BIRTHDAY DO & BREW

Digital Marketing Conference & 20th Birthday Celebration

Mightybytes

Session One

Aligning Digital Marketing Channels

Presented by Veronica Bagnole

Understanding Your Current Digital Marketing

Before you begin a new digital marketing strategy, you should first get an understanding of how things are currently working. This will help you understand what is working and what isn't.

Where are you now?

What digital channels is your organization using at the moment?

First, make a note of all of the digital channels your organization currently has (active and inactive). Digital channels include any mode of communication that you use online, including websites, email, social media profiles, microsites, apps, ads, etc.

Customer Journey Mapping

What channels do customers use to complete a particular call to action?
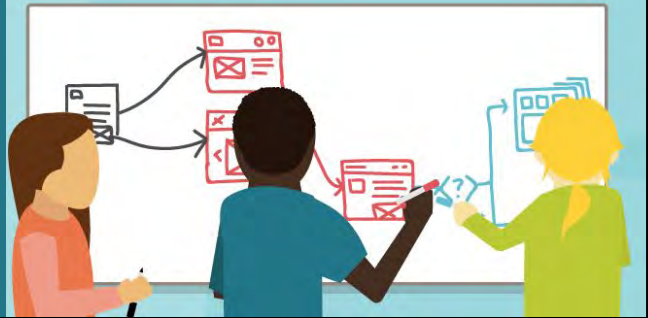
Go through a customer journey mapping exercise to find out where your current channels are being used and what role they play in converting users. Discuss how users feel at each step, is there any way you can improve that step? This is useful for a couple of reasons - making sure all your channels are being used AND helping you to prioritize channels based on usage

Grade Yourself

Don't be afraid to give yourself a score. We understand letter grades and percentages better than adjectives.

A B

C D

Create a "report card" and literally grade yourself for various aspects of the channel's performance (an example report card is on the next page). Letter grades and scores are easier to understand and motivate administrators better than adjectives like "good" or "needs improvement."

Digital Channel Scorecard

Grade the current success of your digital marketing channels using the table below. Score each column on a scale from 1-10 (1= very poor, 10= excellent). Add these scores together and multiply by two to get your final grade.

Channel Name	Are you reaching your audience(s)?	Level of audience engagement	Are you achieving business goals?	Are you actively updating the content?	Planning, implementation and analysis	FINAL GRADE

Brought to you by the folks at **Mightybytes**

Who are you talking to?

Who is actually **engaging** with each channel?

There should be tracking set up on all your digital channels so you can access this information easily. If you aren't tracking the audience engagement then there is something wrong.

Are you reaching your goals for each channel?

Does each channel have a business purpose?

Current Governance

Review how your current process works.

Who is involved?

What works? What doesn't?

Where is the process moving smoothly? Where is it coming to a standstill?

When are we measuring success?

Why do we want to change?

Understanding how your current process works is important so you know what needs to be improved. If your digital marketing activities are struggling due to internal resources, then this will need to be factored into your new strategy.

Choosing Your Channels

Once you've done your audit, you'll be in a good place to determine what channels you should use moving forward.

Your audience

Who are you trying to reach? This may not be who you are currently reaching.

First, think about the audience you want to reach. Do you know their demographics, needs, preferred ways of communication?

If you are unsure about who you want to target, consider going through a user persona or proto persona exercise. This is discussed in more detail in our "Advanced UX and CRO" presentation.

Accessible

What channels does your audience actually use?
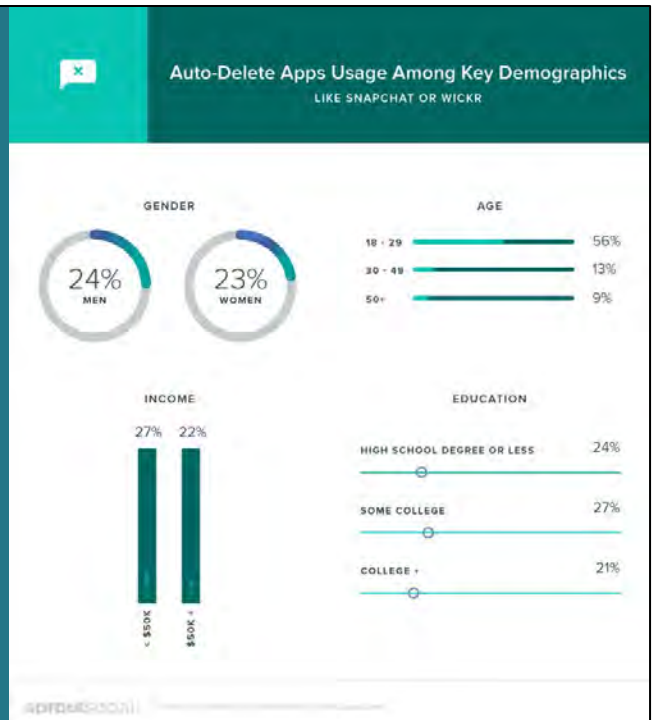
Once you know who you want to reach, do some research to find out what online channels those users prefer. There is a lot of research out there.

In this slide: Pew Research Center did a national study on social media usage and demographics. SproutSocial created really useful infographics from it.

Does that channel allow you to present your information properly?

You'll want to select channels that allow you to present information in the formats that you need.

Identifying formats exercise

Cards with common content types

- Press releases
- Case studies
- Voucher codes
- Donation requests
- Thought leadership pieces
- Competitions
- Product launches

Cards with common format types

- Web page
- Photos
- Blog posts
- Emails
- Quick snippet
- Infographic
- Microsite
- Online advertising

Not sure what formats you need for your information? Try this exercise. Create two stacks of index cards: one that include the most common types of content you create and another that has common types of formats. Put the content type cards out one at a time and next to it place all the format cards that could be used to present the content effectively. Repeat this with all your content types. Make a note of the format cards you used the most, you'll need to make sure those are accommodated in the channels you choose.
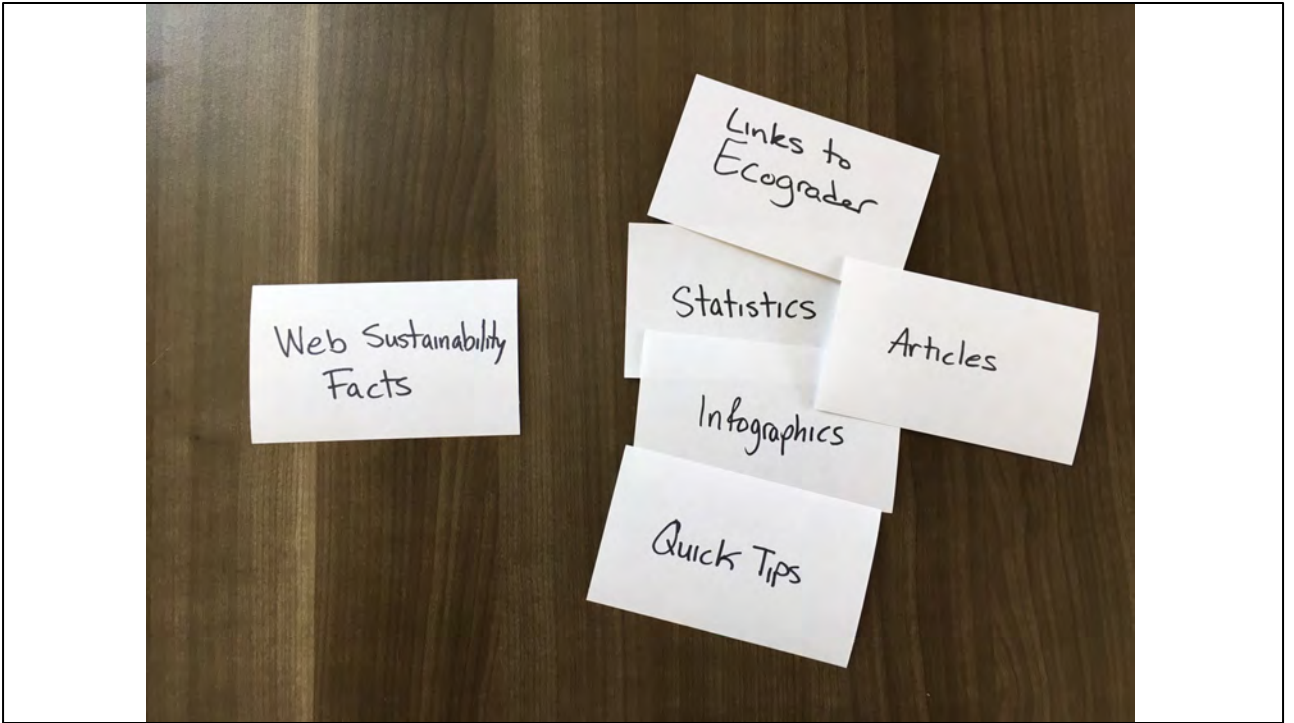
Here's an example of the exercise mentioned on the previous slide.

Manageable

What channels can your team actually manage... and do it well?

For every channel you choose, make sure you have the capacity to manage it properly, including content, visual assets, responding to users, etc.

For example, if you don't have design skills available, reconsider image-heavy platforms like Pinterest and Instagram.

Useful design tools

Canva

Social media image templates

Free version available

Pixlr

Image editing software

Free version available

Piktochart

Infographic, Reports, Poster templates

Pexels

Free CC0 stock photos

Free & No Attribution

Just because you don't have professional design skills doesn't mean you can't create great images. Here are some resources that could help.

Beneficial

Does the channel help to reach your business goals?

Prospect / Customer Goals
&
Internal Company Goals

Not all your digital channels need to be for prospects and customers. Remember that internal communication can be just as important.

Budget

## Does your marketing budget accommodate this channel?

For example, building an app costs a lot of money, so in addition to wanting it really badly and having the resources to manage it, you need to be able to pay for it. Online advertising can also be expensive. Whatever channels you choose, make sure you have enough budget so it is done right.

> **"People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are."**
>
> – Steve Jobs
>   Founder/CEO of Apple
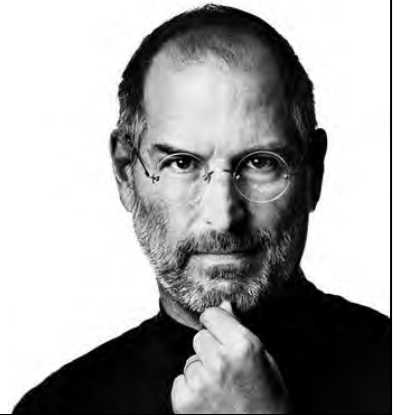
You may end up with several channels that you want to use, but sometimes it is just as important to say "no" as to say "yes" in order to be able to succeed at the channels you do choose in the end.

Planning Your Strategy

Your messaging

What are your key marketing messages?

These messages are going to need to permeate your activities and you'll want to plan with these in mind. Your goals really should relate to these, so if you want more people coming to your site, your messaging should say "visit our site for XYZ." If you want more donations, your messaging should be about donations.

Goals

What will you measure?

Focused
Realistic
Actionable
Measurable

Focused - Too many metrics will make you lose track. Do you focus your goal statement on a number and/or action?
Realistic - Are these realistic numbers?
Actionable - Set actions to get these goals done.
Measurable - Can you actually measure these goals?

Our goal for the _____ is to *(verb)* *(objective)* over the next ___ months.

Verbs

Increase	Decrease
Improve	Reduce
Enhance	Engage
Focus on	Collect
Produce	Organize
Create	Generate
Measure	Test
Monitor	Track

Objective

Donations	Purchases
Subscriptions	Downloads
Click throughs	Revenue
Engagement	Visits
Time on site	Pages per visit
SEO	Emails
Links	Button clicks
Comments	New visitors

Create goal statements for each goal. To help, here is a template. Use the words below to help fill in the blanks and make the goal your own.

Strategy over tactics

Day-to-day activities should always have a purpose.

Goals
What you would like to achieve AND deadlines

⬆

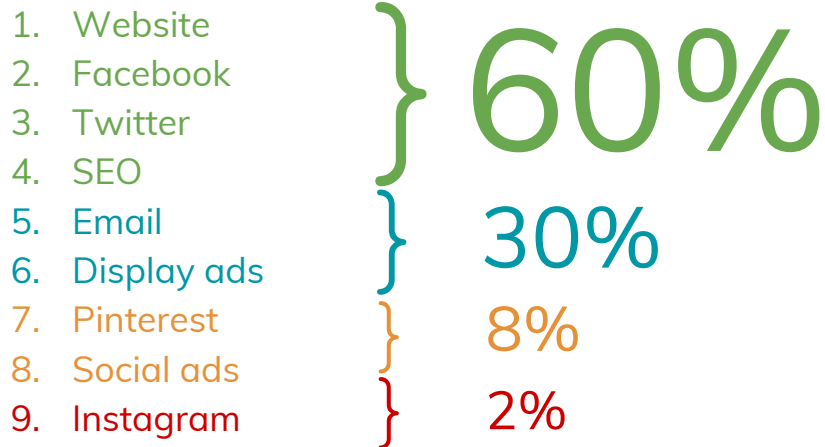### Strategy
The plan. Who/What/Where/When/Why

⬆

Tactics
Day-to-day activities to implement strategy and reach goals.

A common mistake people make is to jump into planning the day-to-day activities without first thinking about the overall strategy. Your strategy is what will connect your activities to your goals.

Channel priority

1. Website
2. Facebook
3. Twitter
4. SEO } 60%
5. Email
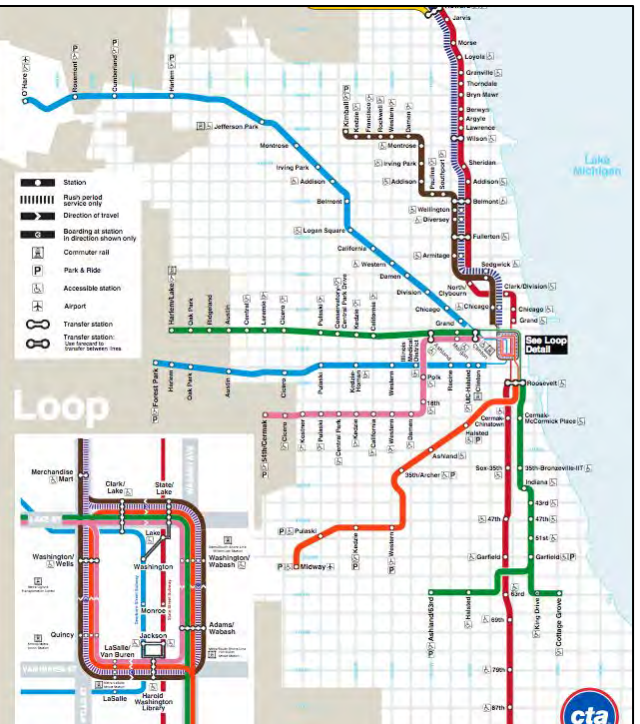6. Display ads } 30%
7. Pinterest
8. Social ads } 8%
9. Instagram } 2%

Before developing a strategy, prioritize your channels so you know roughly how much time you should dedicate to each.

Building a digital network

Each channel needs to be able to stand alone but also work with your others.

What do I mean by stand alone? You need to have the resources in place to do what needs to be done for that channel. It can't only rely on the others to succeed. It needs to have its own structure/activities AND ALSO work with the other channels. If one channel drops the ball then they all do.

Ask yourself these questions when planning your strategy and tactics

Who is writing, editing, publishing this?

What does success look like?

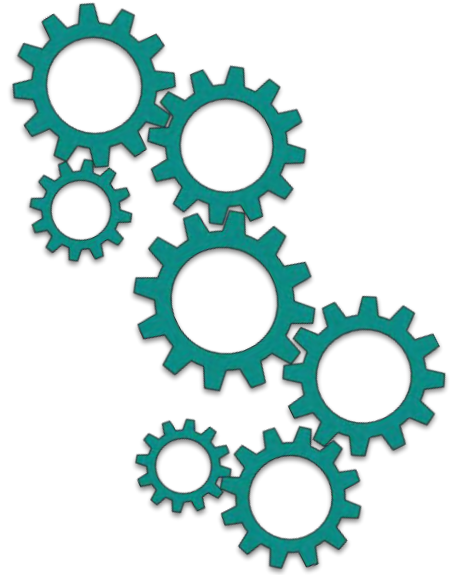**Where** is content going to live (and where can it be reused)?

When is it being done?

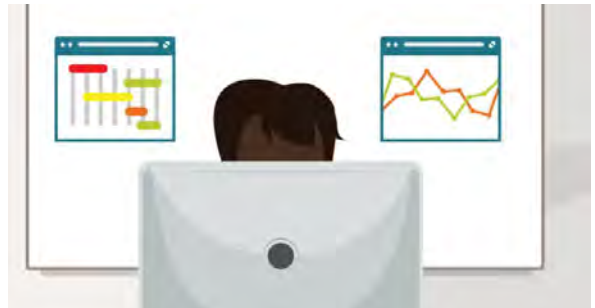**Why** are we doing this?

The more you know about how your team is going to implement the strategy, the better your planning can be.

Create a schedule that outlines what will be happening on each channel. Think long-term but plan 3-6 months. You can use something as simple as Excel to create your schedule.

Automation

Where can your activities be made more efficient through automation?
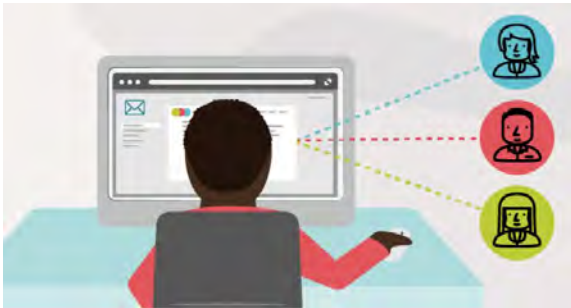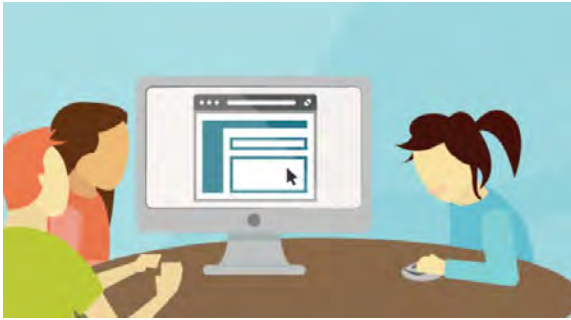
Things that can be automated: Website publishing dates, social media posts, email automation, analytics dashboards (eg: Data Studio charts set to automatically update)

Management & Implementation

Don't silo your marketing team!

Not only from other departments, but also from each other! The more you are able to work with others, the more unified your messaging will be.

Make sure people know their responsibilities. This can be low tech. Include as many details as possible during the planning process, so there is less to think about later on.

Let's talk content...

Coming up with content ideas can be difficult. Traditionally people use the "5 Why's" approach of asking the question "why" five times to get to the heart of why users need their product/service. I suggest evolving that into the "5 Questions" exercise. In this version of the exercise, you can ask a combination of questions to get five levels deep. This will help you branch off into various directions for more content topics. The next few slides show an example.

Why do people buy a new coat?

Their old coat is worn out.

In this example, let's pretend we're a coat manufacturer...

What's wrong with a bit of wear and tear?

The lining is thin, there are holes in the pocket. It doesn't keep people warm.

Okay but how warm do people need to be?

Well, winter in Chicago is rough!

Do our coats hold up to a Chicago winter?

Heck yes! They are warm to -50 degrees.

Well what does that really feel like?

Blog Post:

Places our coats could keep you warm

1.   Barrow, Alaska

Barrow is home to 5,000 people and takes the title of the northernmost city in the United States. The sun sets in November and doesn't rise again until the end of January. The average temperature in JULY is 37 degrees F!

Acme Coat Company
March 30, 2018 at 3:53pm · 🌐

Our coats can keep you warm up to -50F! Just how cold is that? Cold enough for boiling water to freeze instantly when thrown into the air.

👍 Like   💬 Comment   ➤ Share

Write a comment...   😊 📷 GIF 🙂
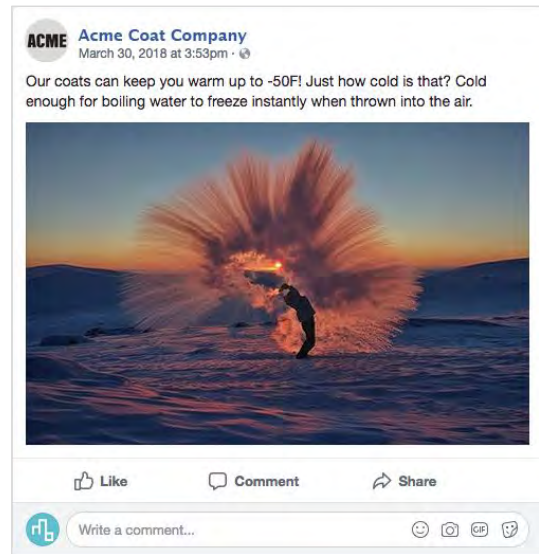
Now we have a topic that we can convert into various pieces of content, including blog posts, social media posts, etc.

Test, Test, and Test

1. Test it out on a colleague who hasn't been involved in the work, or test it on some users - do they like it?
2. Test out the technology - is everything working like it should?
3. Run some multi-variate testing to optimize your work.

A/B and multi-variate testing let you test multiple version of a piece of content or functionality to determine which one users prefer.

	March	April	May
	1 2 5 6 7 8 9 12 13 14 15 16 19 20 21 22 23 26 27 28 29 30	2 3 4 5 6 9 10 11 12 13 16 17 18 19 20 23 24 25 26 27 30	1 2 3 4 7 8 9 10 11 14 15 16 17 18 21 22 23 24 25 28 29 30 3
Bi-Weekly Team Meetings			

Website

Draft of blog posts
Blog posts
SEO updates
New product pages published
Multi Variate Testing on CTAs

Email Newsletter

Monthly newsletter
Finalize and test newsletter
Promotional emails

Social Media

Facebook updates scheduled
Twitter updates scheduled
Instagram
Daily check-ins

Reporting

Montly reports

When you are setting up your strategy, know what needs to be tested by colleagues, technology and multi-variate testing and schedule that in.

Measuring Results

Dashboards for overviews

Are we making progress towards our goals?

Reports for decisions

Should we spend time improving our SEO?

Dashboards provide you with an overview of the metrics you are tracking. Reports provide you with in-depth analysis of those metrics. If you aren't using the analysis to make decisions, then stick with a dashboard.

Measuring results

- Don't look at data in isolation.
- Comparable data.
- Regular schedule.
- Take action when action is needed BUT don't jump the gun.
- Consolidate sources.

Isolation - EG: Visitors are down. Well, is that because you are targeting better?
Bounce Rate is up. Is that because people are finding things faster?
Comparable - Consider yearly trends. Month-on-month comparison may not be ideal if you have expected traffic patterns.

Data Studio allows you to pull in information from a range of sources, including Google platforms like Google Analytics, Search Console, Sheets, YouTube, etc. There are also community connectors for loads of third party data, including Adobe Analytics, Amazon Seller info, AdRoll, Bing ads, Facebook Insights, LinkedIn Analytics, Constant Contact, etc.

Heatmaps and scrollmaps are a great way to understand what your users are doing.

EG: CrazyEgg, HotJar, Concurra

Around the world
There are 1 billion people with disabilities

20% of Americans have some sort of disability.

A vast range of disabilities can impact how people use the Internet

Disabilities come in all forms, some permanent, some temporary. Sometimes things we consider to be minor or temporary disabilities can make it difficult to browse the web.

Disabilities that can affect how you use the internet include hearing loss, blindness, color blindness, dyslexia, tremors in hands, loss of limbs, broken arms, autism, etc.

Many people rely on assistive technology to access content.
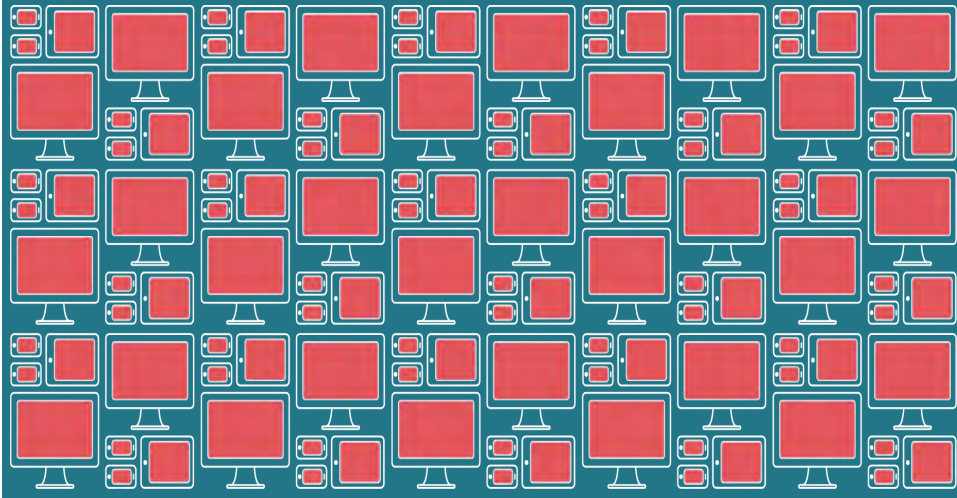
There are many types of assistive technology available to help, including screen readers, magnification software, text readers, speech input, head pointers, motion/eye tracking, etc.

Perceivable	Operable
Understandable	Robust

The WCAG 2.0 has four principles

1. **Perceivable:** Information and user interface components must be presentable to users in ways they can perceive.
2. **Operable:** User interface components and navigation must be operable with a variety of tools.
3. **Understandable:** Websites must use clear, concise language and offer functionality that is easy to comprehend.
4. **Robust:** Websites should work well enough across platforms, browsers, and devices to account for personal choice and user need.

Accessibility tools online

[Wave](#) or [AChecker](#): Test the accessibility of your site

[Check My Colors](#): Contrast Ratio Tool

[Interactive WCAG guide](#): Useful checklist

[Mightybytes Newsletter](#): Useful articles and tips

Small steps forward are better than nothing, so think about what you can do in the short term (image alt text for example, versus what you'll need developers to fix).

Thanks!

 Mightybytes

"Better digital solutions for people and planet."

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Mightybytes.com

Ecograder.com

SustainableWebDesign.org