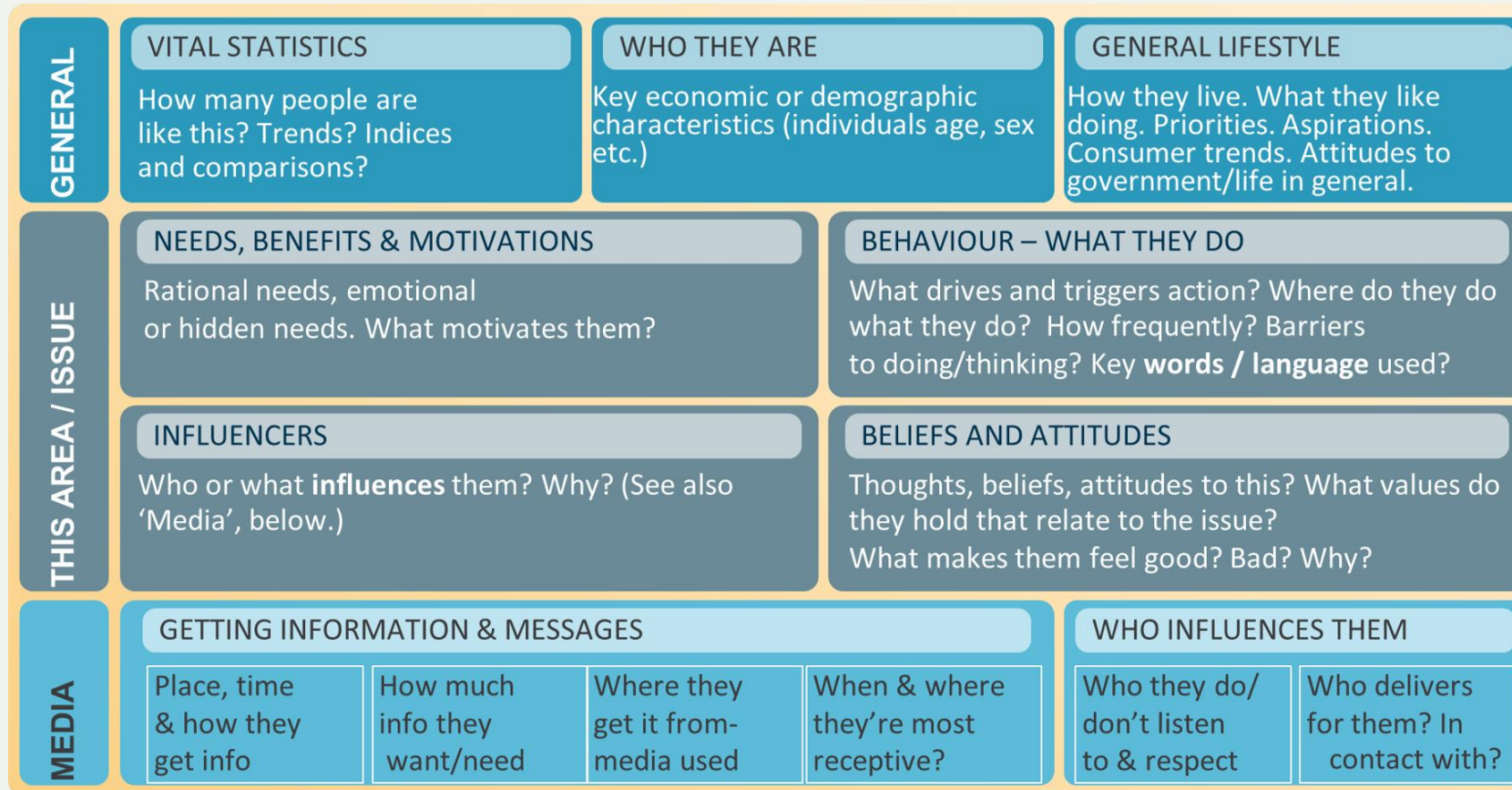
- Dividing your market into segments based on different personality traits, values, attitudes, interests, and lifestyles of consumers.



# AUDIENCE INSIGHT: What do you know?

- What does your business know about your customers?
- What do you know about your customers?
- Who owns your internal research?
- What digital information can you get access to?
- What research can you do?

# GCS model of Customer Acquisition



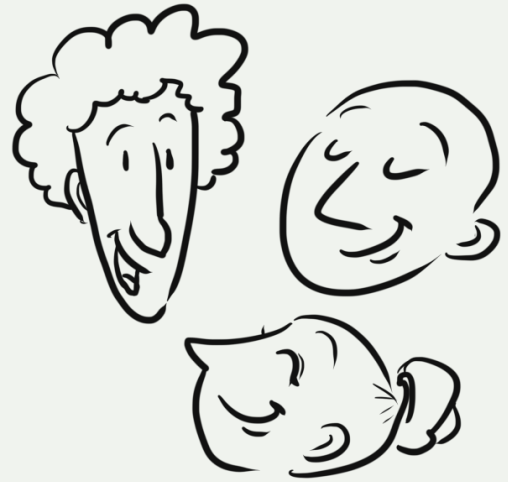
Source: <https://gcs.civilservice.gov.uk/guidance/insight/communicating-with-our-audiences/>



# CREATING PERSONAS

- Personas depict your *IDEAL* customer
  - *IDEAL* because they have all of the attributes and pain points that you can solve
  - They are useful to create to help refine marketing messages and craft content
  - They are created from what you already know about your audiences
- 
- We do this because you will know EXACTLY who you are talking to
  - Your communications will have a greater appropriate tone

# PERSONA ATTRIBUTES

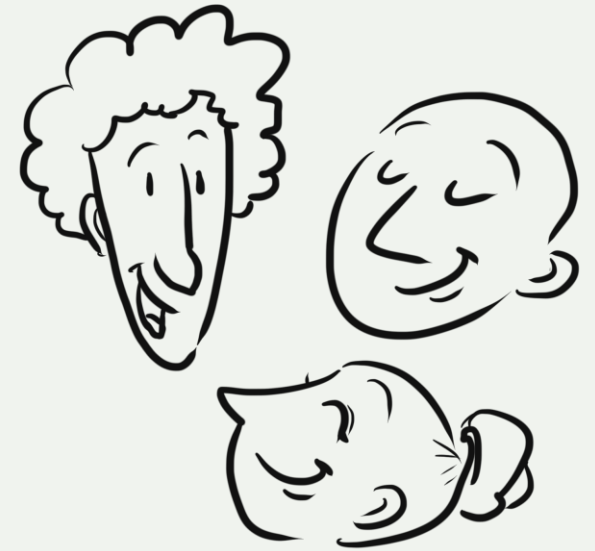


- Age and Gender
  - How old are they?
  - What gender are they?
- Family
  - Do they have children?
  - How old are the children?
- Career Path
  - What role do they do?
  - What do they want to do?

- Brands they buy
  - Where do they shop?
  - For Food?
  - For Clothes?
- Who are they influenced by?
  - Political commentators
  - Celebrities
  - Friends and family

# PERSONA ATTRIBUTES

- **Communication Preferences**
  - Where do they get their news from? e.g. BBC, Twitter? CNN chatbot?
  - How do they prefer to receive communication?
    - e.g. Email, SMS, Print, Web
- **Personality**
  - What defines them roughly against your agenda?
  - What do they say to themselves?
- **Pain Points**
  - What issues do they YOUR COMPANY can solve?
- **Name**
  - Give them a defining name



Name: \_\_\_\_\_



Personality

Age:

Gender:

Family

Career path

Brands they buy

Who are they influenced by?

#1

#2

#3

Communication Preferences

#1

#2

#3

Pain Points

#1

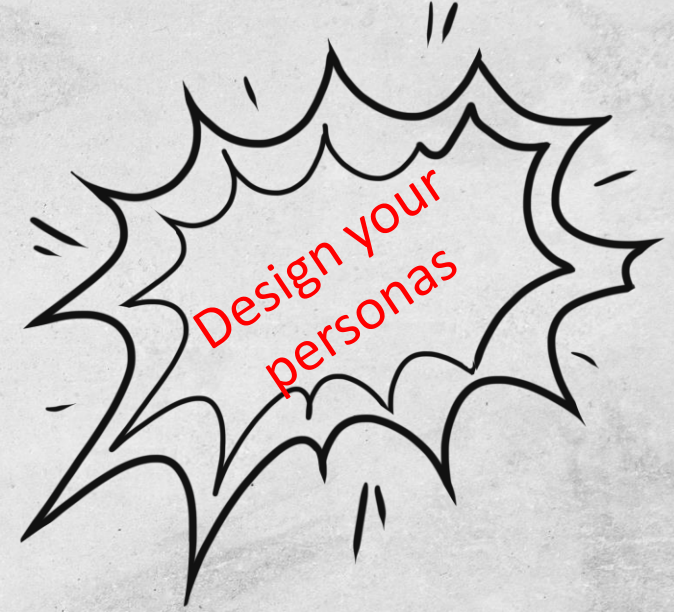
#2

#3



# DESIGN YOUR PERSONAS

- Start from the pain point
  - What can you help your customers solve?
- Draw out one full persona from the template provided
- For your full strategy have no more than 6



# Digital Marketing Channels

# Channels vs Tactics

---

## Channels

- The digital or social media platform that you are using

## Tactics

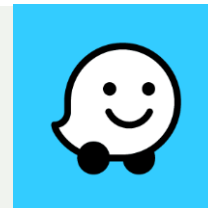
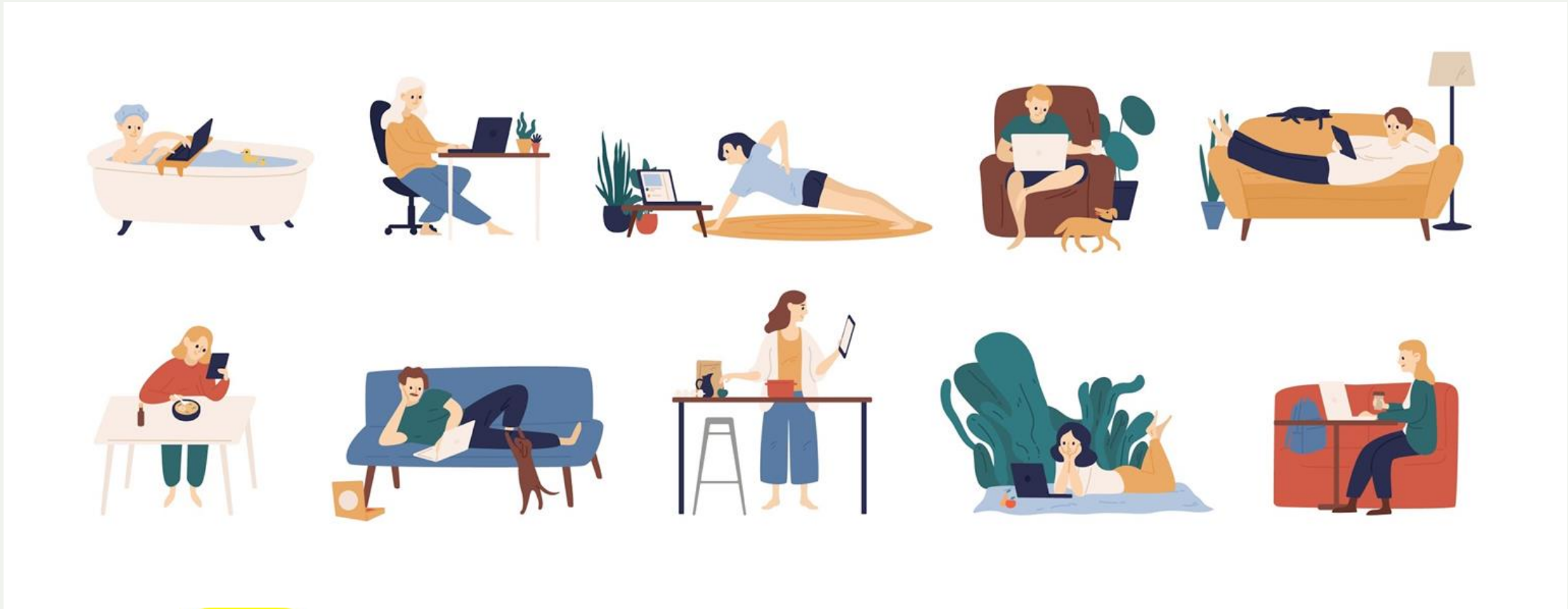
- The activity you perform on the digital or social media channel

# What marketing channels do you use?

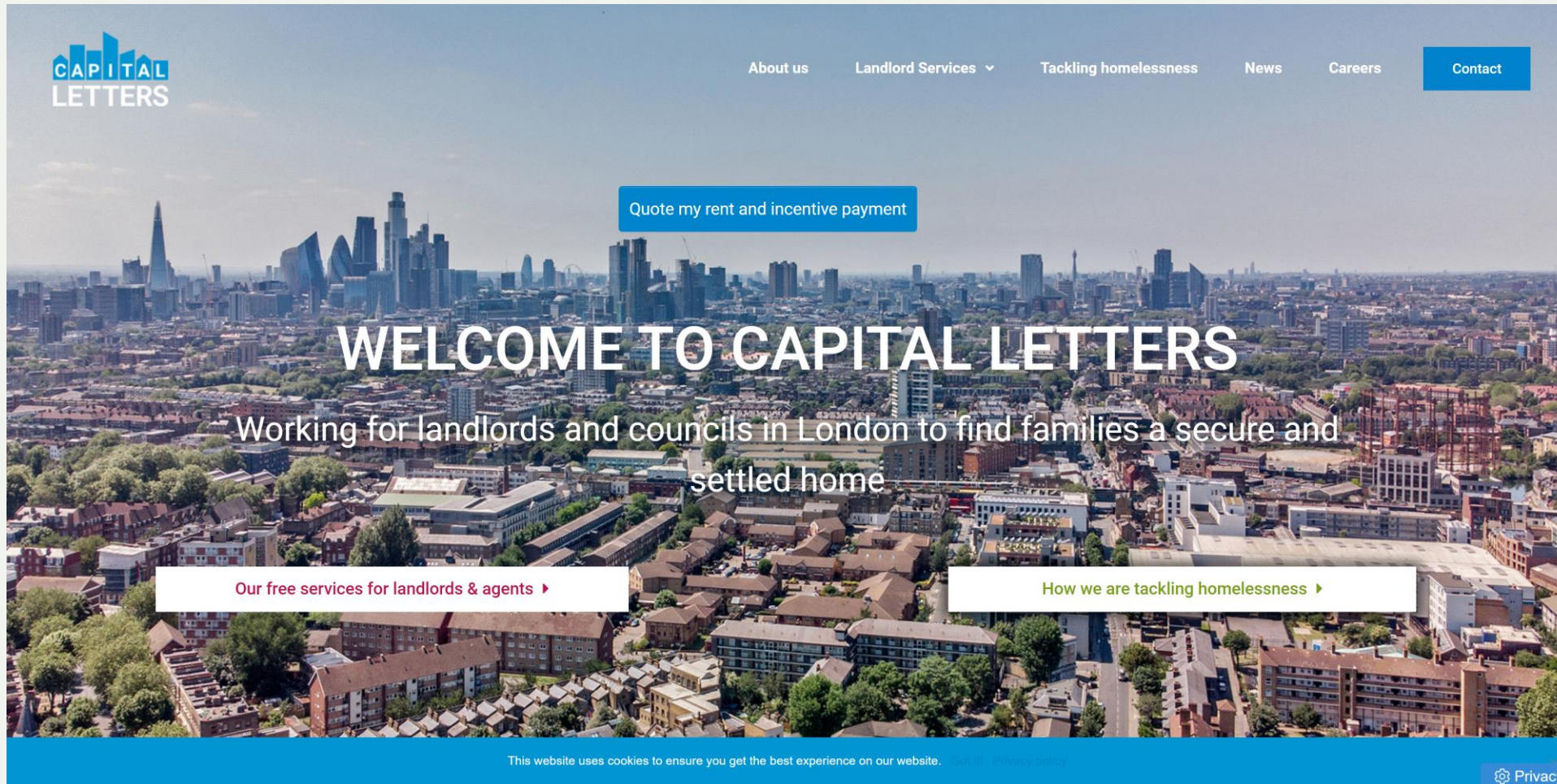


# The digital marketing ecosystem

42



# Website and campaign microsites



# Audiences and platforms



**83%**

Coverage: 83% of UK social media users have a Facebook account

Older ages: 91% of those aged 65+ (who use social media) have a Facebook account



Younger ages: 69% of 16-24 y/o have a Facebook account. Only 19% use Facebook the most often.



**57%**

Younger ages: 78% of 16-24 y/o have Instagram accounts.

Women: 62% of women have an Instagram account – compared to 51% of men.



Older ages: 18% of 65+ y/o have an Instagram account – only 1% say it is their main account.

Addition: 45% of UK population use LinkedIn

# Audiences and platforms



**47%**

Younger ages: 71% of 16-24 y/o have YouTube accounts.

Men: 54% of men have a YouTube account – compared to 41% of women.



Older ages: 27% of 65+ y/o have a YouTube account – only 1% say it is their main account.



**37%**

Younger/Middling age: 47% of 16-24 y/o's and 41% of 35-44 y/o's use Twitter

Men: 42% of men have a YouTube account – compared to 33% of women.



Older ages: 23% of 65+ y/o have a Twitter account – only 4% say it is their main account.



# Audiences and platforms



**33%**

Younger ages:  
56% of 25-34 y/o have LinkedIn accounts

Women: 43% of women have a LinkedIn account – compared to 57% of men.

Older ages:  
24% of 35-53 y/o have a LinkedIn account  
5% of 55+ y/o have a LinkedIn account



**30%**

Younger ages: 72% of 16-24 y/o have Snapchat accounts.

Women: 35% of women have a Snapchat account – compared to 25% of men.

Older ages: 3% of 65+ y/o have a Snapchat account.



**20%**

Younger ages: 25% of 16-24 y/o have TikTok accounts.

Everyone who is not aged between 16-24 years

# What organic social media channels do well

	Best Content Types	Where in Funnel?	Tips
<b>Facebook</b>	Images and Video Entertaining content	Awareness PAID: prepared for action	Native Facebook Video
<b>LinkedIn</b>	Business Focused Content Thought leadership articles	Research, Consideration	Enable experts to publish Share guides & industry data Share your workplace culture
<b>Twitter</b>	News, Articles, Links with Images & Native Video Entertainment, Comedy	Awareness, Research, Advocacy	Focus on sharing data Entertaining content for reach Use good imagery and rich media
<b>YouTube</b>	How to Videos Entertainment Videos Ads	Research, Consideration, Advocacy	Long-term video search Ensure videos use annotations Make good use of end frames
<b>Instagram</b>	Everyday images Catalogue for Fashion Stories, Reels, IGTV	Awareness PAID: prepared for action	Only use Images that could have been taken on phone *or* are heavily branded & stylized
<b>Medium</b>	Thought leadership articles	Research, Consideration	Opinion pieces from Experts (could be reused on LI Publisher)
<b>External Blogs</b>	Data, News, Guides, Opinion, Interviews, Genuinely great content	Awareness, Research, Consideration	Aim to acquire editorial links from established domains
<b>Pinterest</b>	Home, Lifestyle, Food, Travel, Aspirational images. Videos & Infographics	Awareness, Consideration	Direct purchase opportunities for smaller price-point lifestyle purchases
<b>Snapchat</b>	Bold photos, and videos, imagery with filters and annotations	Advocacy	Membership deals Exclusive access Fun photos and videos

# WhatsApp Groups

"whatsapp group" AND Havering

Search filters: All, News, Images, Maps, Videos, More, Settings, Tools

About 21,000 results (0.27 seconds)

[www.romfordrecorder.co.uk](#) > news > owner-of-upmin...  
**Owner of Upminster Taproom sets up Whatsapp group for ...**  
8 Dec 2017 — The town centre businesses launched their **Whatsapp group** three years ... town centre as well as a group for **Havering** businesses in general.

[www.facebook.com](#) > thefelixproject > groups  
**The Felix Project - Groups | Facebook**  
This is a group for **Havering** residents looking to help each other out during the ... When you are in your **Whatsapp group** you will have the opportunity to help ...

[www.facebook.com](#) > ... > Groups  
**London Freshers Guide - Groups | Facebook**  
... **Havering** Campus: <https://www.facebook.com/groups/HaveringCampus2020/> ... Chelsea  
**WhatsApp Group** Chat: <http://bit.ly/ChelseaWhatsappChat> Main UAL ...

[www.londondabbawala.co.uk](#) > join-community  
**Community Groups | London Dabbawala**  
Join **Whatsapp Group** ... Park, Ilford, Barking and Dagenham, Bexley, Greenwich, Hackney, **Havering**, Lewisham, Newham, Redbridge, Tower Hamlets, Waltham ...

[freedomnews.org.uk](#) > covid-19-uk-mutual-aid-groups-...  
**COVID-19 UK Mutual Aid groups: a list – Freedom News**  
13 Mar 2020 — ... Haringey Covid-19 Mutual Aid · **Havering** Covid 19 Mutual Aid ... Green Covid  
19 **WhatsApp group** · Norwood Junction Covid 19 Mutual Aid ...

# LinkedIn Groups

LinkedIn interface showing search results for "Havering". The search bar contains "Havering" and the "Groups" filter is selected. The results list 23 groups, including:

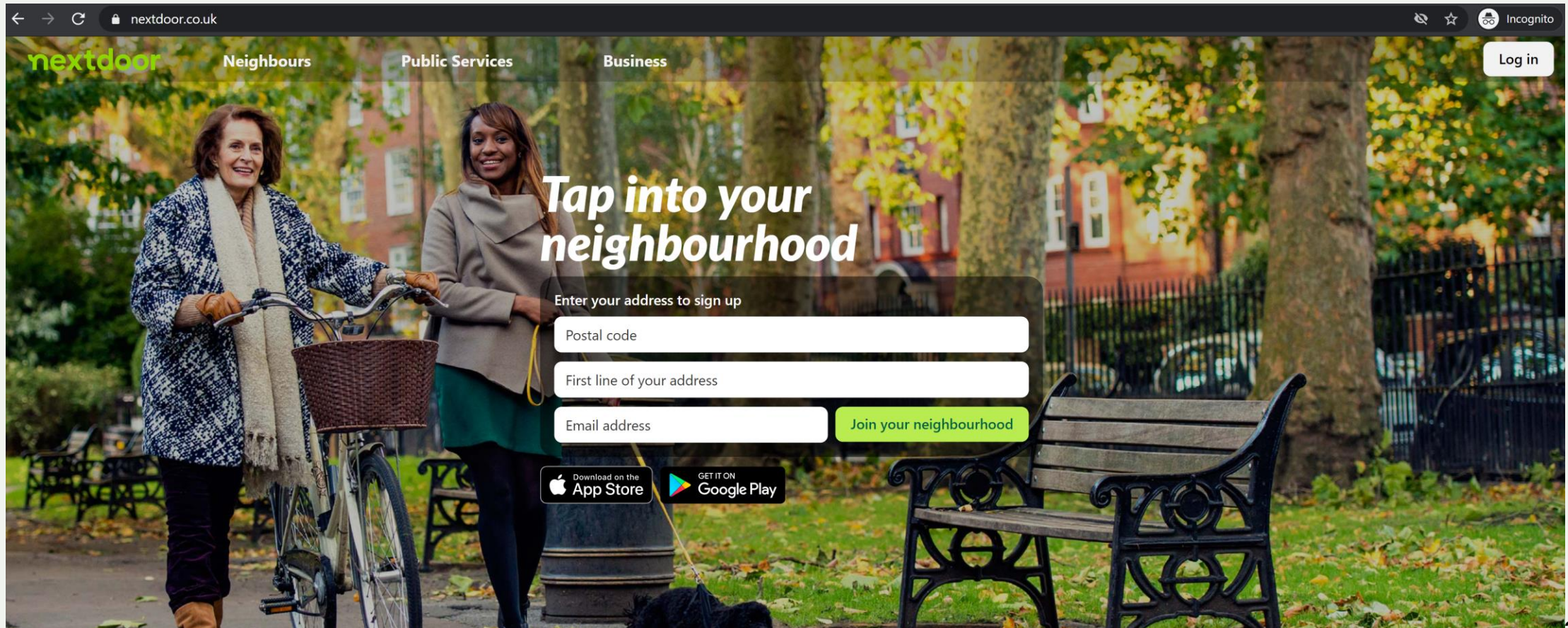
- Business Networking in Redbridge, Havering & East London** (33 members): Networking for local businesses of all types. Open to suggestions for meet ups.
- Havering College Construction and Engineering Careers College** (20 members): The UK is currently experiencing a skills shortage in the construction and engineering sectors and demand for skilled young people to enter these professions has never been higher. Together with some of the region's top...
- Havering Old Boys** (7 members): If you used to Work for **Havering** Council then this is the group to join, a fun place to be.
- Havering, Barking and Dagenham Teacher social and information!** (3 members): As a dedicated Education Consultant at Engage Education, I work closely with primary and secondary schools across North East London providing quality staffing solutions. Working as the dedicated consultant for the...
- Havering 2012 Ambassadors** (2 members): Welcome to the group, if you are already an Ambassador then use this space to communicate with each other and share your experiences, if you are interested in becoming an Ambassador then please visit the website to...
- Havering College Creative Arts Talent Pool** (3 members): This talent pool is for students past and present to access work experience opportunities within the Creative Arts department.
- Havering Youth Choir** (2 members): If anyone has concert photos it would be great to see them. I have a number of very blurry pictures from the trip to Pécs somewhere, though I remember very little about the trip considering the price of vodka in Hungary at...
- East London Green Enterprise District** (103 members): The LDA, London Thames Gateway Development Corporation and the Institute for Sustainability are working together with partners including the London Boroughs of Barking & Dagenham, Newham, **Havering** and Tower...
- CEME Conference Centre** (26 members): CEME Conference Centre is a "Centre for Excellence In Meetings and Events" and committed to Best Practice and continuous improvement in the delivery of events and conference solutions for private and public sector clients...

LinkedIn interface showing search results for "Romford". The search bar contains "Romford" and the "Groups" filter is selected. The results list 16 groups, including:

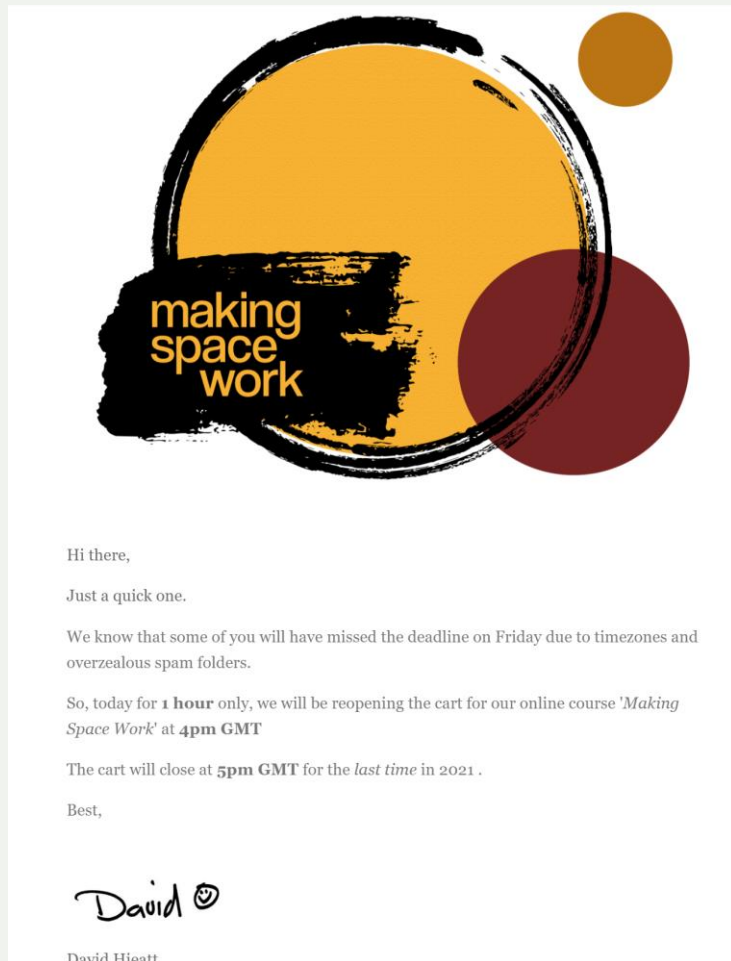
- The Romford Tile Co** (7 members): We are a family run business based in **romford** and wickford, and specialise in porcelain,ceramic,natural stone and mosaics. we also offer a bespoke bathroom design and installation service inc plumbing and electrics.
- Chiropractor in Romford** (2 members): You delight yourself in giving out the greatest possible provider to every one of the of your shoppers. ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum sed eeeeeerposuere risus. Maecenas imperdie...
- chiropractor Romford** (1 member): We pride ourselves in offering the best possible service to all of our clients. ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum sed eeeeeerposuere risus. Maecenas imperdiet vestibulum hendrerit. In ligu...
- IMA - South East Region** (459 members): The South East Steering Group ("SESG") represents the IMA individual membership in the South East of England, with the largest concentration of members (~3600) and covers a region with cities including Brighton, Bromley...
- British Computer Society - Essex Branch** (287 members): The purpose of this LinkedIn Group is to allow networking amongst Members and visitors of the Essex Branch of the British Computer Society. This lively and active branch of the BCS covers the whole of Essex from Harlow an...
- BPS London and Home Counties Branch** (203 members): Our branch comprises members from all over London as well as Canterbury, Tonbridge, St Albans, Luton, Maidstone, Romford, Enfield, Dartford and High Wycombe. The branch aims to meet the needs of the...
- Total Assist Nursing** (19 members): Established for over 15 years, Total Assist Group, a leading framework agency is a top 5 provider for medical locums and has excelled in providing robust recruitment solutions in the healthcare industry, for both the publi...
- Photography by Andrew Ruff** (14 members): Freelance Photography based in South Hornchurch, Essex. Also covering areas such as Hornchurch, Romford, Dovercourt and Thetford, Norfolk.
- Stage One Theatre Company** (14 members): Award-winning Musical Theatre Company, based in Romford, Essex staging 4-5 full-scale musicals a year at the Kenneth More Theatre, Ilford, in aid of charity



# NextDoor



# Email marketing

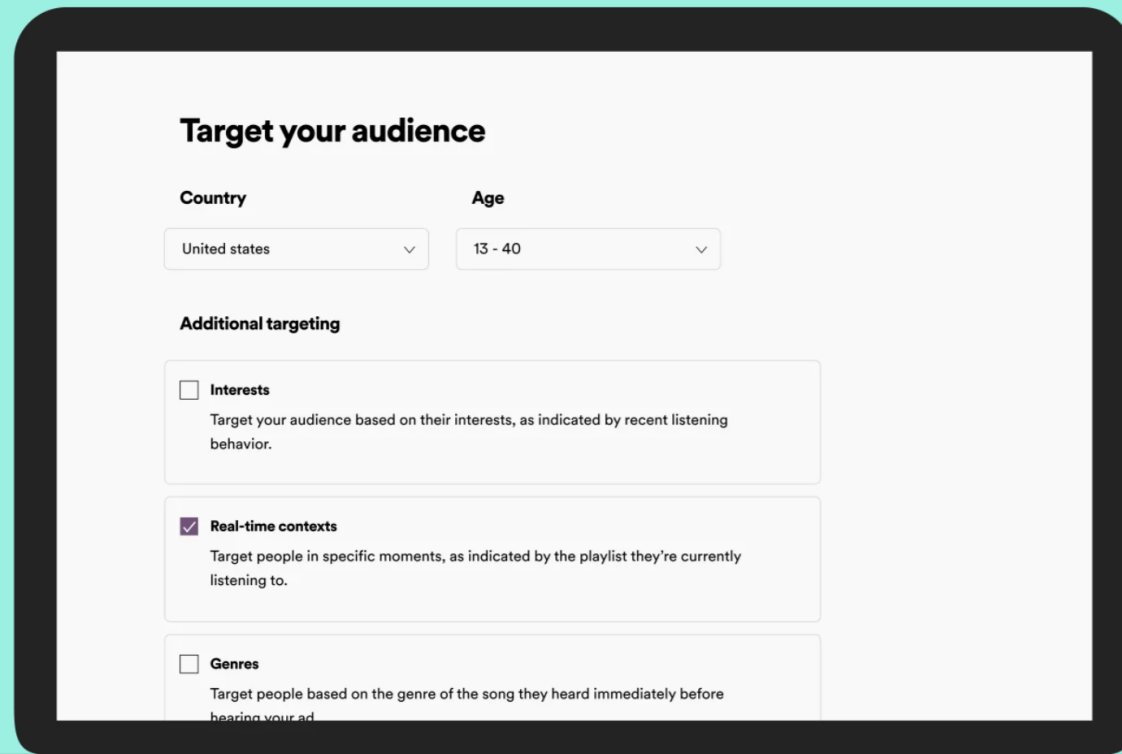




# Experiential events, PR and Brand Activations



# Radio and podcasts



The screenshot shows a 'Target your audience' interface on a laptop screen. The interface has a white background with a black border. At the top, the title 'Target your audience' is in bold. Below it, there are two dropdown menus: 'Country' with 'United states' selected and 'Age' with '13 - 40' selected. Underneath these is a section titled 'Additional targeting' with three options, each in a separate box. The first option is 'Interests' with an unchecked checkbox and the description 'Target your audience based on their interests, as indicated by recent listening behavior.' The second option is 'Real-time contexts' with a checked checkbox and the description 'Target people in specific moments, as indicated by the playlist they're currently listening to.' The third option is 'Genres' with an unchecked checkbox and the description 'Target people based on the genre of the song they heard immediately before hearing your ad.'

# Digital out of home





# Print: magazines, leaflets, direct mail, posters, stickers, bar coasters



# What marketing channels could you use?

- Websites
- Microsites
- Which social media channels?
- Facebook, Instagram, YouTube, Twitter, Snapchat, TikTok, Messenger Apps,
- Next Door
- Experiential Events
- PR
- Radio, Spotify and podcast
- Out of Home and Digital out of home
- Print

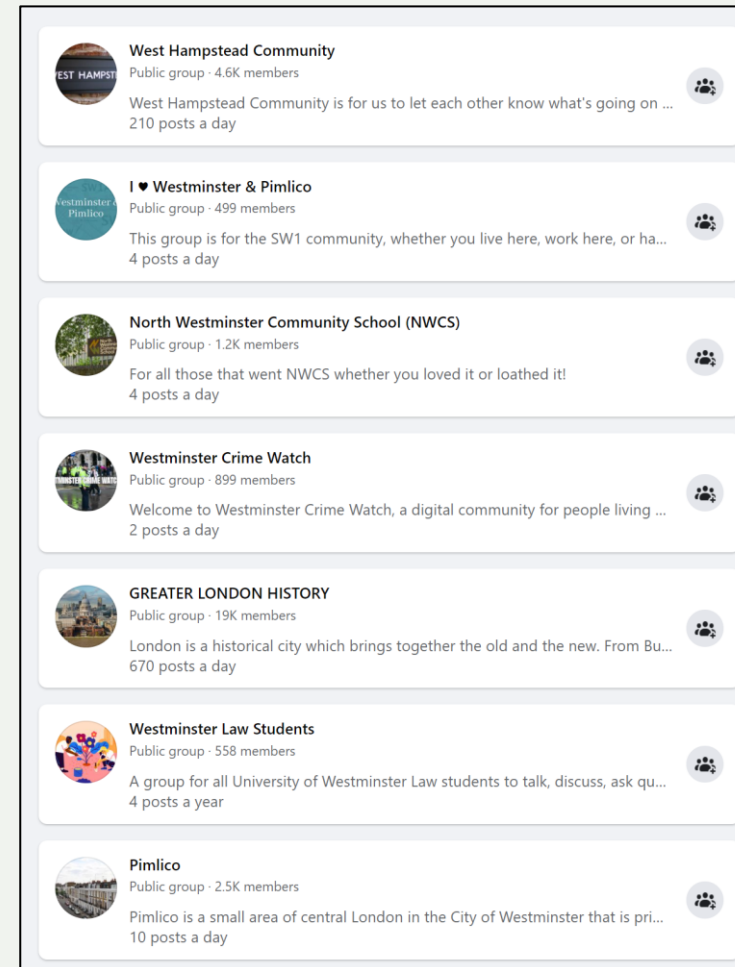
# Digital Marketing Tactics



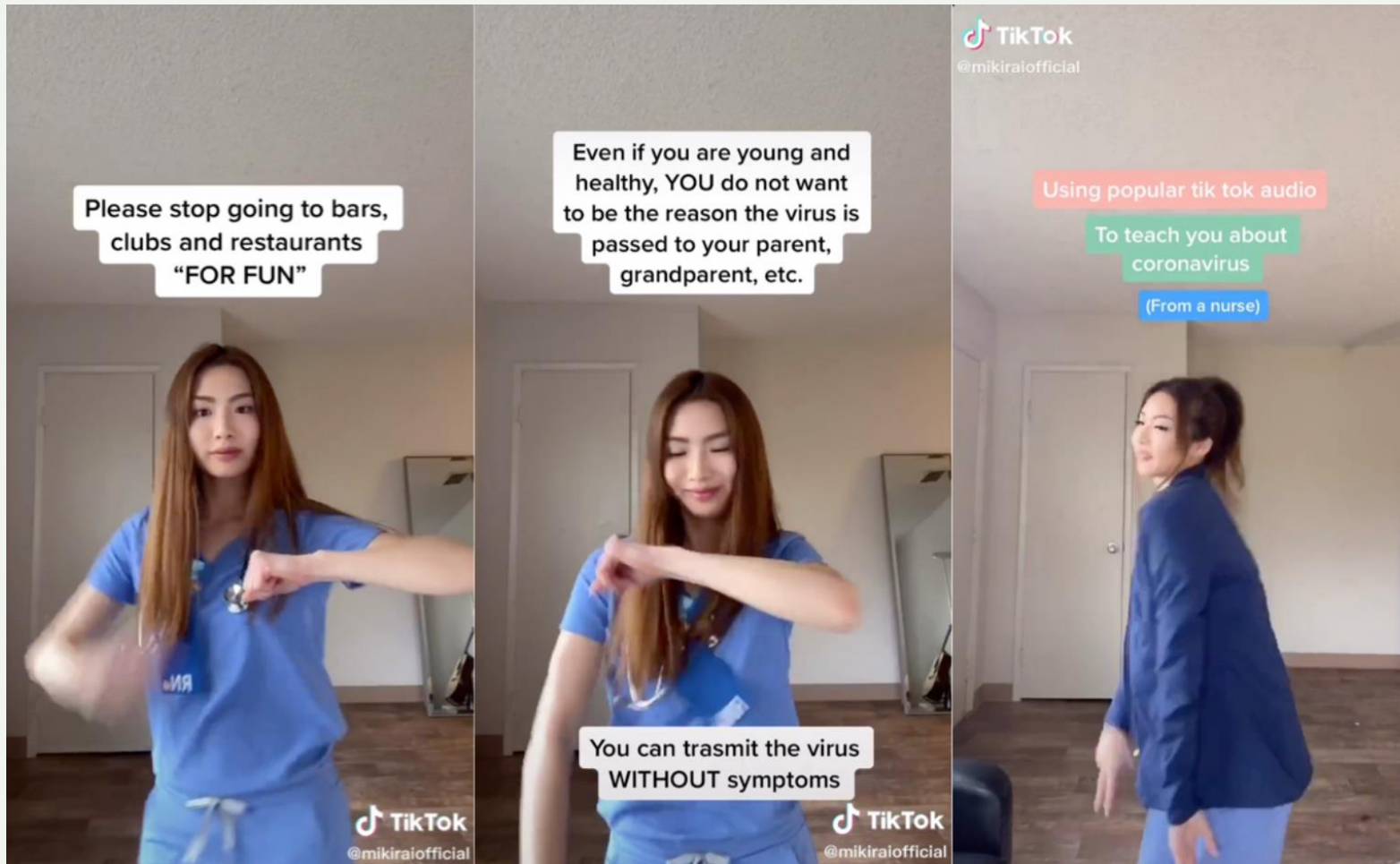
# What do we mean by digital tactics?



# Social media outreach – content marketing



# Influencer Marketing – content marketing



# User-generated content



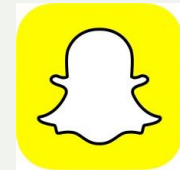
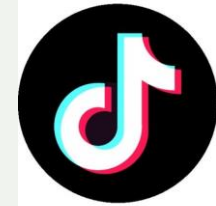
## YOUTUBE FAN VIDEOS- BANANA SONG

Further 10+ Millions of Views (earned)



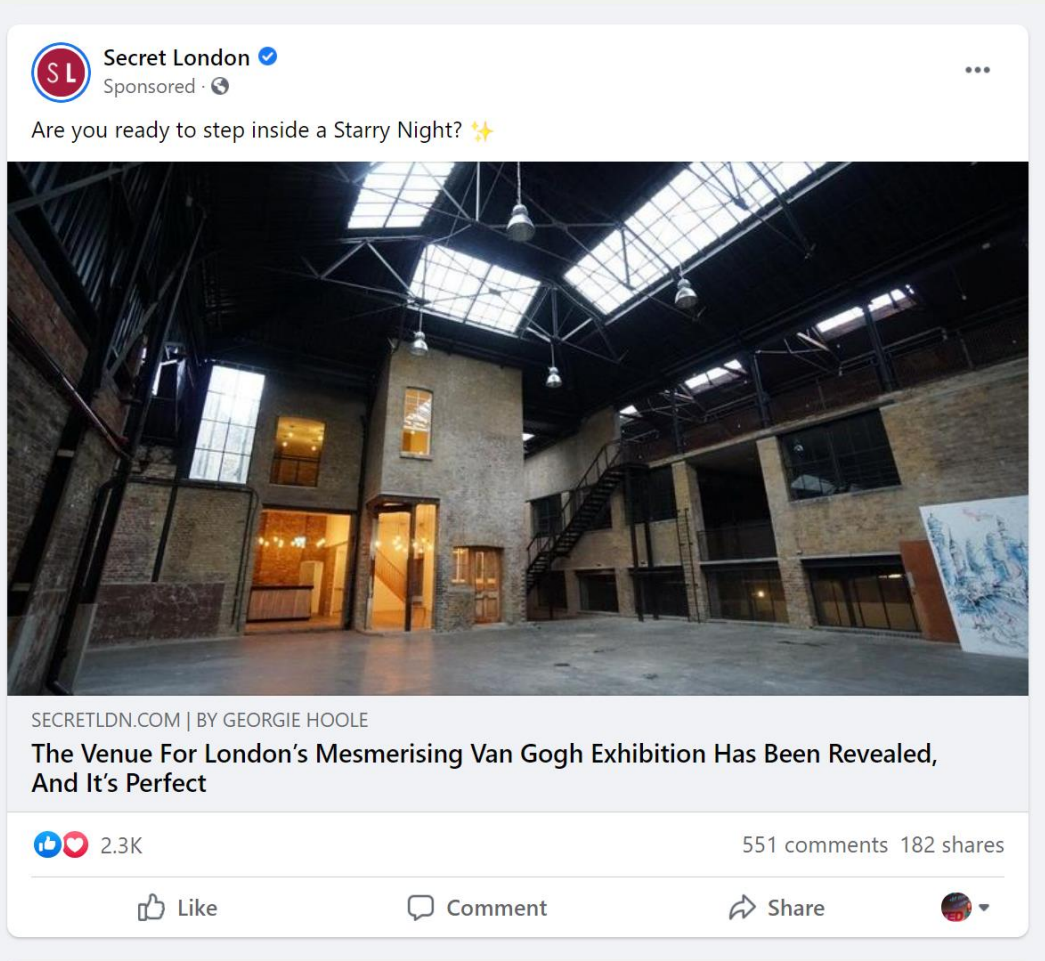
# The paid digital marketing ecosystem

62

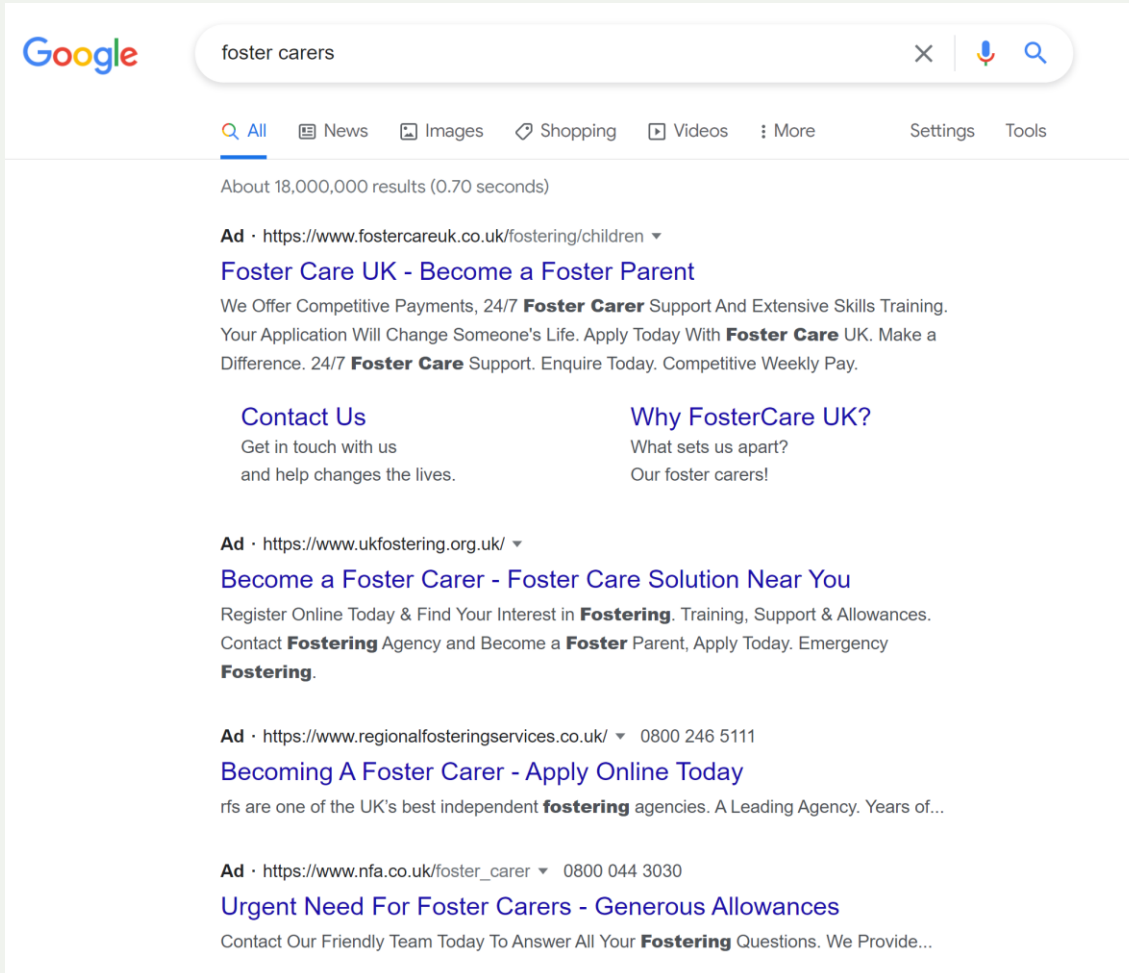




# Paid social media and retargeting



# Pay per click Google Ads



Google

foster carers

× | 🔊 🔍

🔍 All 📰 News 🖼️ Images 🛒 Shopping 📺 Videos ⋮ More Settings Tools

About 18,000,000 results (0.70 seconds)

**Ad** · <https://www.fostercareuk.co.uk/fostering/children> ▼

**Foster Care UK - Become a Foster Parent**

We Offer Competitive Payments, 24/7 **Foster Carer** Support And Extensive Skills Training. Your Application Will Change Someone's Life. Apply Today With **Foster Care** UK. Make a Difference. 24/7 **Foster Care** Support. Enquire Today. Competitive Weekly Pay.

<b>Contact Us</b> Get in touch with us and help changes the lives.	<b>Why FosterCare UK?</b> What sets us apart? Our foster carers!
--------------------------------------------------------------------------	------------------------------------------------------------------------

**Ad** · <https://www.ukfostering.org.uk/> ▼

**Become a Foster Carer - Foster Care Solution Near You**

Register Online Today & Find Your Interest in **Fostering**. Training, Support & Allowances. Contact **Fostering** Agency and Become a **Foster** Parent, Apply Today. Emergency **Fostering**.

**Ad** · <https://www.regionalfostering services.co.uk/> ▼ 0800 246 5111

**Becoming A Foster Carer - Apply Online Today**

rfs are one of the UK's best independent **fostering** agencies. A Leading Agency. Years of...

**Ad** · [https://www.nfa.co.uk/foster\\_carer](https://www.nfa.co.uk/foster_carer) ▼ 0800 044 3030

**Urgent Need For Foster Carers - Generous Allowances**



Contact Our Friendly Team Today To Answer All Your **Fostering** Questions. We Provide...

# Email remarketing





# Programmatic display advertising

Follow Us:  

ENGLISH தமிழ் বাংলা മലയാളം हिंदी मराठी

**The Indian EXPRESS**

Tuesday, May 18, 2021

Home India World Cities Opinion Sports Entertainment Lifestyle Tech Videos Explained Audio Epaper Sign in

**Delicious Jamaican Patties**

Born Thanks To Its Founder Missing His Favourite Snack From Home.

Island Delight [Learn More](#)

**MOST READ** Nothing in the Central Vista Redevelopment Project responds to its time and space

Home / Opinion

**OPINION & EDITS** EDITORIALS COLUMNS

**COLUMNISTS**

- Pratap Bhanu Mehta
- Tavleen Singh
- Coomi Kapoor
- Meghnad Desai
- Khaled Ahmed
- C. Raja Mohan
- Husain Haqqani
- Christophe Jaffrelot
- Surjit S Bhalla
- Ashok Gulati
- Ashutosh Varshney

[View All](#)

**Noting in the Central Vista Redevelopment Project responds to its time and space**

By: Shiny Varghese

**Design of a new health system could emerge from the Covid crucible**

By: K. Srinath Reddy

**Chinese envoy's comments on Quad in Dhaka showcase Xi's assertive diplomacy**

GhanaWeb

1999 In-store shopping In-store pickup

You are here: Home -> Entertainment

News Sports Business Entertainment Africa TV / Radio Wall Buy & Sell

**Entertainment News**

**GETTING THE VACCINE**  
reduces your risk of catching the virus and ending up in hospital  
Find out more at [mhs.uk/coronavirus](#)

**I'll never encourage my child to do music - Highlife legend**

**Here is why your wife or girlfriend is faking orgasms**

**Nothing seems to be working under the governance of Adufo-Addo**

**God will punish anyone involved in money rituals - Quamina MP**

**Spotlight**  
Tishia does her thing again with a radio presenter

**News**  
'Shut up or we'll kill you' - Concerned Drivers PRO threatened at summit for

**Sports**  
Andre Agnew hits hammer as Ghanaian City defeat Barnetley in Championship

**Business**  
Govt bets on Ghana Card, digitization to leapfrog economic growth

**Africa**  
African leaders gather in Paris for COVID-19 focused economic summit

**Opinion**  
The apex court is our saviour. The alternative is scary!

**MADE TO PLAY**  
Play one-handed poker  
Play games, watch or bet on sports, safely & safely on your mobile phone

**Buy & Sell**  
Post your ad

**ADMISSIONS OPEN FOR SPRING 2021**  
www.bluecrest.edu.gh

**CERTIFICATE COURSES**  
UNDERGRADUATE COURSES

**Most Read**

- There's no vagina that doesn't respond to good
- My ex-boyfriend was a married man - Shemika
- Tishia does her thing again with a radio
- I will bring the Grammy soon - Naja promises
- I would end a relationship than send my nudes -
- No verse in the Bible says cheating is normal in marriage - Rose Adu
- There's no vagina that doesn't respond to good foreplay - Sex coach
- Divorce should not be tolerated - Man of God
- God will punish anyone involved in money rituals - Quamina MP
- 26-year-old musician wins COVID-19 music competition
- Shemika does her thing again with a radio presenter
- Nothing seems to be working under the governance of Adufo-Addo
- Here is why your wife or girlfriend is faking orgasms
- I'll never encourage my child to do music - Highlife legend
- I will bring the Grammy soon - Naja promises
- Young Rob shares video for new single 'I Need Your Love'
- My ex-boyfriend was a married man - Shemika declares on Date Rush
- I would end a relationship than send my nudes - Susana Leanne on Date
- The main beautiful woman to remain monogamous - KDO confesses
- Nana Kuttero to release 'Call Girl'

**Subscribe on Youtube for free**

**Kärcher UK**  
Free delivery on all orders >£50. Hurry sale now on.

**Other Sections**

- Homepage
- News
- Business
- Sports
- Entertainment
- Africa
- TV / Radio
- Wall

ance of  
dependent  
ncies

# Paid digital advertising and the marketing mix

67

## Why Programmatic?

Channel	Audience Targeting	Reach (% of target audience)	Frequency	Cost/Thousand	Measurability
Council owned channels					
Social media	No	Low	Low	Free	Medium
Email	No	Medium	Low	Free	High
Website	No	Low	Low	Free	High
Paid channels					
Direct mail	Yes	High	Low	Medium	Medium
Out of home	No	High	Medium	High	Low
Local newspaper	No	Medium	Medium	Medium	Low
Local radio	No	Medium	Medium	Medium	Low
Targeted TV	Yes	Medium	low	High	Low
Programmatic	Yes	High	High	Low	High



# What digital tactics could you use?

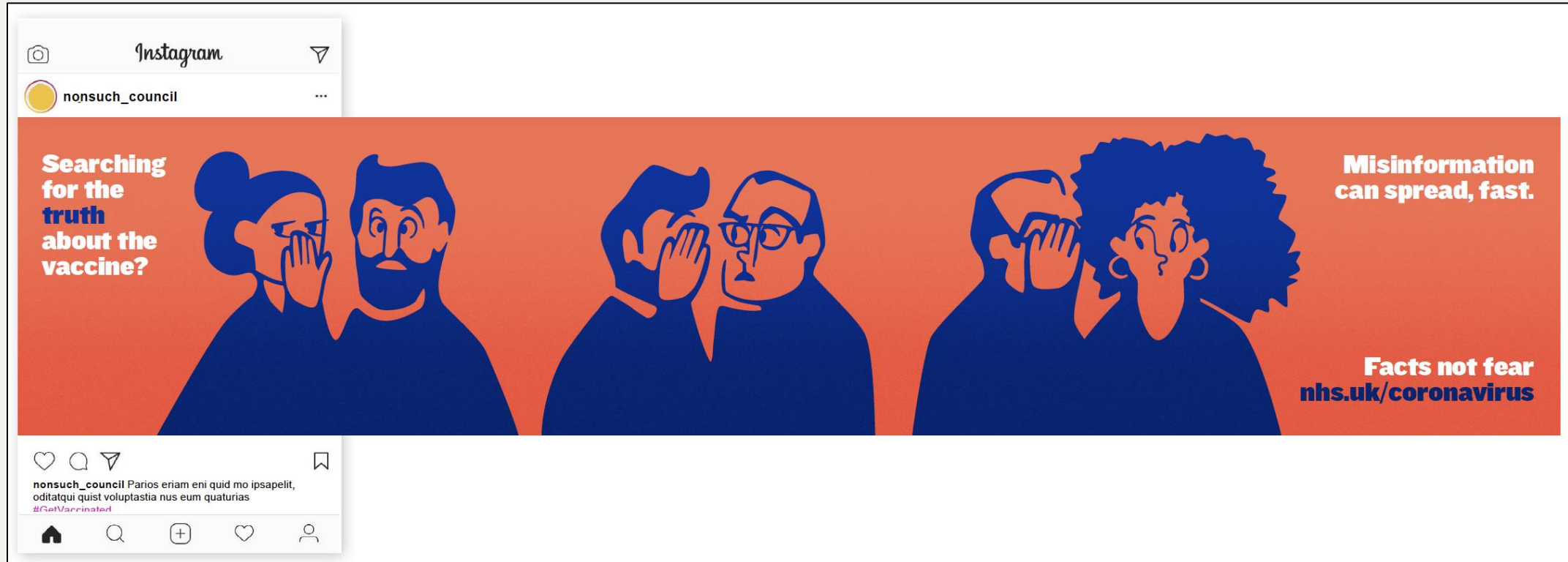
- SEO
- Content Marketing
- Social Media outreach
- Influencer marketing
- User-generated content
- Paid social media advertising and retargeting
- Pay per click Google Advertising
- Email marketing and remarketing
- Programmatic display advertising

# Digital Marketing tactics in customer journey



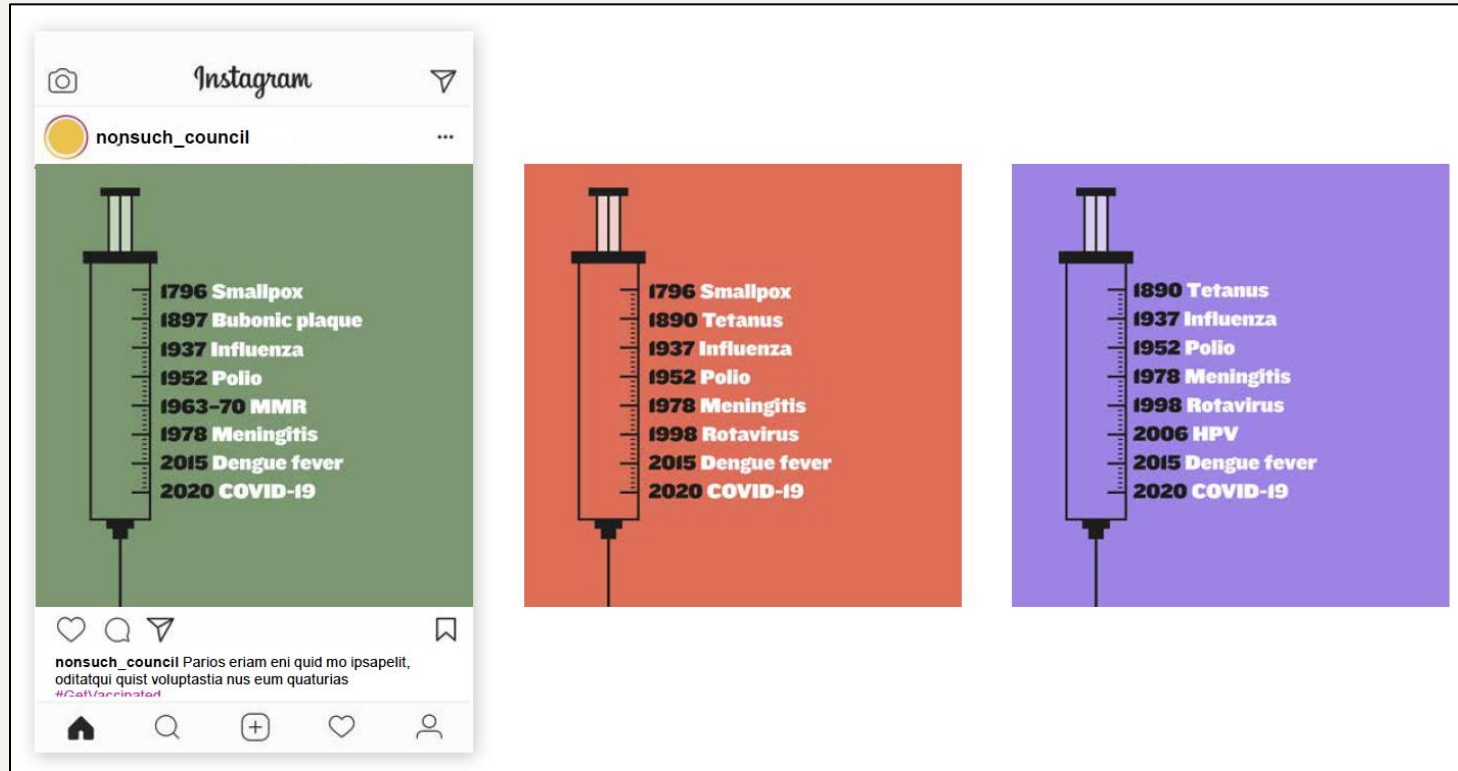
# The Creative Idea

# Concept 1: Rumour Mill

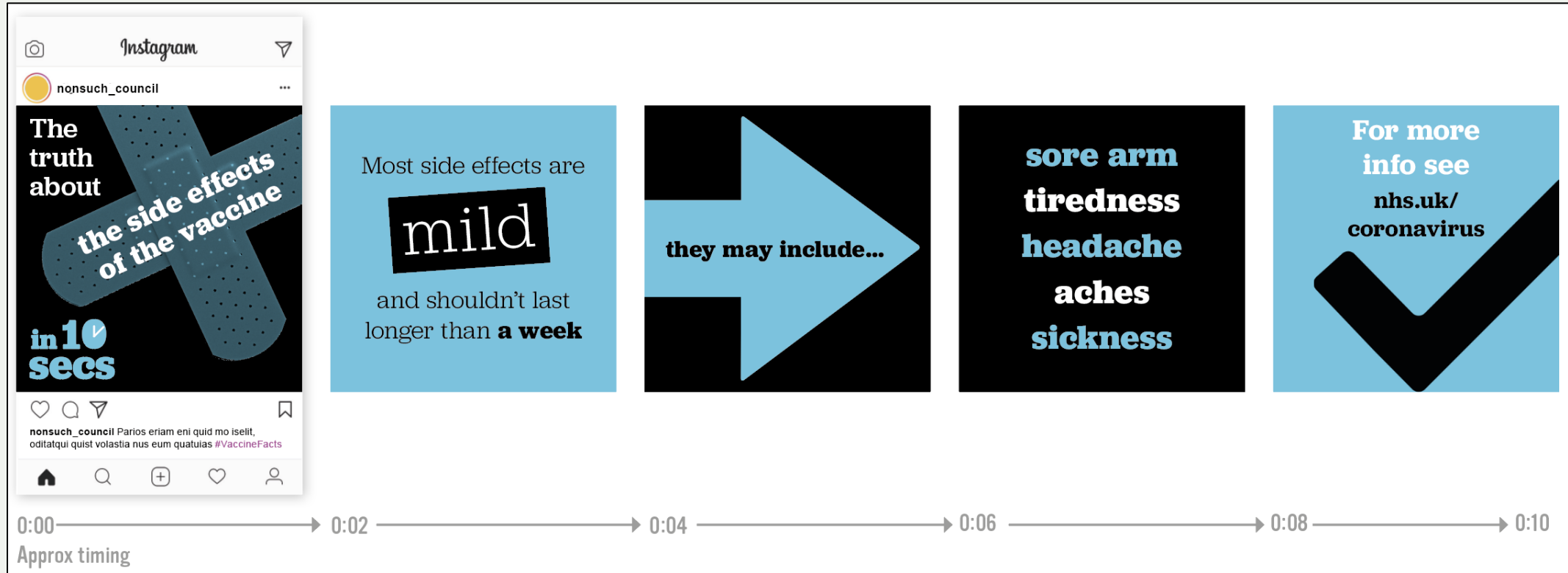




## Concept 2: VACCINATIONS THROUGH THE YEARS

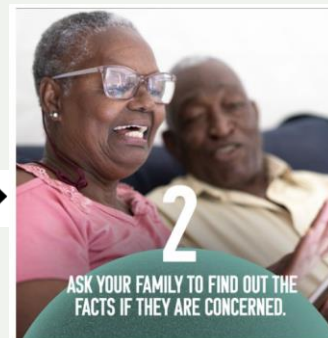
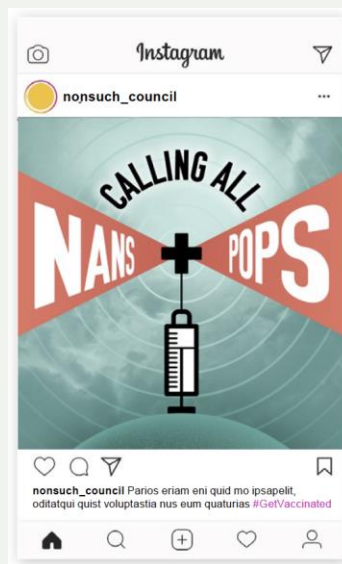


## Concept 3: the facts in 10 secs

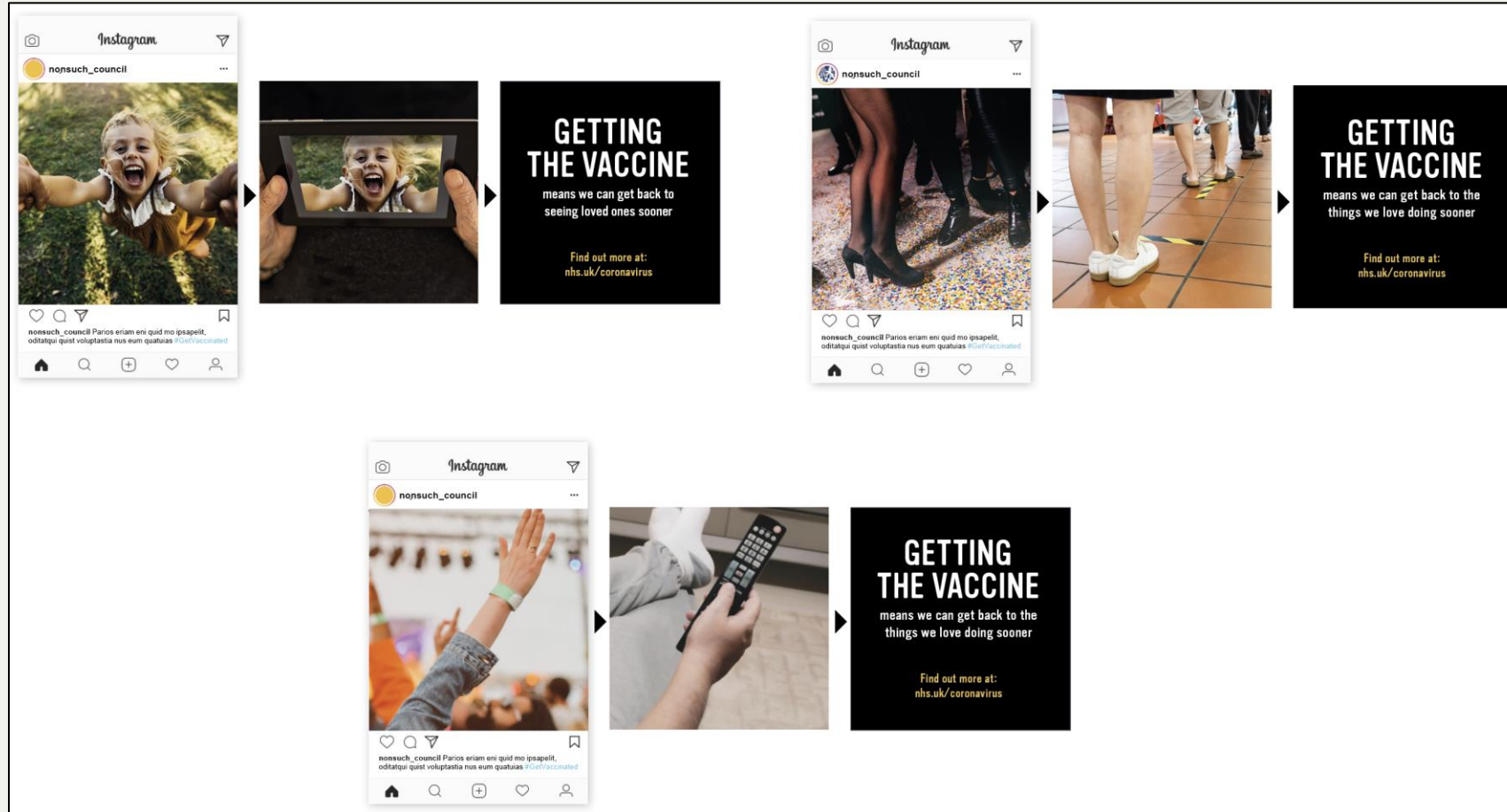




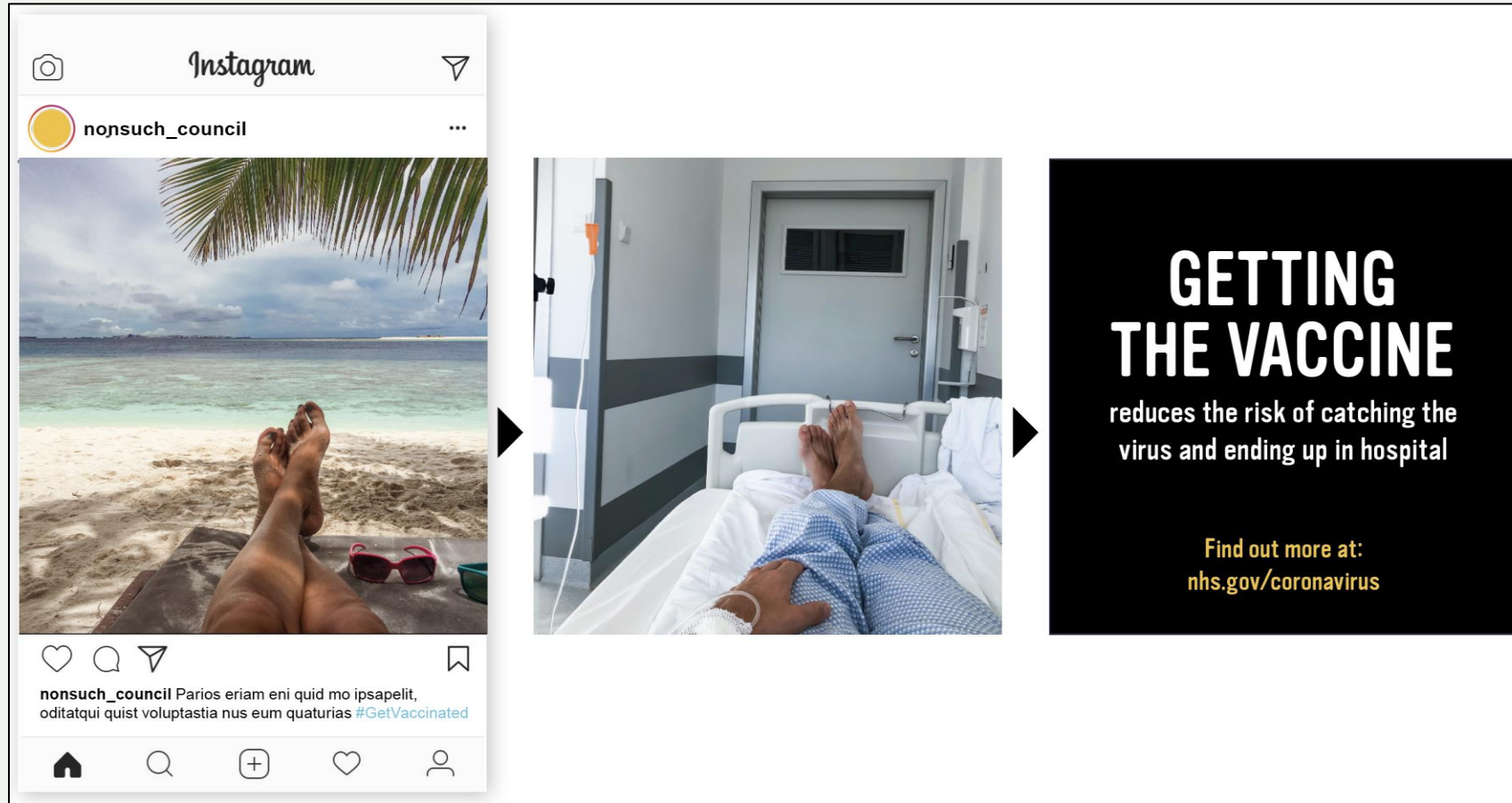
## Concept 4: Calling all grandparents



## Concept 6: life with and without the vaccine



## Concept 6: life with and without the vaccine



# Digital Marketing tactics in customer journey





# Digital Marketing tactics in customer journey



# Your big creative idea

# YOUR BIG CREATIVE IDEA

- What is the problem you are trying to solve?
- What is the impact you want to have?
- Who are your key audience?
- What issues do they have with the problems you are trying to solve?
- Who are they influenced by?

# CREATIVE CAMPAIGN STRATEGY STATEMENT

- For a campaign the statement is key to what you are going to be doing and should be directly informed by:

- your environmental analysis research
- your experience
- your creative ideas
  
- Note: you do not yet have to depict channels

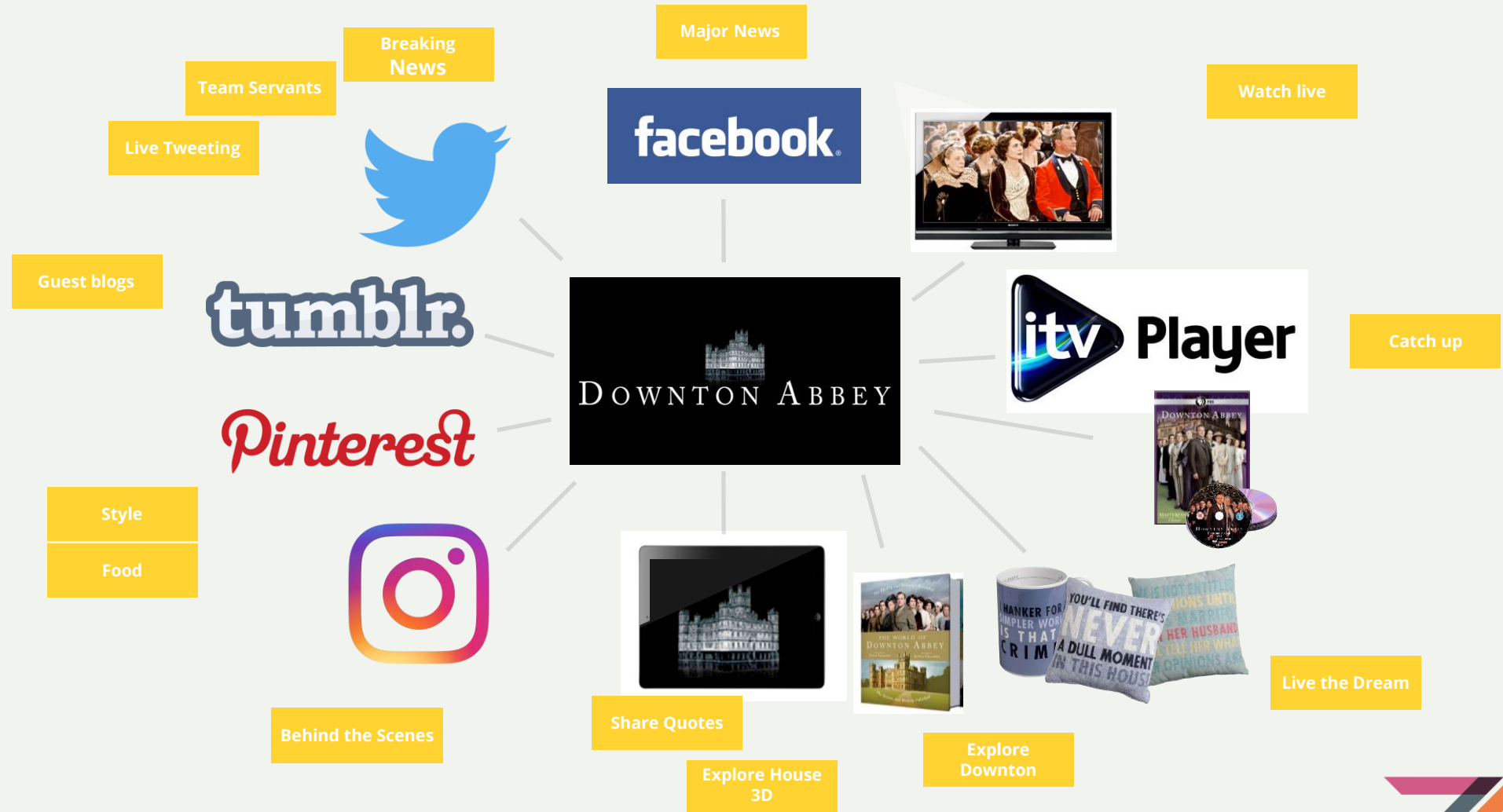
For example:

- We will run a competition rewarding entrants who have understood and replayed the product benefits to us in the most entertaining way.
  
- We will raise awareness of the desired behaviour change by demonstrating how easy it is to make simple changes day to day.
  
- We will drive direct sales through paid advertising using weekly themes.
  
- We will create a campaign character that experiences the pain points of not having product x and solves them through using product x.

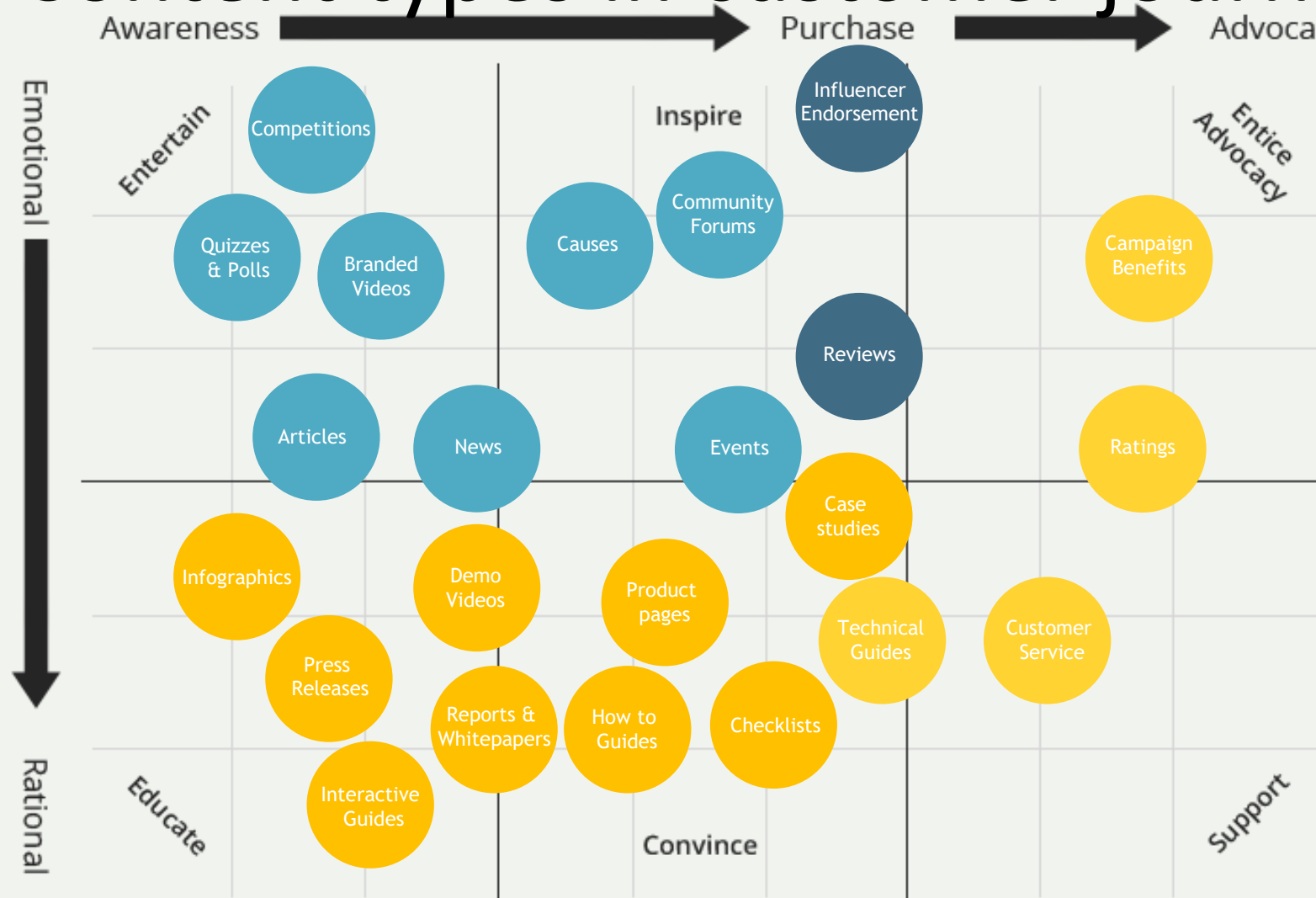


# Defining your digital marketing tactics

# DOWNTOWN ABBEY TRANSMEDIA MAP



# Content types in customer journey



Source: [Transmute](#)

# Implementation Planning

# Digital Marketing tactics in customer journey



# LAYING OUT YOUR ACTIVITY

SMART OBJECTIVE

CAMPAIGN MECHANISM

			Responsibility	Measure 1,2,3	
Audience	Where are they in the funnel?	Channel 1	Activity 1		
			Activity 2		
			Activity 3		
		Channel 2	Activity 1		
			Activity 2		
			Activity 3		

# Content Calendar

<input type="checkbox"/>	A Name of Creative Ident	User Journey	Channel	Image	Suggested copy to tailor to your Council
15	Mythbusting	Awareness	Instagram		<p>Do you have any questions about the #Covid19 vaccine? Your friends might not have all the answers, but you can find the truth by visiting the #NHS website.</p> <p>-</p> <p>The rumour mill has been flowing for months, don't let misinformation spread fast.</p>
16	Mythbusting	Awareness	Twitter		<p>Today vaccines work better than ever! Together we will overcome this global pandemic, as we have done it before.</p> <p>-</p> <p>Find out more about how the vaccine by visiting the #NHS website.</p>
17	Mythbusting	Awareness	Instagram		<p>Have you wondered what is in the COVID19 vaccine? Swipe left to find out the truth about the vaccine in less than 10 secs</p> <p>-</p> <p>When the vaccine was approved by the UK regulators, its ingredients list was made public for vaccine recipients and caregivers. Experts state that there are no major differences t...</p>
18	Mythbusting	Awareness	Instagram		<p>Are there any side effects of the vaccine? Swipe left to find out more!</p> <p>-</p> <p>Over 43,000 people have been involved in trials to develop the vaccine, and there have been no significant side effects reported. But like all medicines, vaccines may cause mild or ...</p>
19	Mythbusting	Awareness	Instagram		<p>After clean water, vaccination is the most effective public health intervention in the world. Swipe left to find out more.</p> <p>-</p> <p>There are extensive checks and balances required at every stage of developing a vaccine, which is no different for a Covid-19 vaccine. No steps in the vaccine development ...</p>



# Scoring

# ROI

Lets get ROI out of the way:

$$\frac{\text{SALES} - \text{INVESTMENT}}{(\text{Investment} \times 100)} = \text{percentage ROI}$$

- It's just that not all digital and social media programmes result in a sale
- Sometimes in integrated campaigns, channels are hard to attribute

# METRICS FRAMEWORK

## **Outputs**

**Communication, customer and stakeholder reach**

What is produced / delivered / the target audience reached  
Distribution, Exposure, Reach

**Metrics are social media reach figures**

## **Outtakes**

**Target audience experience of communication**

What the target audience do to make a decision  
Awareness, Research, Consideration, Purchase, Advocacy

**Metrics are user experience and customer satisfaction**

## **Outcomes – Target audience behaviour change**

The result of your activity on the target audience  
Impact and Influence  
Effect: a change in attitude or behaviour

**Metrics are Advocacy and no of (your goal) achieved**

## **Organisational impact**

The quantifiable impact on the organisation goals  
Revenue, Costs reduction, Complying actions, Retention, Reputation

Do note your strategy may not need all 4 metrics areas.  
Outputs are the most common.  
Organisational impact the most valuable.

# METRICS FRAMEWORK

## **Outputs - Communication and stakeholder engagement activities**

65% of 500,000 target audience reached with social media impressions

## **Outtakes – Target audience experience and effect of comms**

Awareness of Product X moved from 30% to 45% in target audience Y measured in annual customer tracking.

## **Outcomes – Target audience behaviour change**

No of enquiries of Product X grown 30%.

## **Organisational impact**

Sales of Product X increased from 12,000 to 30,000.

# OUTPUT MEASURES

## Communication and stakeholder engagement activities

- ✓ Social Media Reach
- ✓ Social Media Impressions
- ✓ Increase in Facebook Reach month on month
- ✓ Increase in Twitter Impressions month on month
- ✓ Banner advertising reach
- ✓ Newsletter circulation figures
- ✓ Event hashtag reach
- ✓ Volume of coverage, no of organisations carrying your message
- ✓ No of partners amplifying support

# OUTTAKE MEASURES

## Target audience experience

- **Engagements**

- ✓ Active interactions e.g. Like, Share, Comment, Views
- ✓ Click Through Rate or Viewing Time
- ✓ Engagement rate - percentage of audience that engaged
- ✓ Fan/Follower growth during campaign on monthly for BAU
- ✓ Increase in Social Media Profile views

- **Interactions**

- ✓ Expressions of Interest
- ✓ Response rate - percentage of audience that responded
- ✓ Web page views and/or interactions driven by social media
- ✓ Signups to newsletters driven by social media

- **Cost Measures**

- ✓ Cost per outcome e.g. raising awareness, expression of interest (EOI), applicant, completion, download, recruitment, registration

- **Sentiment Analysis**

- ✓ Increase in positive sentiment

# OUTCOME MEASURES

## Target audience experience

### Advocacy

- ✓ Social media advocacy actions
  - No of people using campaign twibbon
  - No of people that have agreed with campaign statement in social media poll
- ✓ Stated intent of target audience e.g. pledge sign ups
- ✓ Increase in recommendations
- ✓ Favourable coverage from key stakeholders

### Outcomes

- ✓ No of: Applications, Completion, Fulfilment, Registration Rates
- ✓ Recruitment through social media
- ✓ Applicant conversion ratio
- ✓ Sales made

### Cost Measures

- ✓ Total spend divided by specific activities above
- ✓ e.g. raising awareness, expression of interest (EOI),
- ✓ cost per: applicant, completion, download, recruitment, registration

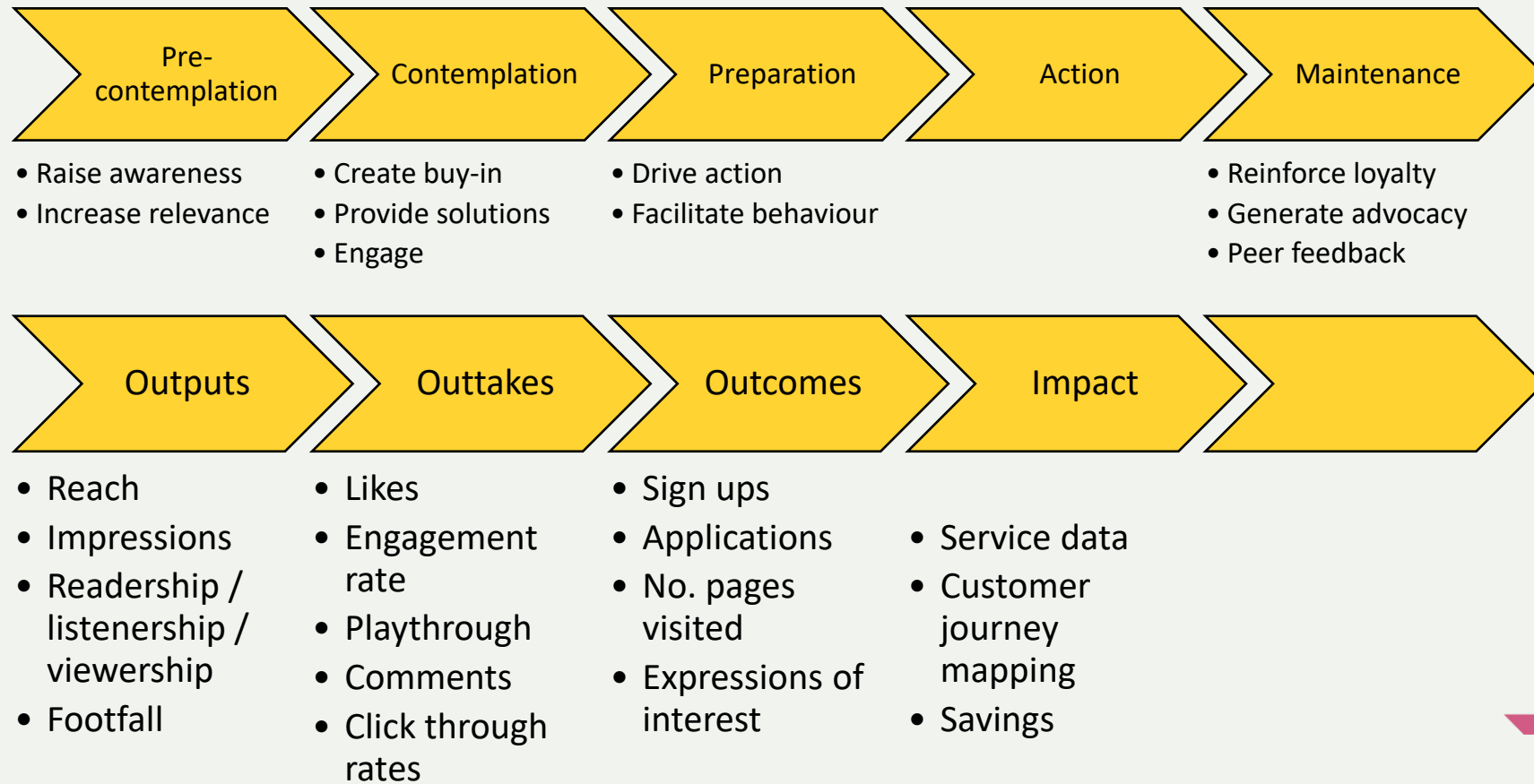


# ORGANISATIONAL IMPACT MEASURES

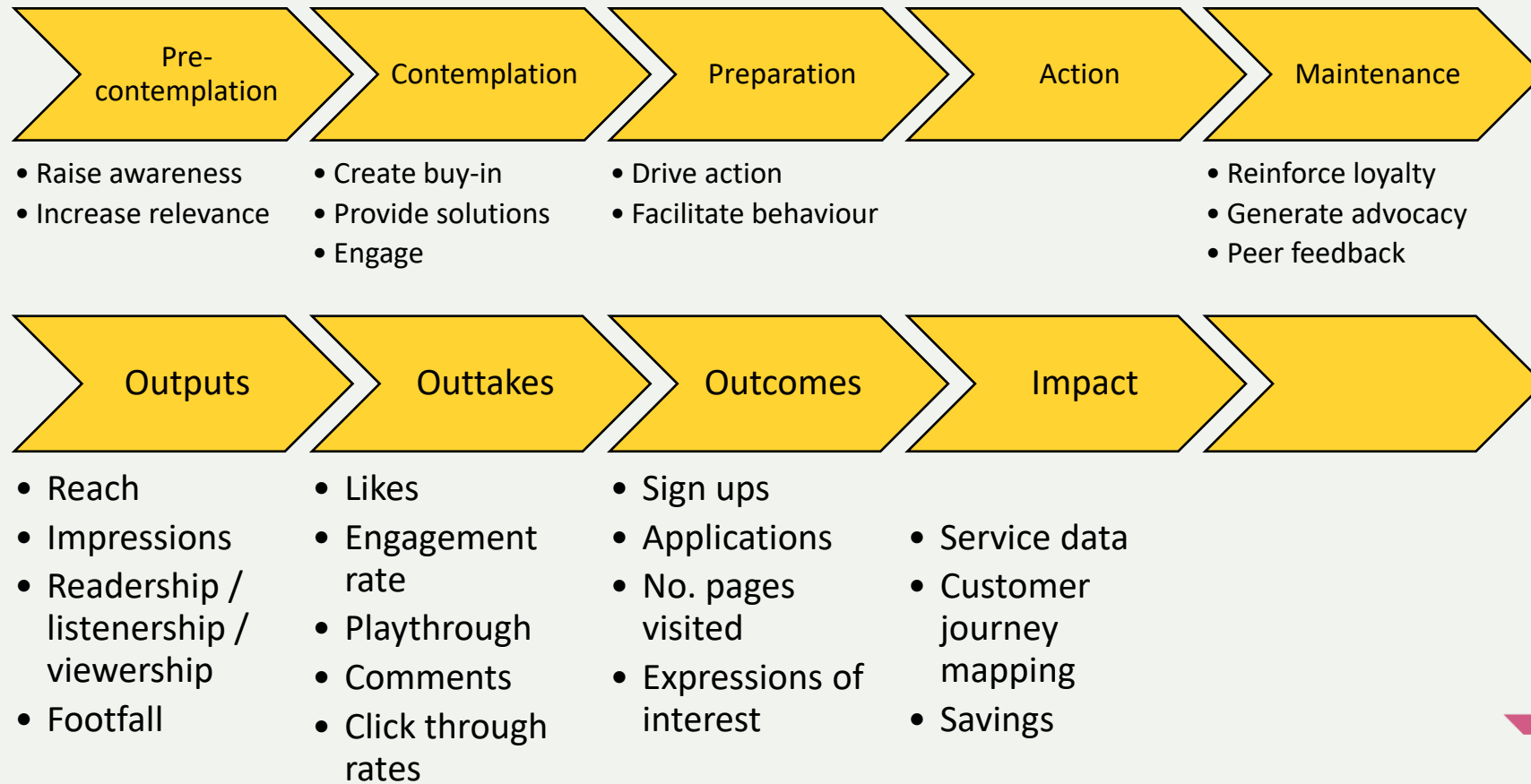
## Types of organisational impact measures:

- ✓ Complying actions, customer or team
- ✓ Corporate reputation measures
- ✓ Cost reduction, for example in marketing or internal processes
- ✓ Customer retention
- ✓ Increase in, or adoption of, a new behaviour e.g. recycling
- ✓ Lowering of staff attrition rates
- ✓ Overall Revenue / Income

# Evaluation and behaviour change model



# Which measures will you use?



# Closing Task

## Everyone to replay:

- ✓ OBJECTIVE - Their Objective
- ✓ AUDIENCE - One key audience / persona
- ✓ STRATEGY - Creative Idea
- ✓ Implementation
  - ✓ What stage is your audience at? Pre-contemplation / Consideration / Prepared / Advocate
  - ✓ What channel will you use?
  - ✓ What activity will you do?
- ✓ Scoring – how will you measure the activity

Tiffany's

 @tiffanystjames





# Tiffany St James

**For training and digital consultancy you can reach me through the AIA.**

**For independent consultants:**

**Consultancy**  
C L U B

**For Public Speaking:**



TIFFANY ST JAMES

**Twitter:** Join in the banter [@tiffanystjames](https://twitter.com/tiffanystjames)

**Facebook Page:** Helping businesses with digital skills [@theTiffanyStJames](https://www.facebook.com/theTiffanyStJames)

**Feedback for Tiffany:** <https://bit.ly/TSJfeedback>