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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.
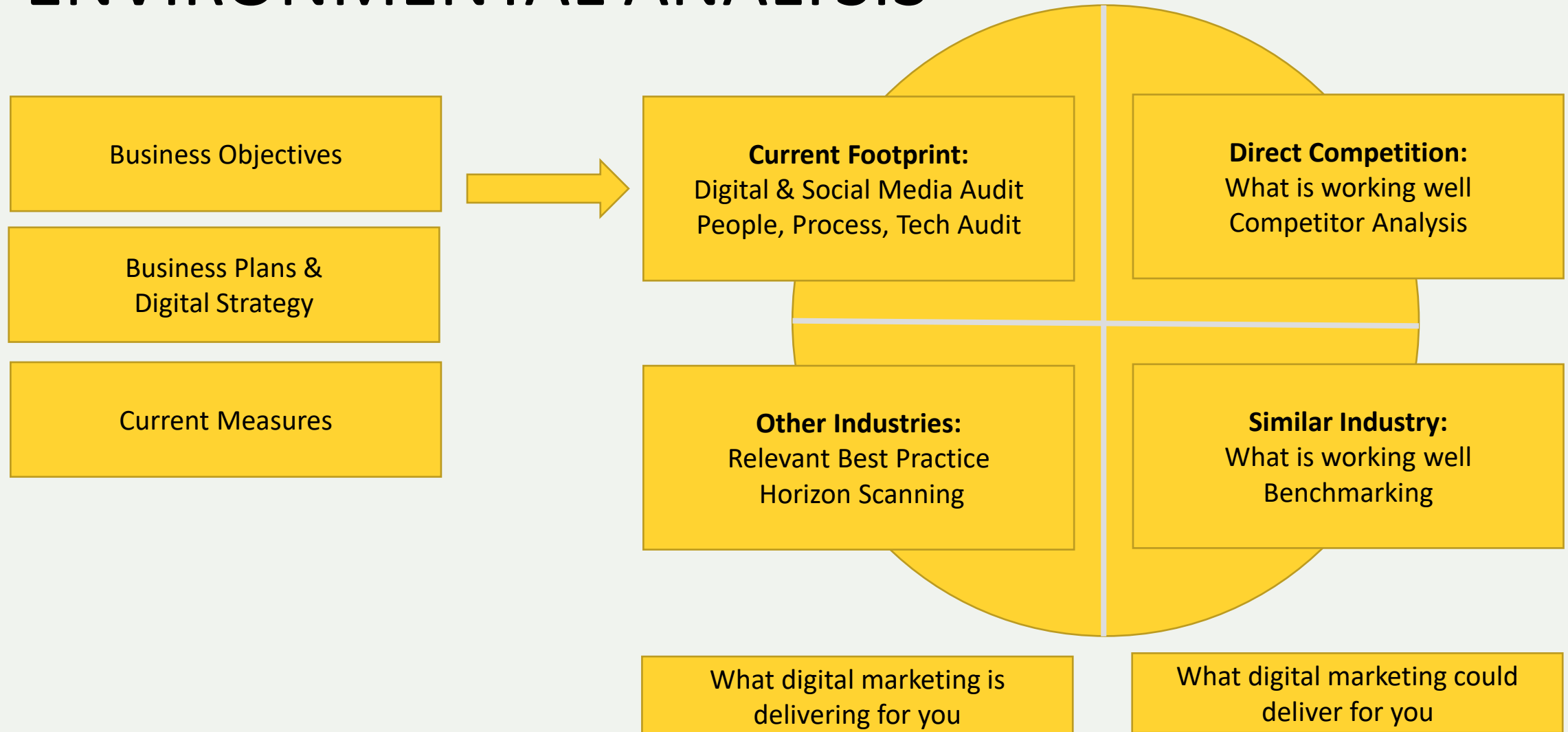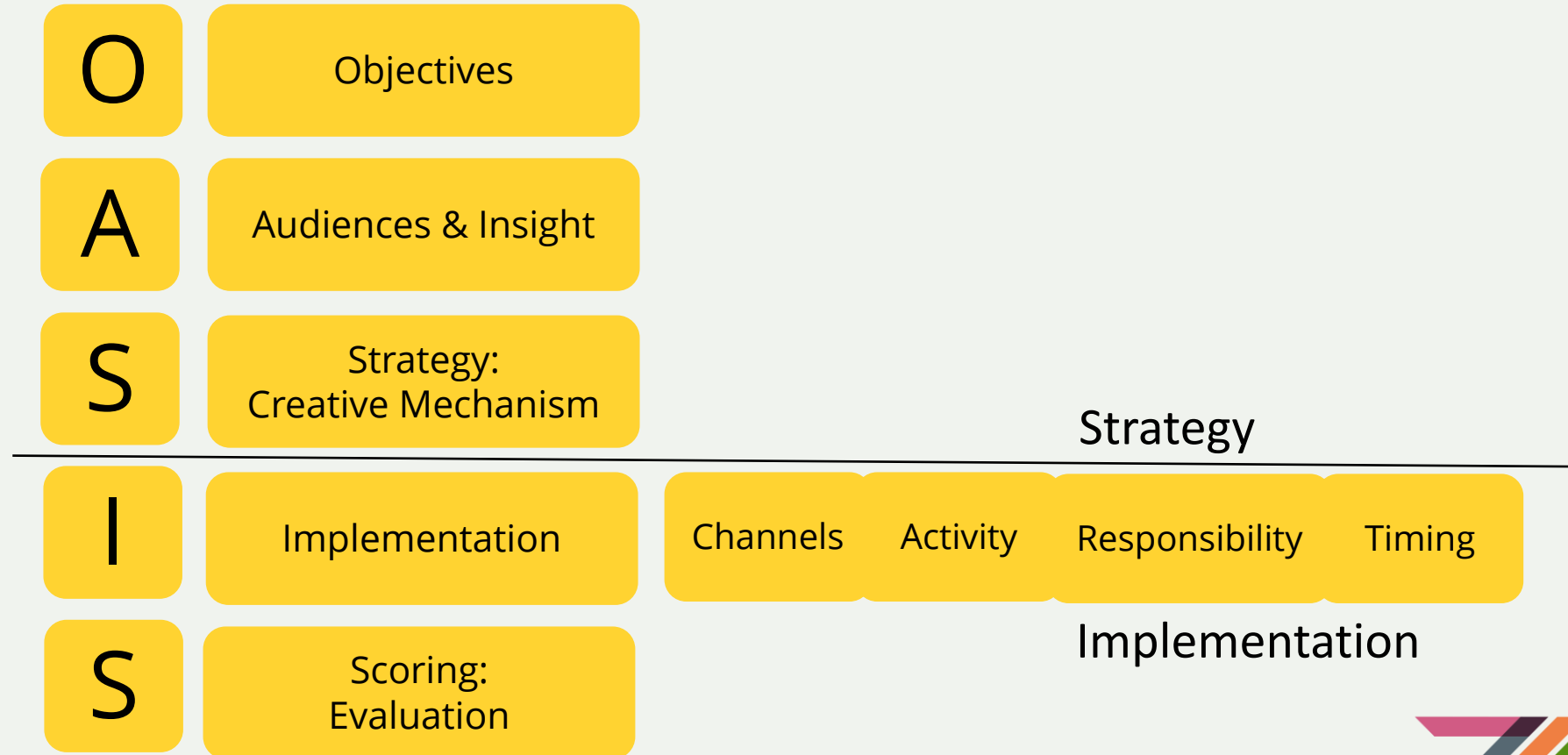
Agenda

- 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
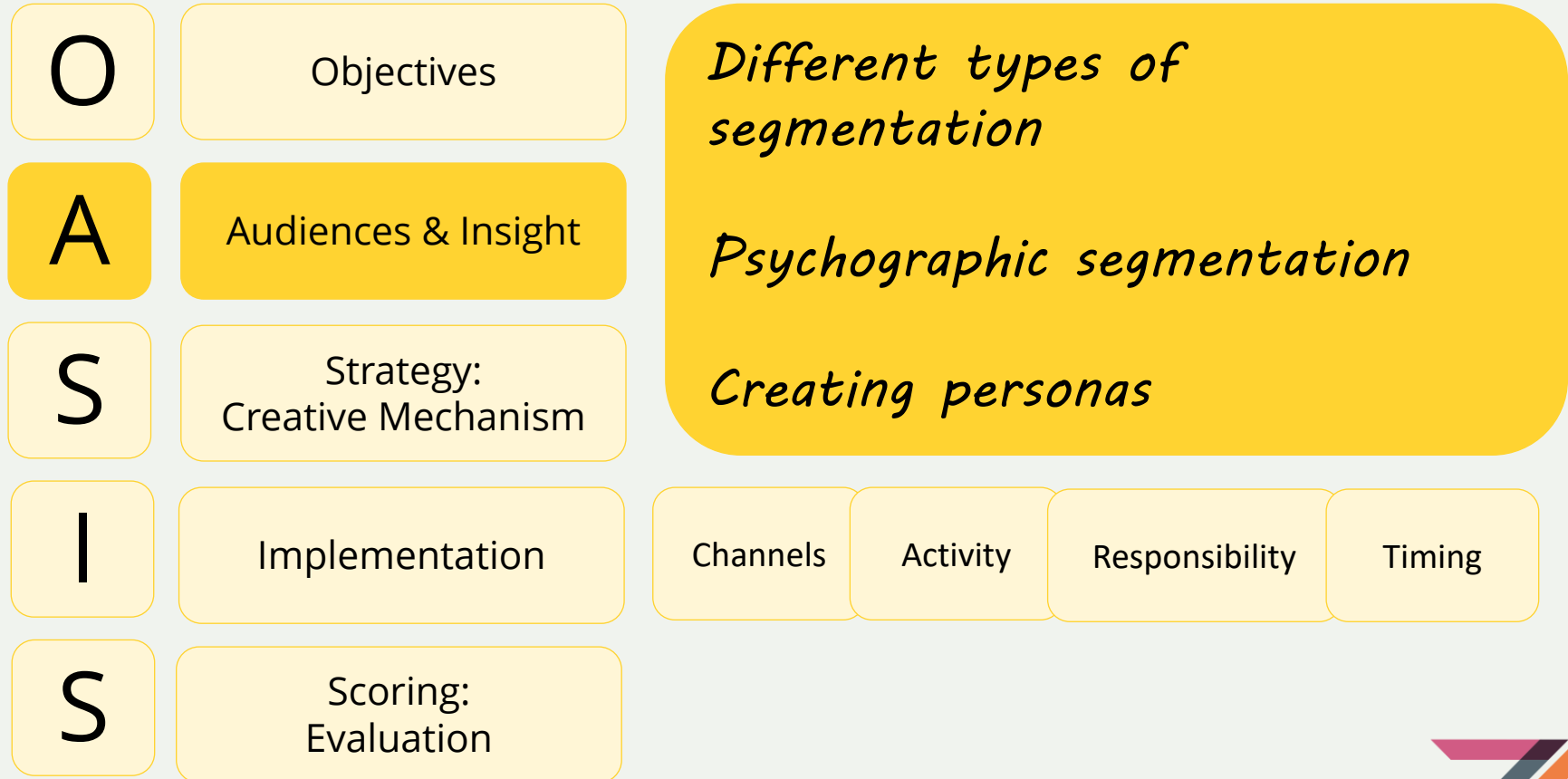
ENVIRONMENTAL ANALYSIS

Business Objectives

Business Plans &
Digital Strategy

Current Measures

Current Footprint:
Digital & Social Media Audit
People, Process, Tech Audit

Direct Competition:
What is working well
Competitor Analysis

Other Industries:
Relevant Best Practice
Horizon Scanning

Similar Industry:
What is working well
Benchmarking

What digital marketing is delivering for you

What digital marketing could deliver for you

STRATEGY FRAMEWORK

O — Objectives

A — Audiences & Insight

S — Strategy: Creative Mechanism

Strategy

I — Implementation | Channels | Activity | Responsibility | Timing

Implementation

S — Scoring: Evaluation

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STRATEGY FRAMEWORK

O	Objectives	*How to form well-framed objectives*
A	Audiences & Insight	*How to set digital marketing objectives*
S	Strategy: Creative Mechanism	
I	Implementation	Channels · Activity · Responsibility · Timing
S	Scoring: Evaluation	

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STRATEGY FRAMEWORK

O	Objectives	
A	Audiences & Insight	Different types of segmentation Psychographic segmentation Creating personas
S	Strategy: Creative Mechanism	
I	Implementation	Channels · Activity · Responsibility · Timing
S	Scoring: Evaluation	

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STRATEGY FRAMEWORK

O	Objectives	*Environmental analysis results*
A	Audiences & Insight	
S	Strategy: Creative Mechanism	*Strategy vs implementation planning*
I	Implementation	Channels	Activity	Responsibility	Timing
S	Scoring: Evaluation	

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STRATEGY FRAMEWORK

O	Objectives
A	Audiences & Insight
S	Strategy: Creative Mechanism
I	Implementation
S	Scoring: Evaluation

How to choose channels

Content tactics, types, planning and calendars.

Your implementation plan

Channels	Activity	Responsibility	Timing

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STRATEGY FRAMEWORK

O	Objectives
A	Audiences & Insight
S	Strategy: Creative Mechanism
I	Implementation
S	Scoring: Evaluation

What measures matter

Calculating ROI

Creating your measurement framework

Channels	Activity	Responsibility	Timing

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The Behaviour Change Model

Changing behaviour

Drive Action

Create Buy-in

Raise awareness

Facilitate

Provide solutions

Combat disengagement

Increase relevance

Maintenance

Action

Preparation

Contemplation

Pre-contemplation

Reinforce Loyalty

Generate advocacy

Peer feedback

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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.

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RULES OF OBJECTIVES SETTING

We've found in setting objectives that there 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.

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AIMS VS OBJECTIVES

- **AIMS & GOALS**

- Vague

- High-level

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

- **OBJECTIVES**
- Singular

- Measurable

- SMART where practical

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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

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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

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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.

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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.

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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'

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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

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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'

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DISCUSSION ON OBJECTIVE/S

- Are they objectives or aims?

- Draft your singular objective

- Start with one

- Make it smart

Set your objectives

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**

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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)

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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

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SEGMENTATION FOR THE WEB

Psychographic segmentation

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

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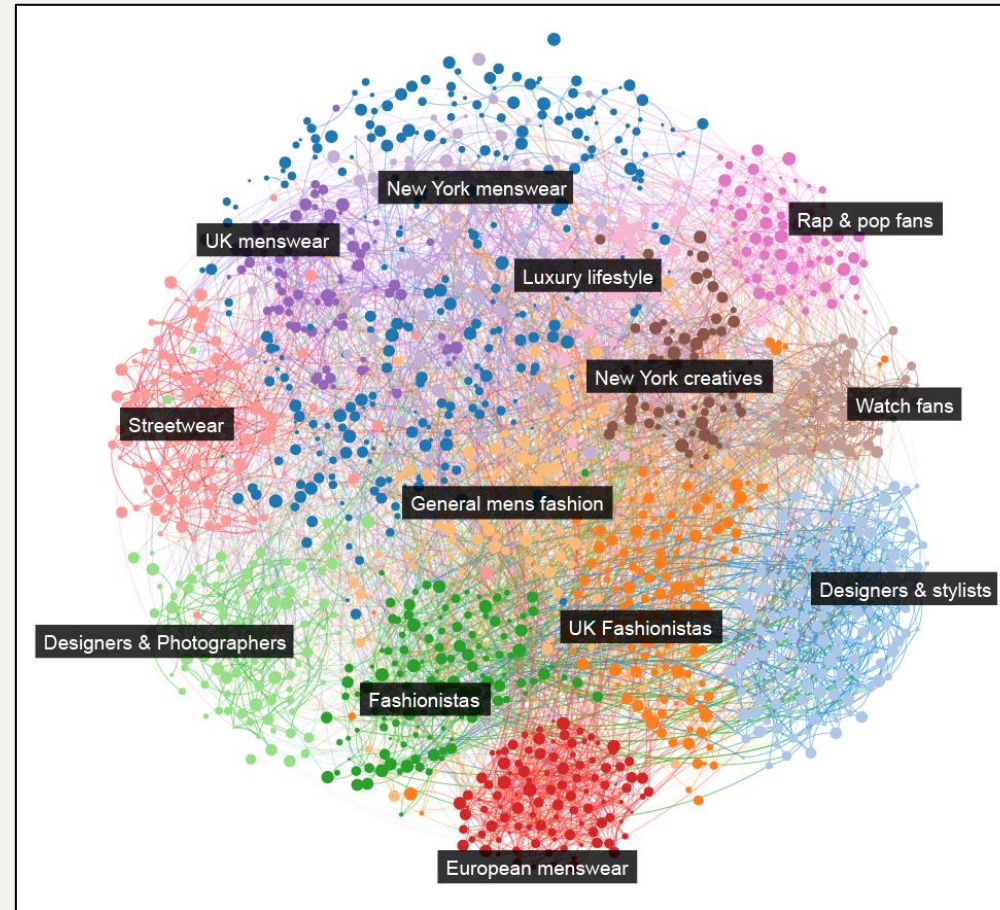
AUDIENCE INSIGHT: What do you know?

- 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?

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GCS model of Customer Acquisition

GENERAL	**VITAL STATISTICS** How many people are like this? Trends? Indices and comparisons?	**WHO THEY ARE** Key economic or demographic characteristics (individuals age, sex etc.)	**GENERAL LIFESTYLE** How they live. What they like doing. Priorities. Aspirations. Consumer trends. Attitudes to government/life in general.

THIS AREA / ISSUE	**NEEDS, BENEFITS & MOTIVATIONS** Rational needs, emotional or hidden needs. What motivates them?	**BEHAVIOUR – WHAT THEY DO** What drives and triggers action? Where do they do what they do? How frequently? Barriers to doing/thinking? Key **words / language** used?
	INFLUENCERS Who or what **influences** them? Why? (See also 'Media', below.)	**BELIEFS AND ATTITUDES** Thoughts, beliefs, attitudes to this? What values do they hold that relate to the issue? What makes them feel good? Bad? Why?

MEDIA	**GETTING INFORMATION & MESSAGES**				**WHO INFLUENCES THEM**	
	Place, time & how they get info	How much info they want/need	Where they get it from- media used	When & where they're most receptive?	Who they do/ don't listen to & respect	Who delivers for them? In contact with?

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

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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

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PERSONA ATTRIBUTES
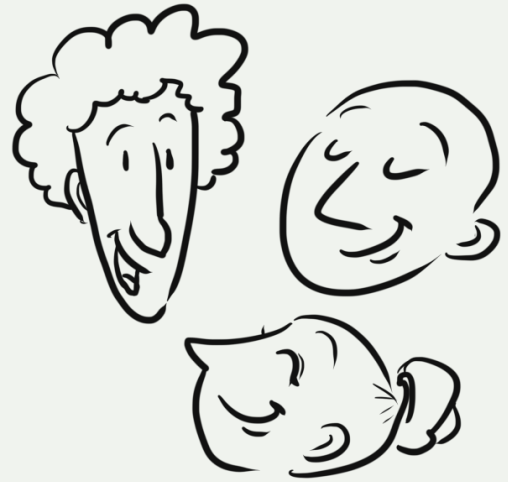
- Age and Gender
  ➢ How old are they?
  ➢ What gender are they?

- 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

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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

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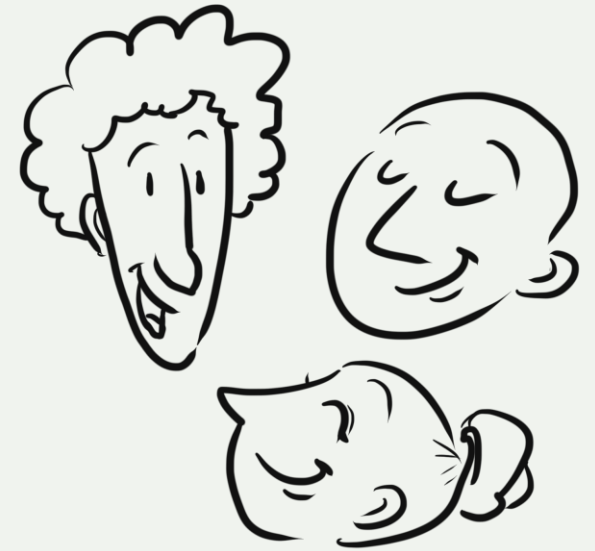
Name:_____

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

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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

Design your personas
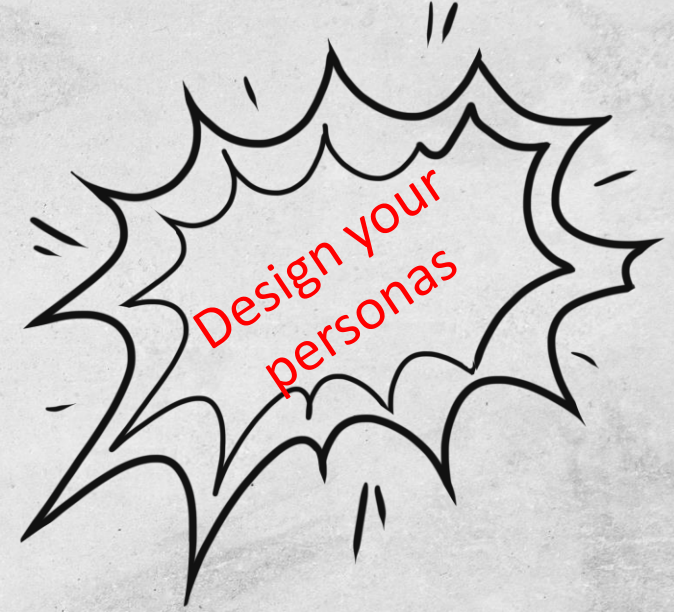
Digital Marketing Channels

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 channlel

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What marketing channels do you use?

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The digital marketing ecosystem
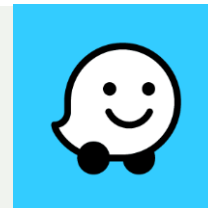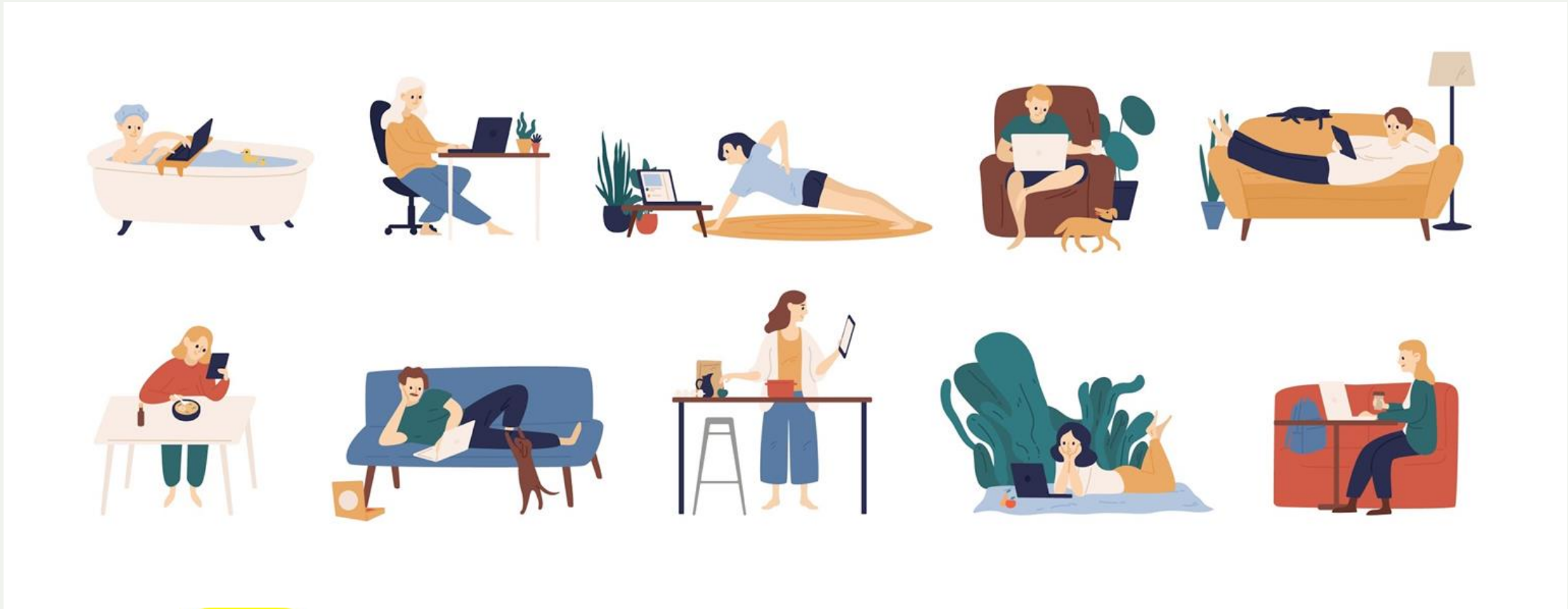
Website and campaign microsites
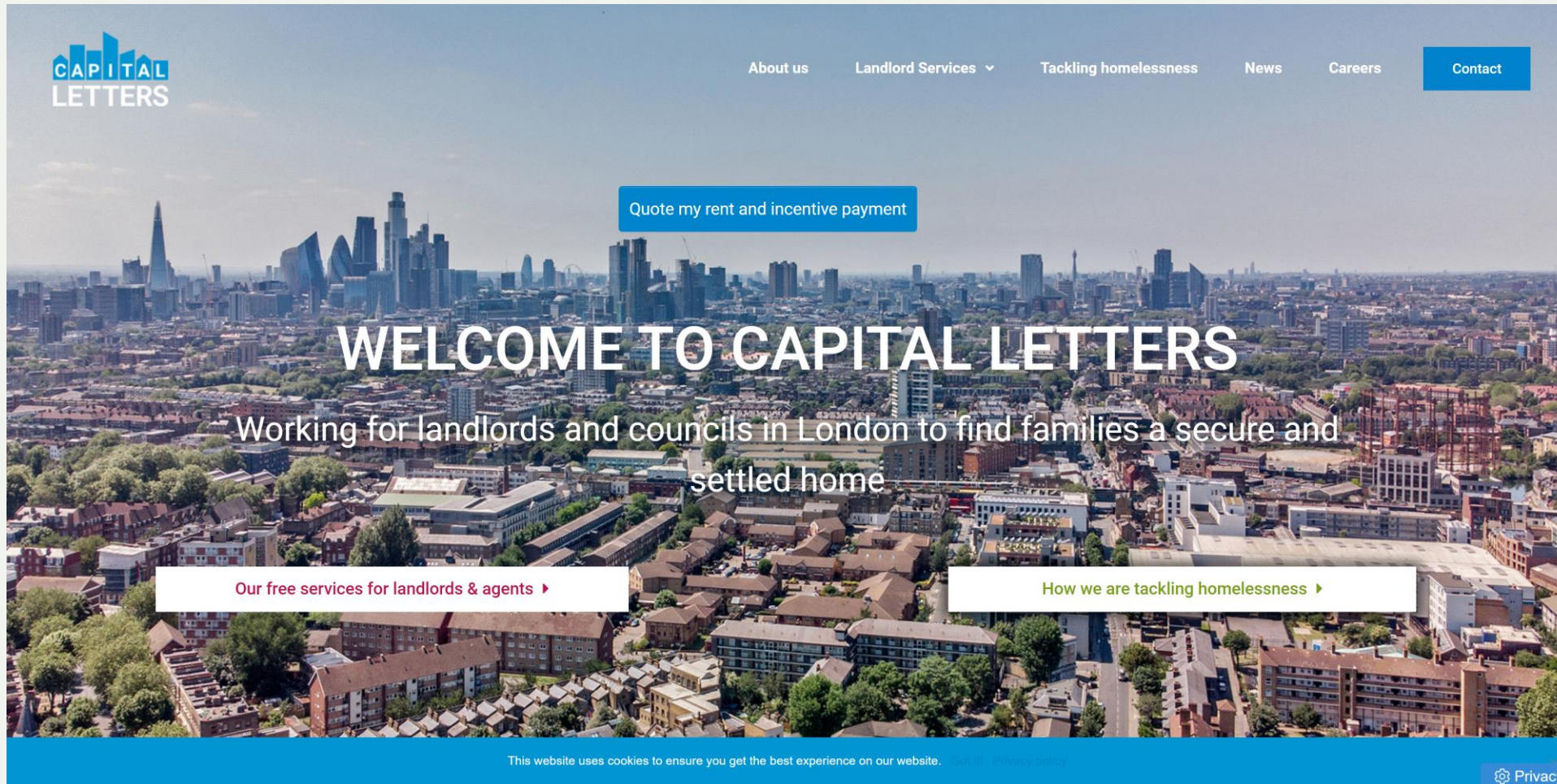
Audiences and platforms

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

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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.

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Audiences and platforms

LinkedIn — **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

Snapchat — **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.

TikTok — **20%**

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

Everyone who is not aged between 16-24 years

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What organic social media channels do well

	Best Content Types	Where in Funnel?	Tips
Facebook	Images and Video Entertaining content	Awareness PAID: prepared for action	Native Facebook Video
LinkedIn	Business Focused Content Thought leadership articles	Research, Consideration	Enable experts to publish Share guides & industry data Share your workplace culture
Twitter	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
YouTube	How to Videos Entertainment Videos Ads	Research, Consideration, Advocacy	Long-term video search Ensure videos use annotations Make good use of end frames
Instagram	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
Medium	Thought leadership articles	Research, Consideration	Opinion pieces from Experts (could be reused on LI Publisher)
External Blogs	Data, News, Guides, Opinion, Interviews, Genuinely great content	Awareness, Research, Consideration	Aim to acquire editorial links from established domains
Pinterest	Home, Lifestyle, Food, Travel, Aspirational images. Videos & Infographics	Awareness, Consideration	Direct purchase opportunities for smaller price-point lifestyle purchases
Snapchat	Bold photos, and videos, imagery with filters and annotations	Advocacy	Membership deals Exclusive access Fun photos and videos

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WhatsApp Groups

LinkedIn Groups

NextDoor

Click Insert > Header & Footer and Apply to All

Email marketing

Experiential events, PR and Brand Activations

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Radio and podcasts

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

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Digital Marketing Tactics

What do we mean by digital tactics?

Social media outreach – content marketing
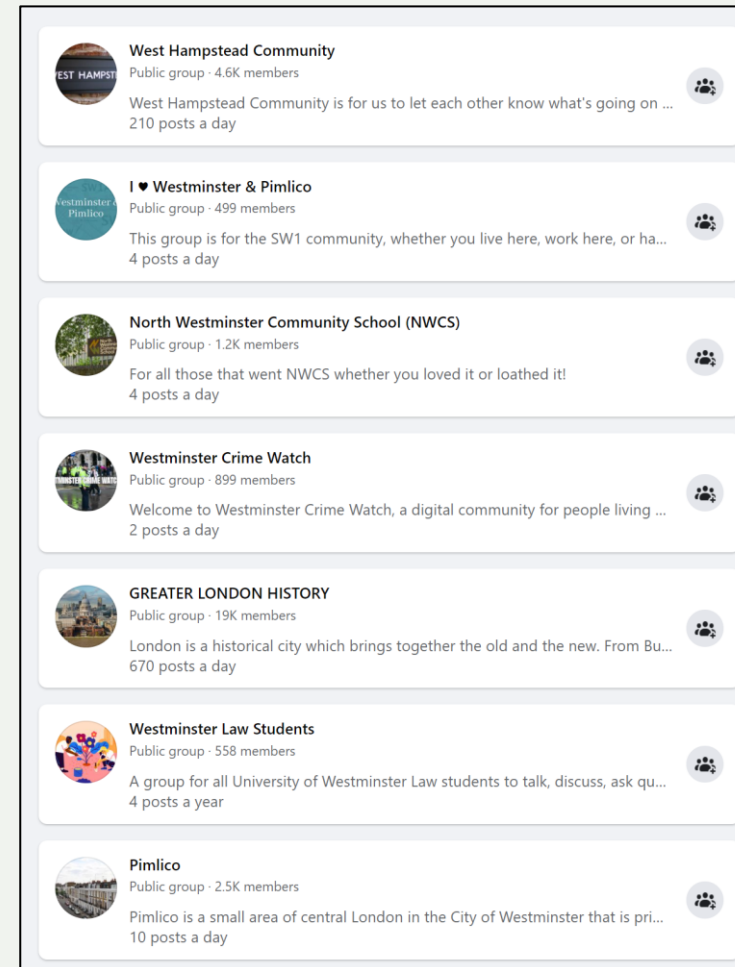
Influencer Marketing – content marketing
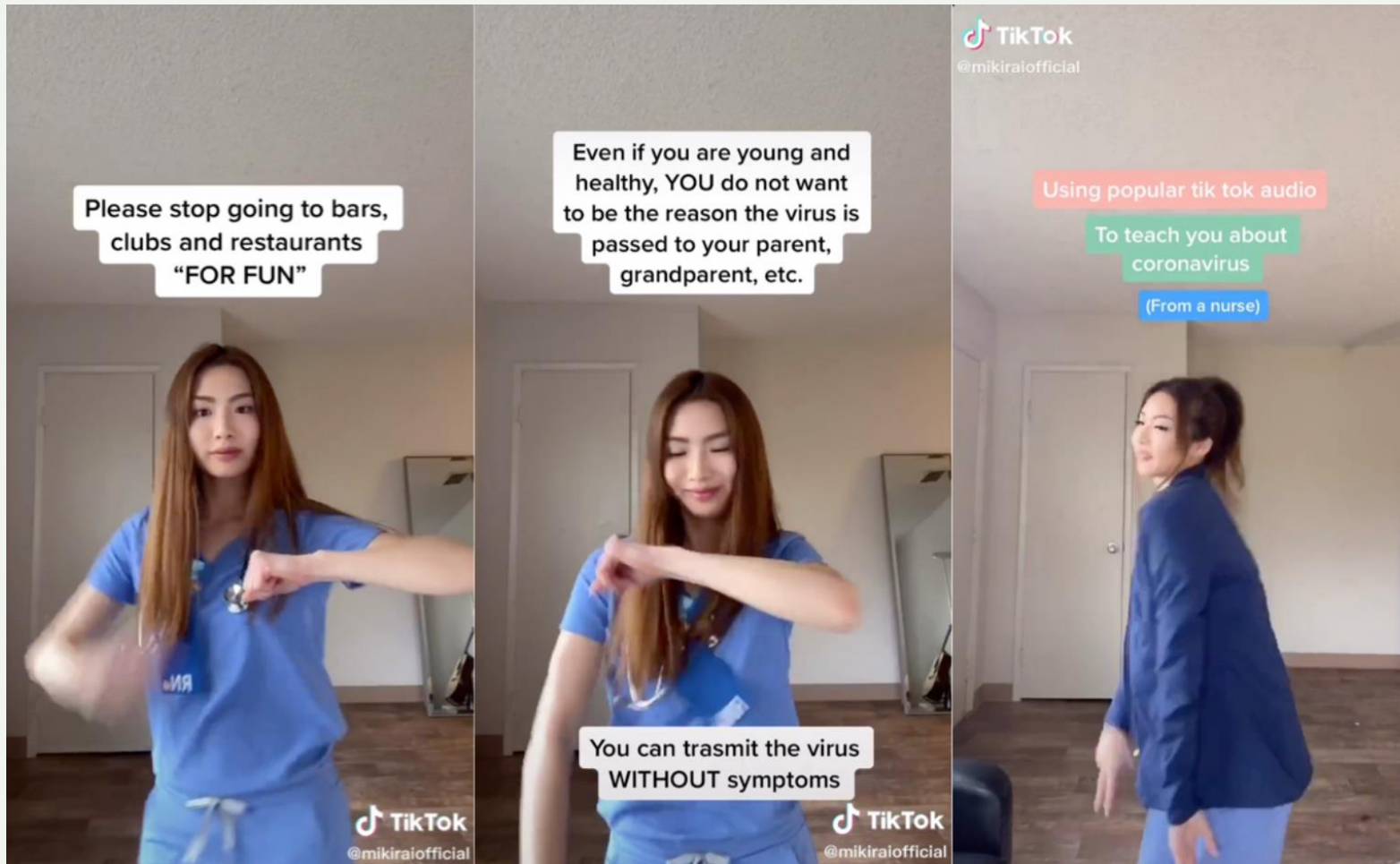
User-generated content

YOUTUBE FAN VIDEOS- BANANA SONG
Further 10+ Millions of Views (earned)

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The paid digital marketing ecosystem
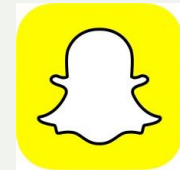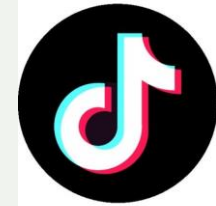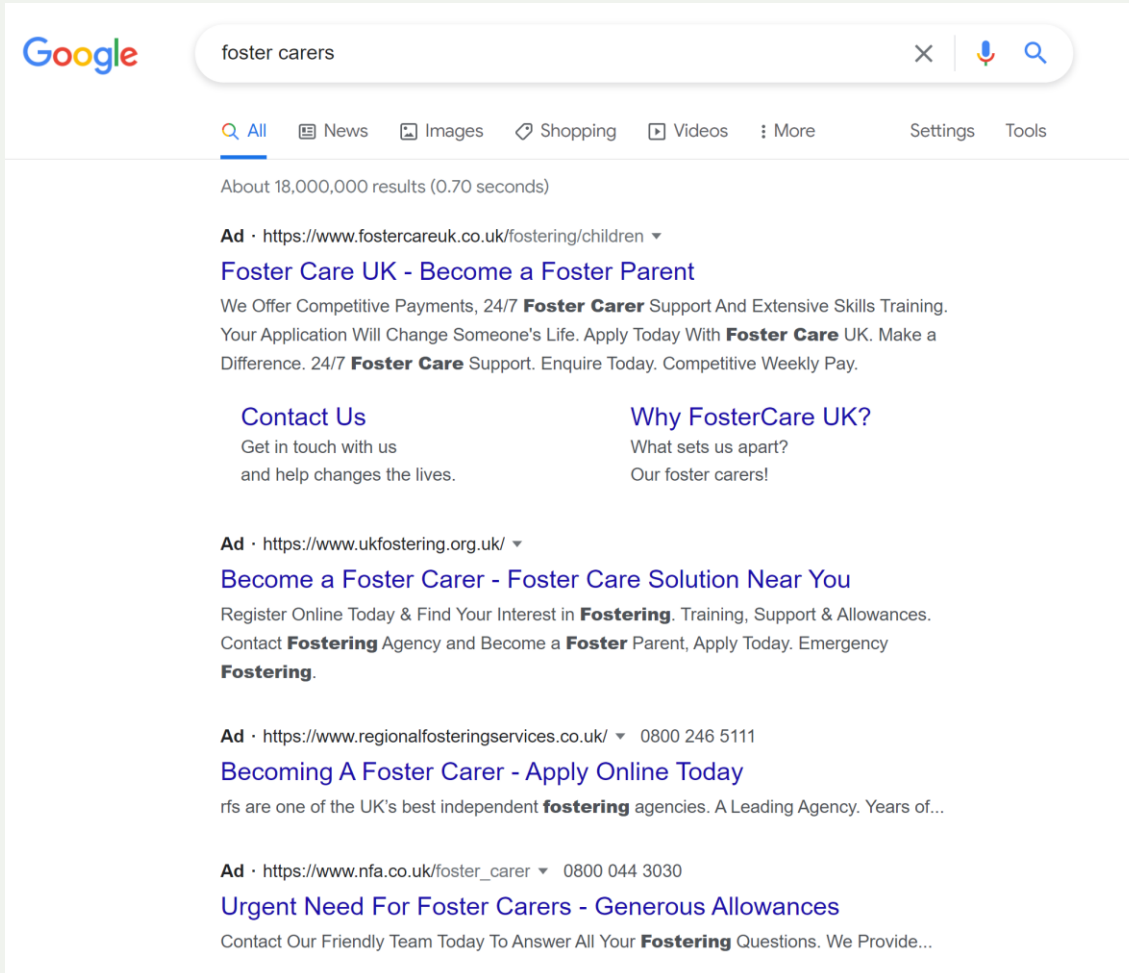
Paid social media and retargeting

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Pay per click Google Ads

Click Insert > Header & Footer and Apply to All

Email remarketing

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Programmatic display advertising

Paid digital advertising and the marketing mix

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

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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

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Digital Marketing tactics in customer journey

| PRE-CONTEMPLATION | CONTEMPLATION | PREPARATION | ACTION | MAINTENANCE |

Awareness

Organic social media:
/ Facebook/Twitter/
  Instagram/YouTube
/ Display advertising
/ SEO

Engagement

/ Display advertising
/ SEO
/ Pay per click – google Ads

Contemplation only
/ Organic social media

Preparation only
/ Social PPC: Facebook and
  Instagram ads
/ Email
/ Affiliate marketing
/ Remarketing
/ Retargeting
/ Programmatic advertising

This is the action
they take, not a
stage in this model

Loyalty

Organic social media
UGC social media
Display
PPC
SEO
Email

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The Creative Idea

Concept 1: Rumour Mill
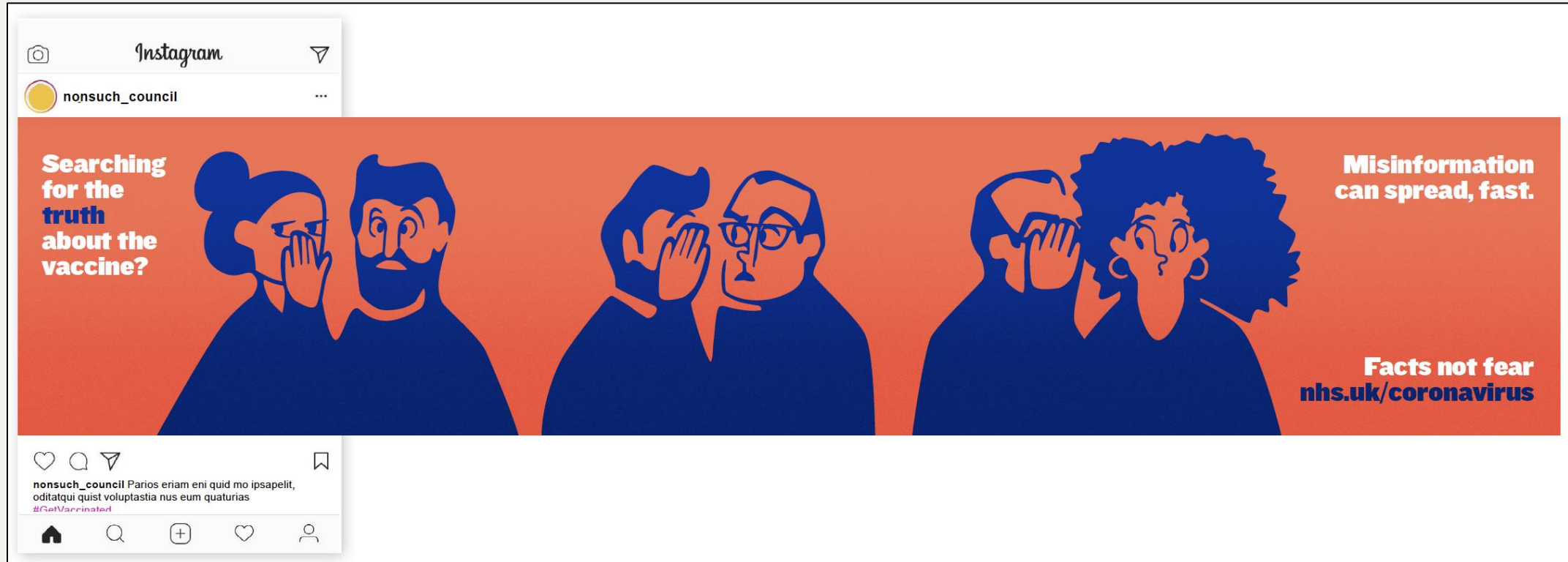
Concept 2: VACCINATIONS THROUGH THE YEARS
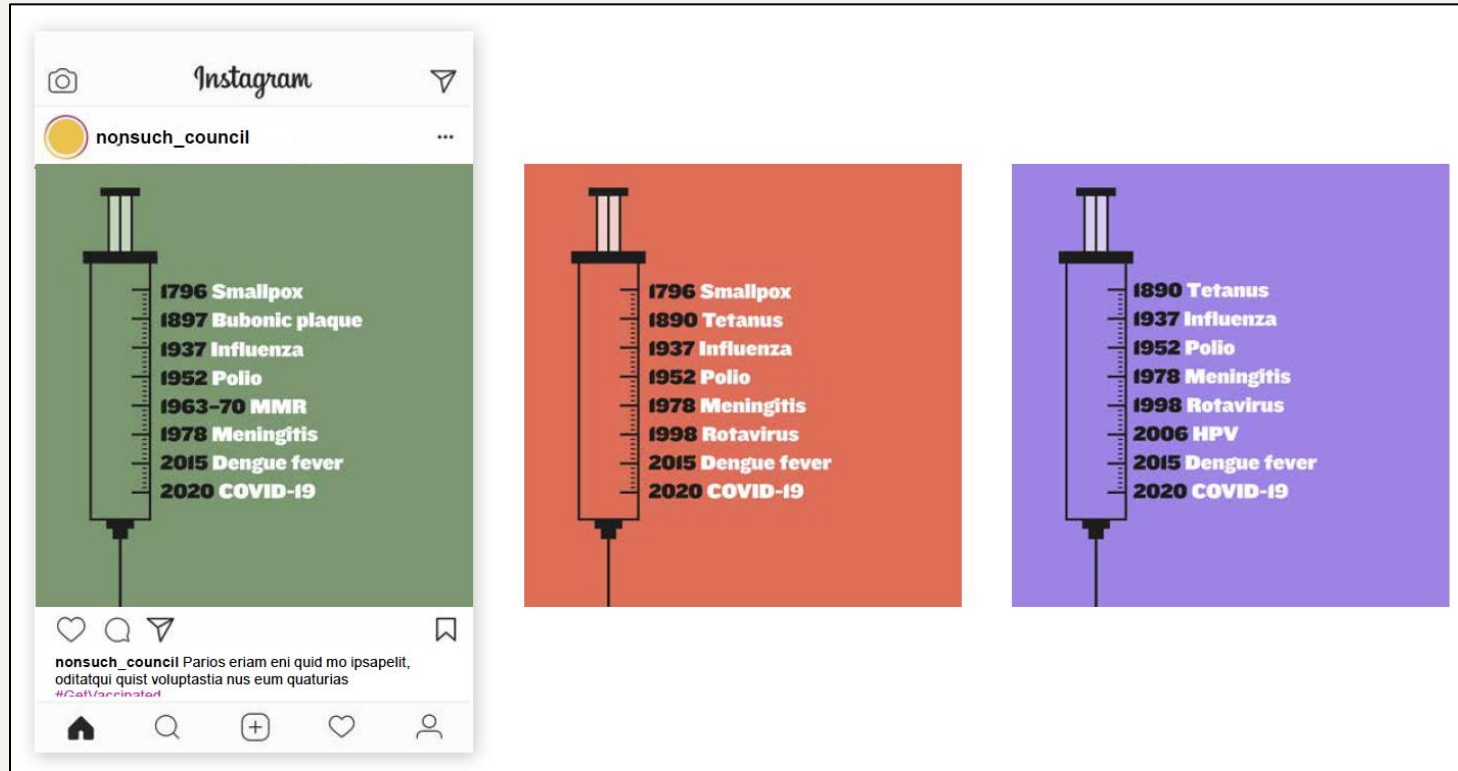
Concept 3: the facts in 10 secs
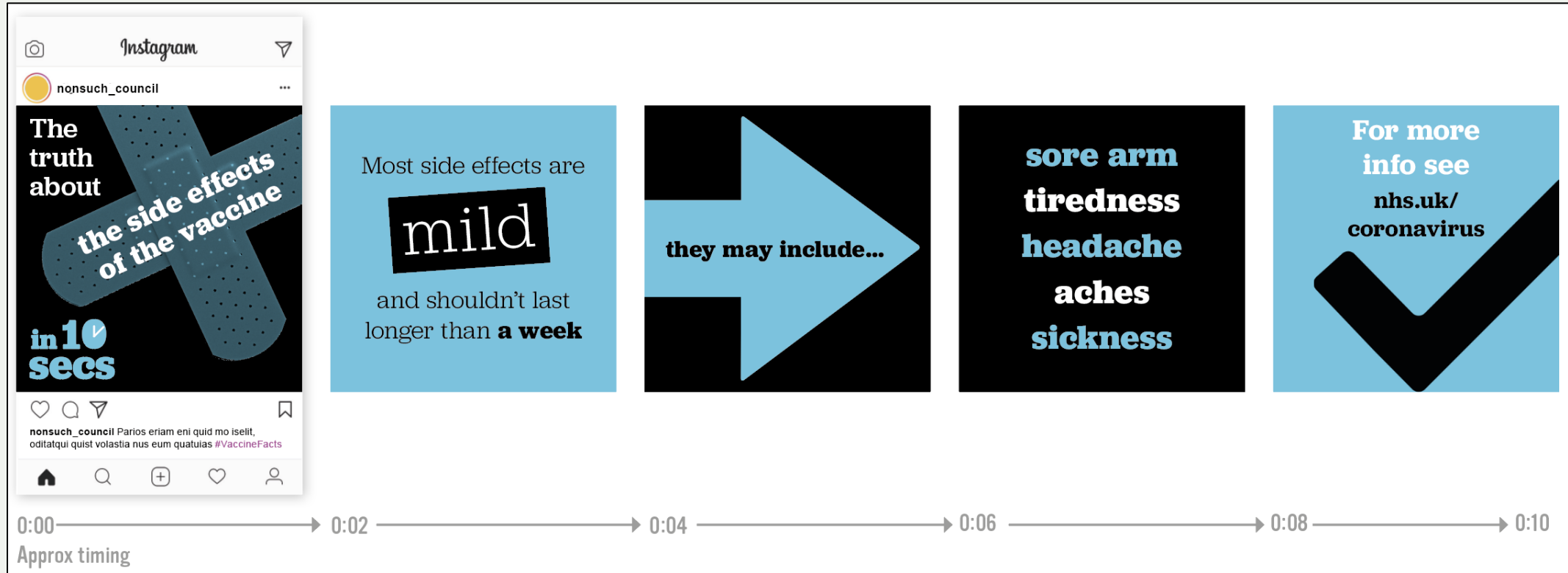
Concept 4: Calling all grandparents
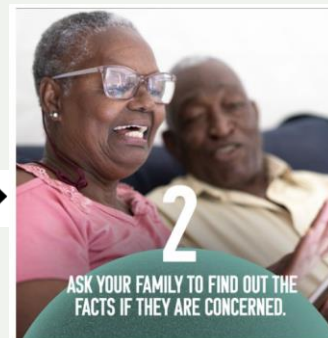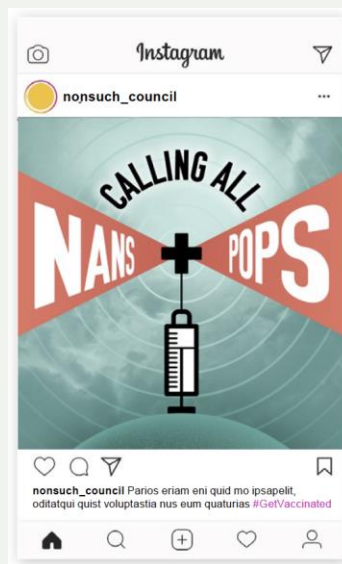
Concept 6: life with and without the vaccine
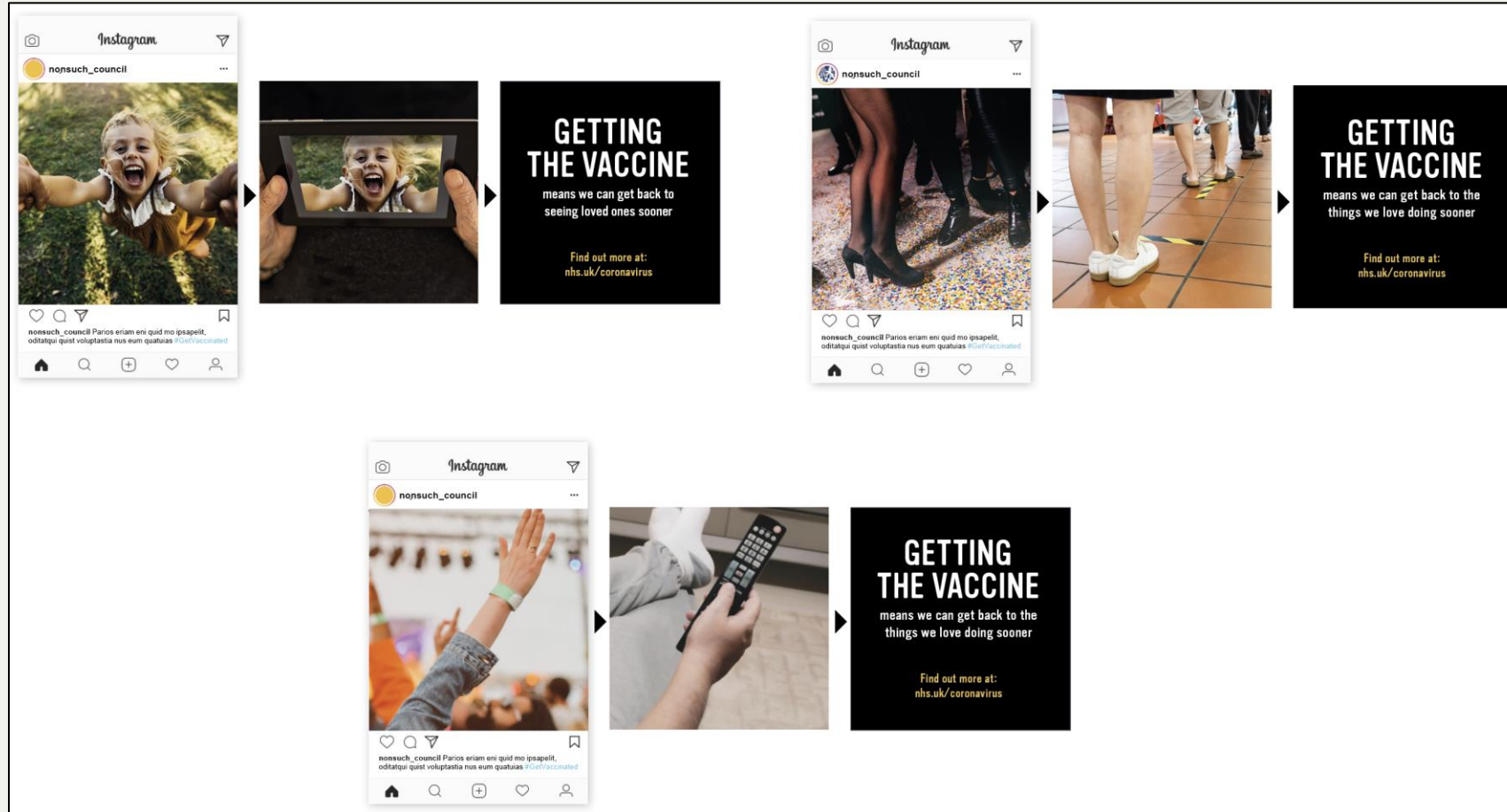
Concept 6: life with and without the vaccine

Digital Marketing tactics in customer journey

PRE-CONTEMPLATION — **CONTEMPLATION** — **PREPARATION** — **ACTION** — **MAINTENANCE**

Awareness

Organic social media:
/ Facebook/Twitter/ Instagram/YouTube
/ Display advertising
/ SEO

Engagement

/ Display advertising
/ SEO
/ Pay per click - google Ads

Contemplation only
/ Organic social media

Preparation only
/ Social PPC: Facebook and Instagram ads
/ Email
/ Affiliate marketing
/ Remarketing
/ Retargeting
/ Programmatic advertising

This is the action they take, not a stage in this model

Loyalty

Organic social media
UGC social media
Display
PPC
SEO
Email

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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?

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CREATIVE CAMPAIGN STRATEGY STATEMENT

For example:

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

- We will run a competition rewarding entrants who have understood and replayed the product benefits to us in the most entertaining way.

➤ your environmental analysis research
➤ your experience
➤ your creative ideas

- We will raise awareness of the desired behaviour change by demonstrating how easy it is to make simple changes day to day.

➤ Note: you do not yet have to depict channels

- 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.

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Defining your digital marketing tactics

DOWNTOWN ABBEY TRANSMEDIA MAP

Major News

Breaking News

Team Servants

Live Tweeting

Watch live

Guest blogs

Catch up

Style

Food

Live the Dream

Behind the Scenes

Share Quotes

Explore House 3D

Explore Downton

DOWNTON ABBEY

facebook

itv Player

tumblr.

Pinterest

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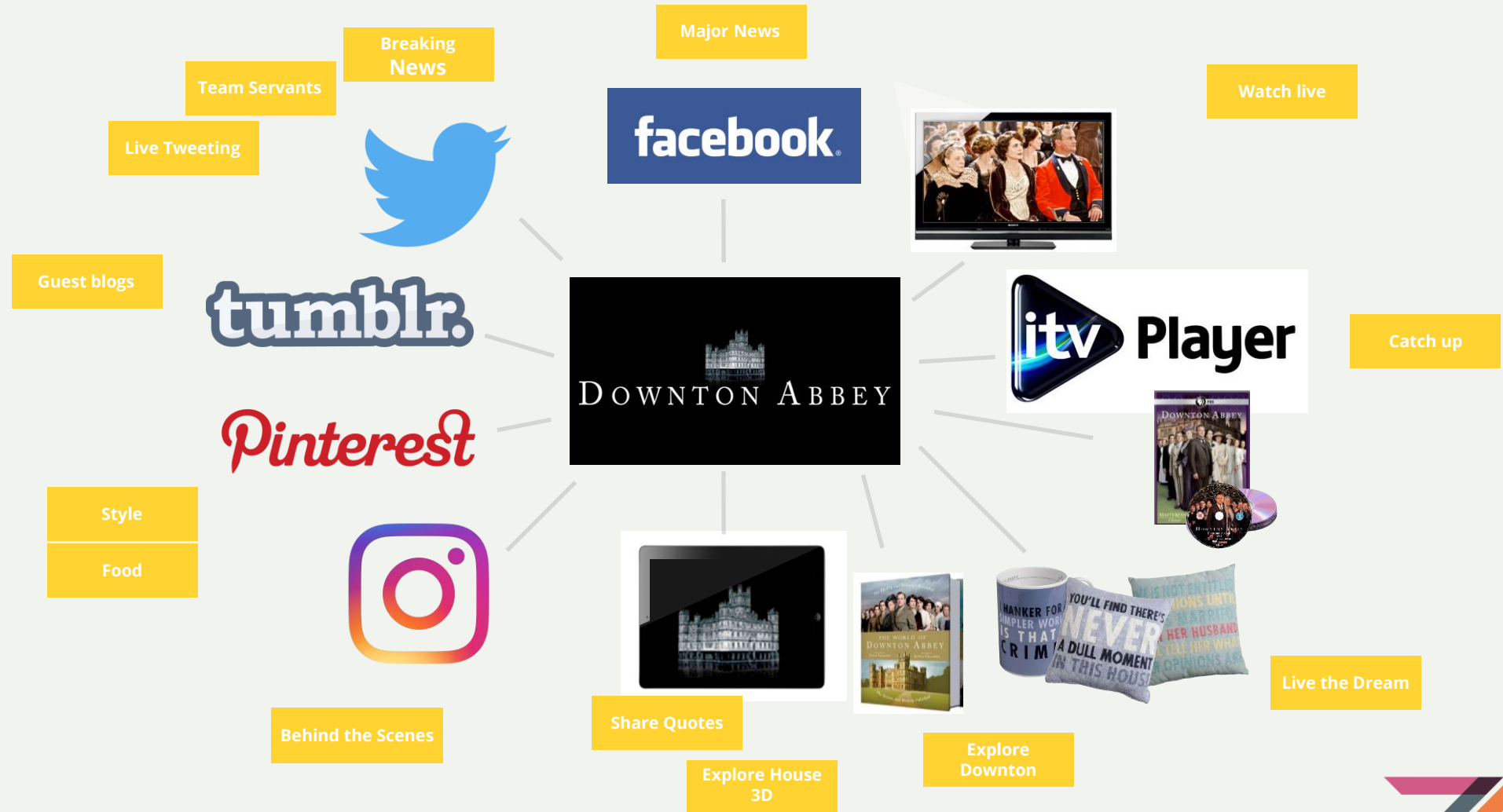
Content types in customer journey
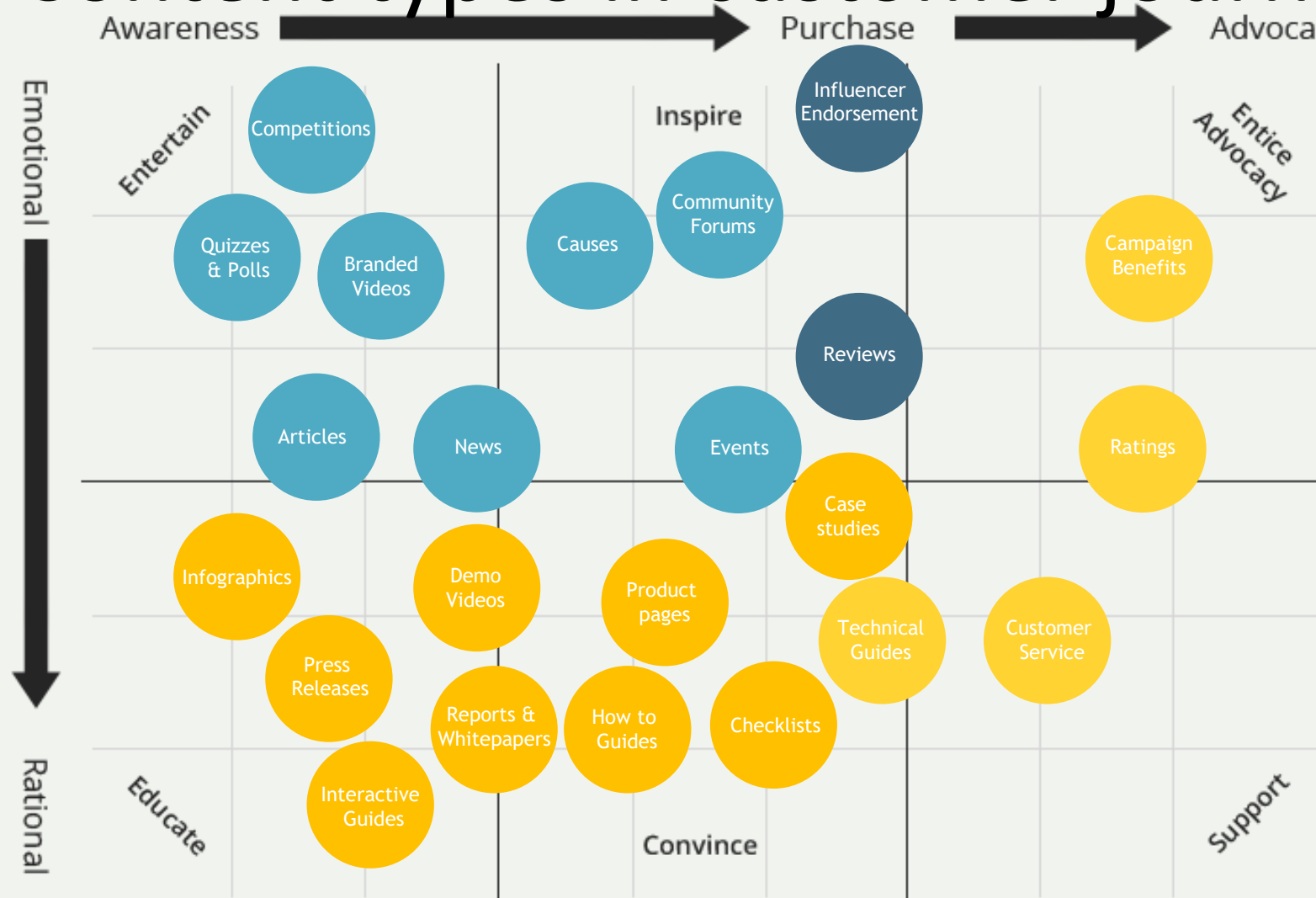
Source: Transmute

Implementation Planning

Digital Marketing tactics in customer journey

PRE-CONTEMPLATION **CONTEMPLATION** **PREPARATION** **ACTION** **MAINTENANCE**

Awareness

Organic social media:
/ Facebook/Twitter/
   Instagram/YouTube
/ Display advertising
/ SEO

Engagement

/ Display advertising
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Contemplation only
/ Organic social media

Preparation only
/ Social PPC: Facebook and
   Instagram ads
/ Email
/ Affiliate marketing
/ Remarketing
/ Retargeting
/ Programmatic advertising

This is the action
they take, not a
stage in this model

Loyalty

Organic social media
UGC social media
Display
PPC
SEO
Email

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LAYING OUT YOUR ACTIVITY

SMART OBJECTIVE

CAMPAIGN MECHANISM

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

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Content Calendar

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

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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.

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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.

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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

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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

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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

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Evaluation and behaviour change model

Pre-contemplation	Contemplation	Preparation	Action	Maintenance

- Raise awareness
- Increase relevance

- Create buy-in
- Provide solutions
- Engage

- Drive action
- Facilitate behaviour

- Reinforce loyalty
- Generate advocacy
- Peer feedback

Outputs	Outtakes	Outcomes	Impact	

- Reach
- Impressions
- Readership / listenership / viewership
- Footfall

- Likes
- Engagement rate
- Playthrough
- Comments
- Click through rates

- Sign ups
- Applications
- No. pages visited
- Expressions of interest

- Service data
- Customer journey mapping
- Savings

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Which measures will you use?

Pre-contemplation	Contemplation	Preparation	Action	Maintenance
• Raise awareness • Increase relevance	• Create buy-in • Provide solutions • Engage	• Drive action • Facilitate behaviour		• Reinforce loyalty • Generate advocacy • Peer feedback

Outputs	Outtakes	Outcomes	Impact	
• Reach • Impressions • Readership / listenership / viewership • Footfall	• Likes • Engagement rate • Playthrough • Comments • Click through rates	• Sign ups • Applications • No. pages visited • Expressions of interest	• Service data • Customer journey mapping • Savings	

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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

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@tiffanystjames

Tiffany St James

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

For independent consultants:

For Public Speaking:

TIFFANY ST JAMES

Twitter: Join in the banter @tiffanystjames

Facebook Page: Helping businesses with digital skills @theTiffanyStJames

Feedback for Tiffany: https://bit.ly/TSJfeedback