



allaboutaudiences

Developing a digital marketing strategy

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

MTM London, 2010



The digital opportunity...



Image c/o The Shutterbugette

UK internet users

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



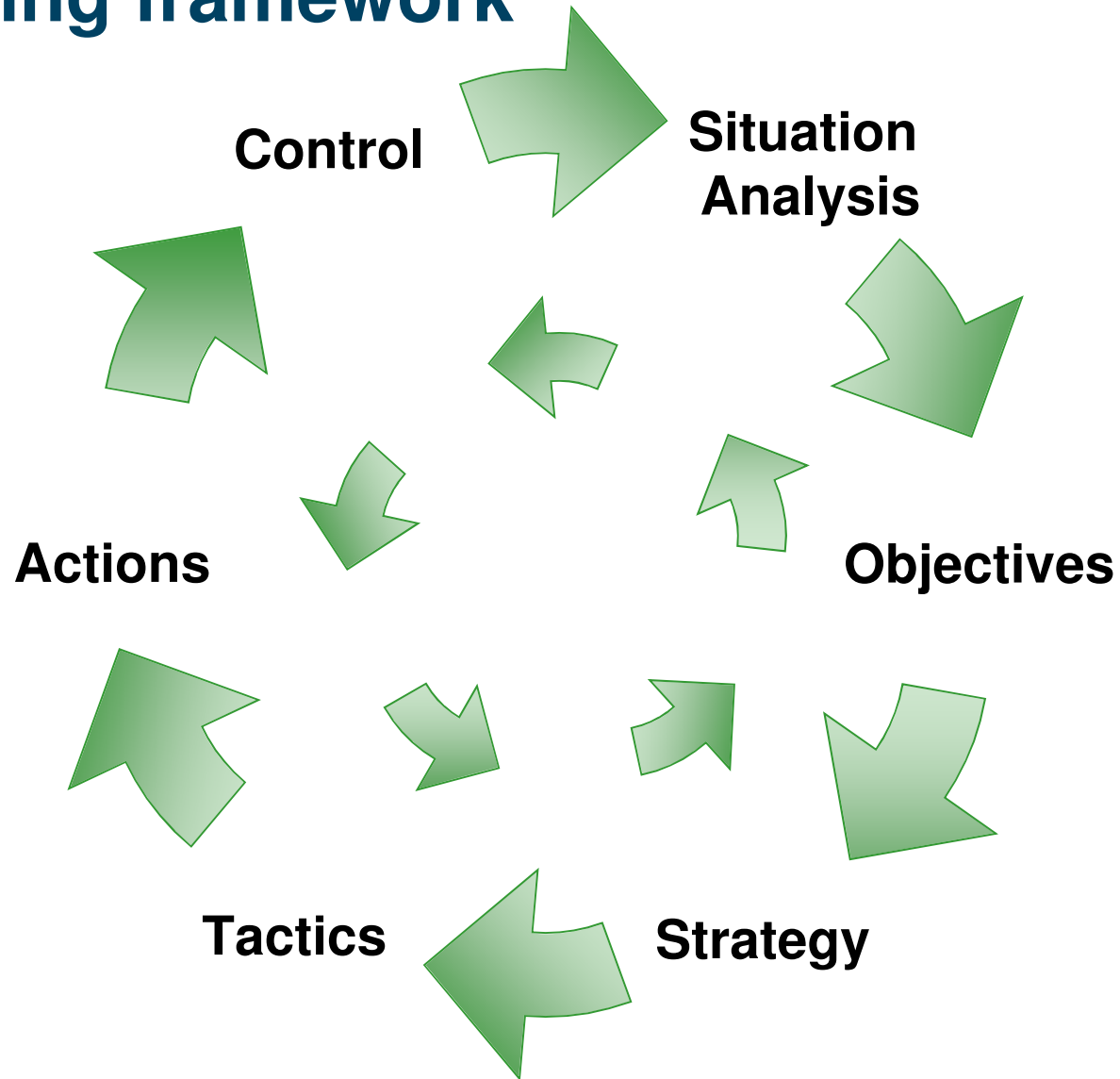


Positioning your digital strategy





Planning framework



1) Where are we now?

- Goal performance
- Audience insight
- Digital marketplace SWOT
- Brand perception
- Internal capacity & skills audit



2) Where do we want to be?

- **S**ell – Grow sales
- **S**peak – Dialogue & participation with customers
- **S**erve – Add value
- **S**ave – Save costs
- **S**izzle – Extending your brand online
- **S**ocialise?



Image c/o Leo Reynolds 9

3) How do we get there?

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



Image c/o MarkSmallwood 10



RACE

- **R**each
- **A**ct
- **C**onvert
- **E**ngage



Image c/o nojhan₁

4) How exactly do we get there?

- The when
- The what
- The details



Image c/o joannou



5) Who does what?

- Responsibilities & structures
- Internal resources & skills
- External agencies



Image c/o ~Zoe~

6) How do we monitor performance?

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

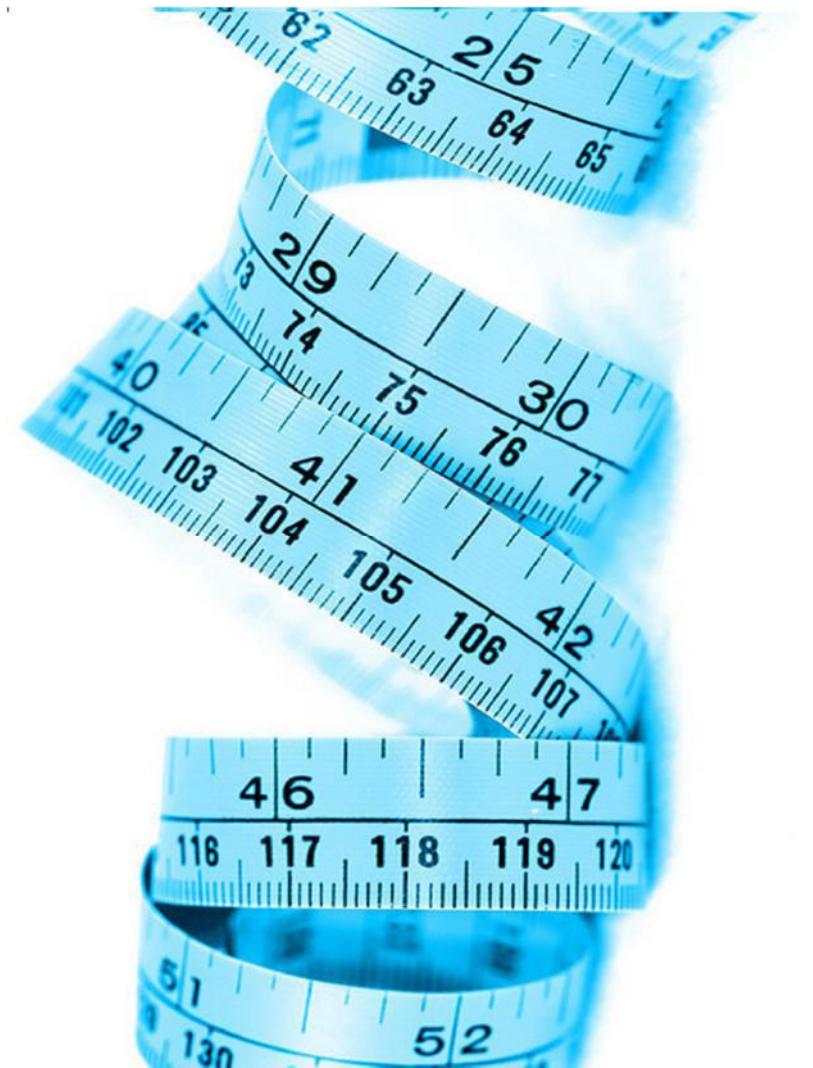


Image c/o Darren Hester

Feedback loop

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

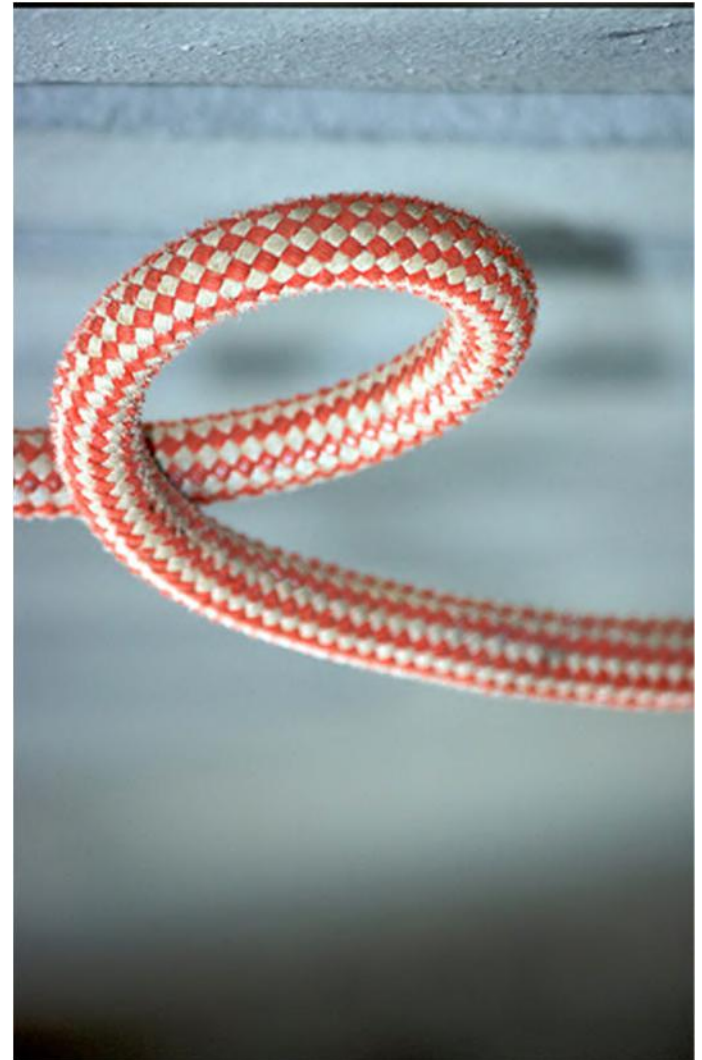


Image c/o Nick in exsilio



THINK people THINK behaviour



Image c/o The Mike PD



Any questions?



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Image c/o Matt Hamm