

Digital Marketing Success & Rules of Engagement



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Digital / Social media is effective for:

- Promoting products and services
- **Engaging** with your customers / partners / market
- Networking and prospecting for **sales leads**
- Building **brand**
- Building **loyalty**
- Performing customer and **market research**
- Monitoring your **competition**
- Optimizing **customer service**
- **Customer communication**
- Public Relations, Advertising and all traditional media campaigns
- Establishing the company as a thought leader
- Improving **Sales \$\$\$**
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The Economics of Digital / Social

It's not technology – it's **ENGAGEMENT** that matters

- **Before you do anything – Make sure your efforts support your business goals! ;)**
- **Rule #1: Start with Customer Insight**
 - Understand who your customers are, what they're all about, how they interact with consumer technologies, and what they want from the brands they know and trust.
- **Rule #2: Don't Repurpose, Reimagine.**
 - Creating multiplatform strategies that connect with audiences where they live.
- **Rule #3: Don't Just Join the Conversation- Create It.**
 - Be the party that initiates meaningful connection -- through compelling experiences that keep customers talking.

Old Spice Case Study Example

It's not technology – it's **ENGAGEMENT** that matters

- **Rule #4: Your Brand is a STORY; tell it.**
 - Don't just sell product; sell the problem it solves, the feeling it gives, the status it conveys, or the value it embodies. In the on-demand era, the best branded entertainment experiences are personalizable, ownable, and sharable.
- **Rule #5: Share Control – make your audience/customers collaborators**

EXAMPLE

It's not technology – it's **ENGAGEMENT** that matters

- **Rule #6: Be Yourself - Be Transparent**
 - The web is an incredibly transparent place. Marketers and all participants in social/digital media should be careful about their approach when all information is recorded and available in a few clicks.
- **Rule #7: Stay in Touch**

Successfully Going Digital ~ the ***SAME rules apply***, but now you've got **MORE INTERACTION & DATA!**

- Objective
- Target
- Message
- Measurement



*A recent global survey by McKinsey of about 1,700 corporate executives finds that **69% claim measurable advantages from digital & social media, including:***

- A lower cost of doing business*
- Better access to knowledge*
- Increased marketing effectiveness*
- Insights for developing innovative products & services*
- & higher revenues.*

10 Ways to Integrate Social, Mobile, & Email

- Use email-marketing newsletters to announce new LinkedIn, Facebook, or Twitter feeds, directing readers to social-networking websites for signup.
- Use Twitter to link followers to your latest blog post or email newsletter online to fuel interest and re-tweets.
- Include an option to join the company's social networks in the email-newsletter registration section.
- Use the sidebar on your email-marketing newsletter to list all company social-networking profiles, and use those profiles to gather email-newsletter signups.
- Invite customers to participate in YouTube viral-marketing video contests that show real consumers using and enjoying your products or solutions.

10 Ways to Integrate Social, Mobile, & Email

- Read and respond to comments within social networks, developing newsletter or blog articles around topics readers discuss the most.
- Launch a regular Q&A section in your company's email newsletter that specifically addresses reader questions across all social-networking platforms.
- Include a link to your Help forum or YouTube video tutorial within purchase-confirmation emails.
- Include a social-bookmark console on your web pages so readers can share your website or products with others.
- Join relevant LinkedIn and Facebook groups, assigning knowledgeable representatives within your company to answer questions, thus positioning your company as a valuable industry resource.

A few more...

- Stay responsive
 - Research shows that responsiveness is closely tied to a customer's perception of good service. Technology has changed the customer's perception of responsiveness - make sure you adapt.
- Use multiple channels to serve the same customers well
 - Coordinate sales and service across multiple channels so that customer preferences are accessible no matter how the customer chooses to interact.
- Aggressively seek out customer complaints
 - With the Internet, an unhappy customer can now reach thousands of your would-be customers in a few keystrokes. Head off bad press before it happens. Make it easy for customers to complain, and treat complaints seriously. Establish firm guidelines regarding customer response time. Make employee complaint monitoring a key tool for executive decision making.

Tips for Getting Started ~

Let your audience define your strategy: Understand your audience. Consider the types of mobile handsets your market uses, the phones' features, users' comfort levels with the technology, which types of content interest them and in which activities they're already engaging with their phones.

Integrate mobile into your mix: Use existing channels, such as print ads and direct mail, TV and radio advertisements, website and email promotions, and point-of-sale advertising to get the word out, encourage response, and build your opt-in list. Remember, the more exposure you have, the better your response will be.

Offer value: Regardless of your selected approach, it's pertinent that you give users a reason to engage. Digital coupons; sweepstakes; free samples; free downloads, such as ringtones and wallpapers; videos; interactive sites; exclusive event invitations; and on-the-go access to information of interest.

Tips for Getting Started ~

Be direct in your messaging: Make your calls to action simple and prominent.

Communicate the benefits of engaging with your company so that your audience will understand exactly what you are asking them to do—and why.

Strive for a positive user experience: Help make it easy for users to engage. Craft straightforward campaigns that require as few clicks or text responses as possible. Before launch, test your program to ensure all your links work and everything runs smoothly. Then, be sure to keep it entirely “white hat” by adhering to opt-in/opt-out best practices and respecting your customers’ personal information and privacy rights. Always follow through on the expectations you set forth.

Test, measure and respond: Take advantage of the ability to use multiple keyword responders and real-time metrics to optimize your message and message placement and to improve campaign results over time.

Have Fun!

Please stay in touch

~ Ann Burgraff Rowell

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